



## Product Information

# MaxDup OS Creates an accurate database of customers and prospects for management and marketing

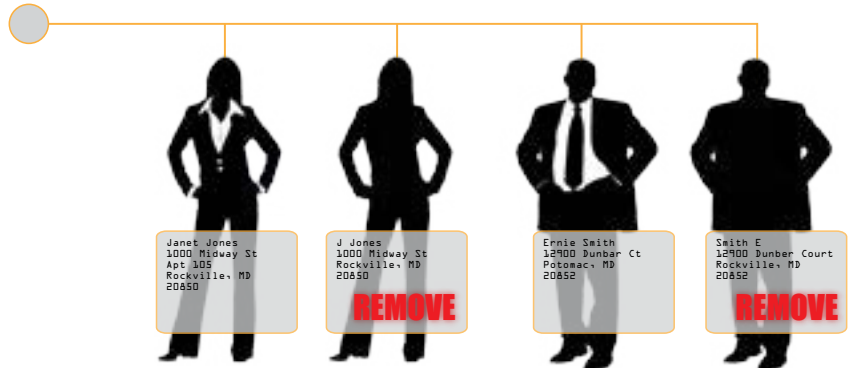
Enhances company image by preventing redundant communications

Improves marketing efforts by creating a personalized marketing approach

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

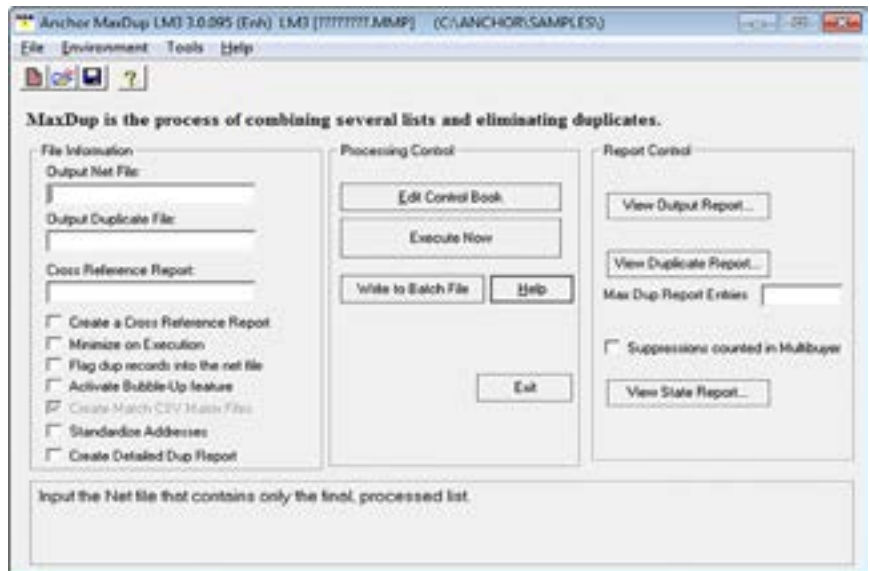
Finds duplicates at the household, residential, and individual levels

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



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