

CASE STUDY

Streamlining In-House Circulation Fulfillment with **William Reed**



BACKGROUND

As a leading business to business publisher in the food and beverage industry, William Reed's database contains more than half a million records. The company's success is based on expert knowledge of the markets it services and the ability to provide cutting edge information with insightful analysis. As an independent company, William Reed values its ability to react quickly to industry changes, allowing it to produce innovative products that meet its customers' needs.

OBJECTIVE

The company wanted to overhaul its in-house circulation fulfillment. A single view of each customer will make the company's promotions and mailings more efficient and cost-effective, as well as provide superior results.

matchit is a solution William Reed trusts to deliver the deduplication quality we need while reducing the process time. Not only does matchit deliver superior functionality over its peers, it is also a competitively priced solution.

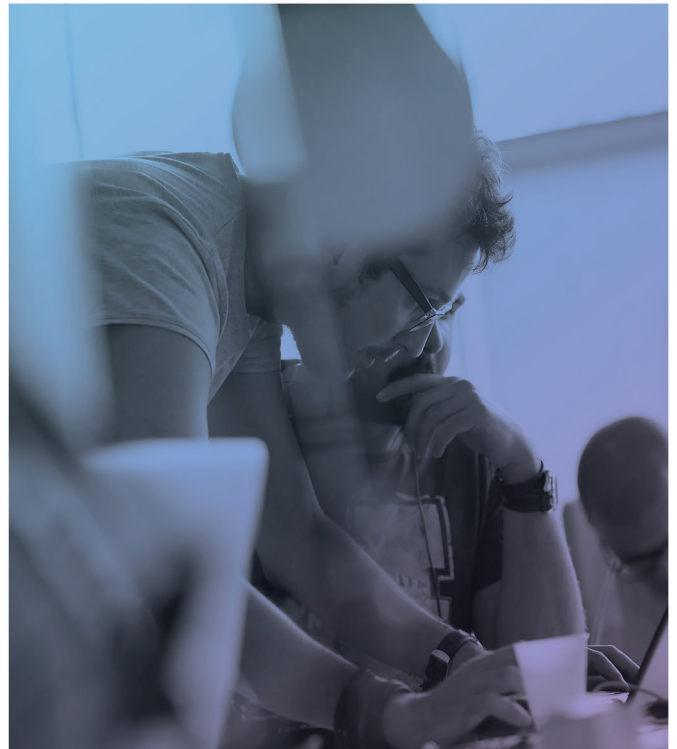
MARK DE LANGE
Director of Circulation & Directories
William Reed

SOLUTION

360Science delivered matchit: A scalable software solution including deduplication, suppression, enhancement, extraction, standardization of customer data, and address correction/validation - all within one streamlined workflow.

The key to success was 360Science's advanced phonetic and fuzzy matching engine, matchit, which identifies and eliminates duplicate records that are difficult to find and would otherwise go undetected.

William Reed gained efficiency and improved data quality by having the ability to remove duplicates across multiple files, relocate data in poorly structured files to the right fields and correct addresses to Royal Mail's approved form.



PROCESSING SPEED

1 DAY
matchit



14 DAYS
PREVIOUS SOLUTION



RESULTS

A streamlined, more efficient, more accurate database for William Reed. The company found that matchit's effectiveness reduced their time spent on data cleansing from an average of two weeks a month to just one day.

matchit, which can be upgraded with minimal effort, is ready to grow step by step with William Reed, further enhancing the company's position as a leading business to business publisher.

By providing unrivalled performance at a competitive price, 360Science established itself as a trusted partner to William Reed and its customers in the UK and around the globe.