

NADIS ScrubMaster/ SearchMaster



A sophisticated software solution for delivering high quality customer information

In today's competitive environment providing consistent, reliable information about your customers is essential for business success and maintaining a competitive advantage. Customer information is often difficult to locate, access and share across an enterprise since it is contained in numerous information systems.

The biggest challenge facing businesses today is maintaining the highest standards of customer information quality and integrity. **NADIS ScrubMaster** and **NADIS SearchMaster** play a significant role in improving the quality of customer information.

Designed as batch-processing products, ScrubMaster is used to validate, standardise, parse and correct customer information based on a company's corporate business rules. SearchMaster measures the uniqueness of a customer record in any database. SearchMaster processes the output from ScrubMaster, identifying matches and classifying customer relationships.

Businesses are relying on this sophisticated software solution to deliver accurate, consistent and complete customer information.

NADIS ScrubMaster/SearchMaster Benefits

- ▣ Enables standardised and consistent view of customer information across an enterprise, eliminating incomplete, duplicate and inaccurate customer information.
- ▣ Replicates the way people analyse customer information to provide more reliable results.
- ▣ Reduces time and cost of managing information.
- ▣ Credit and fraud control can be enhanced with accurate customer information.
- ▣ Assists targeted marketing campaigns by enabling more accurate segmentation and householding.
- ▣ Provides a customer-centric environment, essential to providing valuable customer service.
- ▣ Enables rapid and accurate input and recall of information to Call Centre staff.
- ▣ Effective mail and communications through accurate customer information.

NADIS ScrubMaster/SearchMaster Features



- Proven powerful real-time knowledge-based system using human like inferences when parsing and matching information.
- No reliance on large reference files enabling rapid implementation.
- Incorporates information that enables unique customer identification such as name and address, telephone number, email, credit card, date of birth and other personal attributes.
- Differentiates between personal and corporate entities.
- Detailed data investigation and analysis process.
- Minimal tuning resulting in higher productivity and consistency.
- GUI enabled definition of business rules for information parsing, standardisation and matching.
- Available as software components with a set of well defined APIs.
- Real-time components available for any processing environment including leading enterprise application servers.
- Processed customer data conforms to open XML industry standards, enabling interoperability of information across an organisation's information systems.

Platforms

MVS, UNIX, Windows (95, 98, NT, 2000, XP).

Services

Mastersoft Systems Pty Ltd are supported by a consulting team with proven experience in best practice methodologies ensuring you achieve maximum benefit from your strategic technology investment. Our comprehensive range of consulting services includes data quality assessments, business rules workshops, the 'Flying Start' program, project management and education.