



Product Information

Max Dup Creates an accurate database of customers and prospects for management and marketing

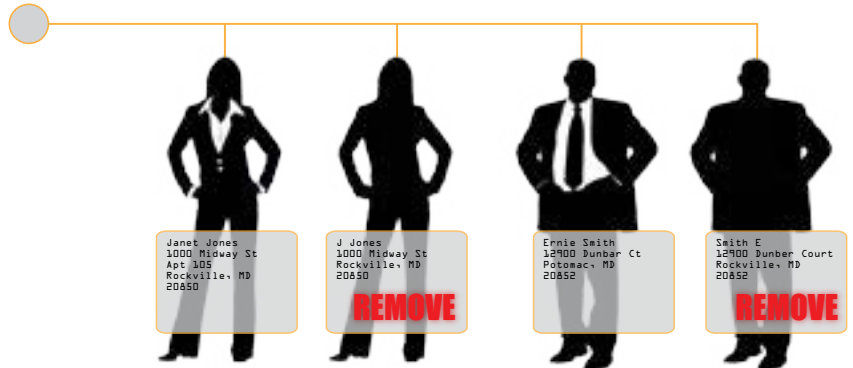
Enhances company image by preventing redundant communications

Improves marketing efforts by creating a personalized marketing approach

Reliable consolidated customer and prospect information for efficient corporate planning and management.

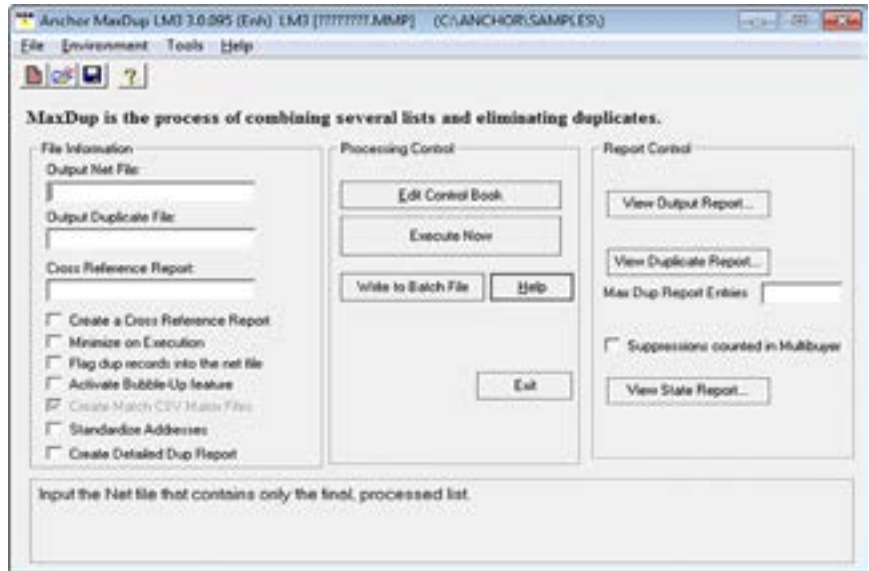
Finds duplicates at the household, residential, and individual levels

Able to identify frequent buyers.



FEATURES

- Data Types
 - o Uses any input type: Flat, DBF, IBM variable, delimited (tab, comma, pipe, etc.), Microsoft Sequel Server, MYSQL, SQLITE, ODBC (Excel, Access).
 - o Creates any output type and format (except dbf currently) Flat, IBM variable, delimited (tab, comma, pipe, etc.), Microsoft Sequel Server, MYSQL, SQLITE, ODBC (Excel, Access).
 - o Each input can be a different layout
 - o Allows for 10 character list codes with 5 digit priority codes to control your input
- Processes company and individual names simultaneously
- Internal address standardization of record increases the possibility of a valid match
- Eliminates duplicates created by incorrect data entry, using fuzzy logic.
- Provides user-defined weighting options by each individual field
- Multithreaded engine options-up to 96 threads can be used (6 threads per core, 16 cores)
- Product Monitor GUI can show status and speeds of each job
- Start/Stop technology allows the user to see when a process starts and stops and is built into a command line
- New ReportWriter technology creates PDF reports with graphs/logos/colored text.
- Produces a cross-reference report for in-depth response analysis



ANCHOR
COMPUTER SOFTWARE

Rockville, MD • Phone 800-237-1921 • Fax 240-631-2104
 Plano, TX • Phone 972-881-2424 • Fax 972-881-2324
 Email: sales@anchorcomputersoftware.com • P1011

© 2015 Anchor Software, LLC, a non-exclusive licensee of the United States Postal Service®. The following trademarks are owned by the United States Postal Service: CASS, CASS Certified, DPV, eLOT, LACS™, NCOA™, Postal Service, RDI, United States Postal Service, USPS, ZIP, ZIP Code and ZIP + 4. AD#14.06. Anchor Software (Plano, Texas) is a leading provider of data processing software for the direct marketing industry. For more information, visit the Anchor Software website at http://www.AnchorComputerSoftware.com.