

LINGREP INSIDE DATA IMPROVEMENT



The path to clean and accurate data

Cost savings, reputation and legal compliance through higher data quality

Today's business world is dominated by digital data processing. Smooth data exchange and efficient processes require clean and accurate master data. However, the problems start with the collection and retrieval of the data: **Incomplete information** from customers, **incorrect entries** due to similar sounding names, **careless and typing errors** during input, **missing information** in optional fields or **misinterpreted content** often occur systematically. In most cases, immediate adjustment is not feasible for time and money reasons.

Master data is further subject to ongoing and constant changes and – if not maintained properly – can **easily result in data chaos**: customer entries (base data) may be recorded repeatedly (duplicate data entries), suppliers may be changed or entire companies may be merged or taken over. The Data Improvement service supports companies in this process to ensure **clean, accurate, correct and consistent master data** in order to **avoid unnecessary costs** and to **maintain legal compliance**.

YOUR ADVANTAGES AT A GLANCE

- Increase in data quality
- Normalized, standardized, and accurate master data
- Plausibility check and duplicate identification
- Legal conformity, GDPR
- Time and resource saving
- Avoidance of unnecessary expenses and costs
- Support through attractive funding grants
- Increased customer satisfaction, trust, and reputation

OUR OFFER

Services to improve
data quality

Preparation, improvement
and enrichment of data

Detecting and cleaning up duplicates

Sustainable optimization
of data quality

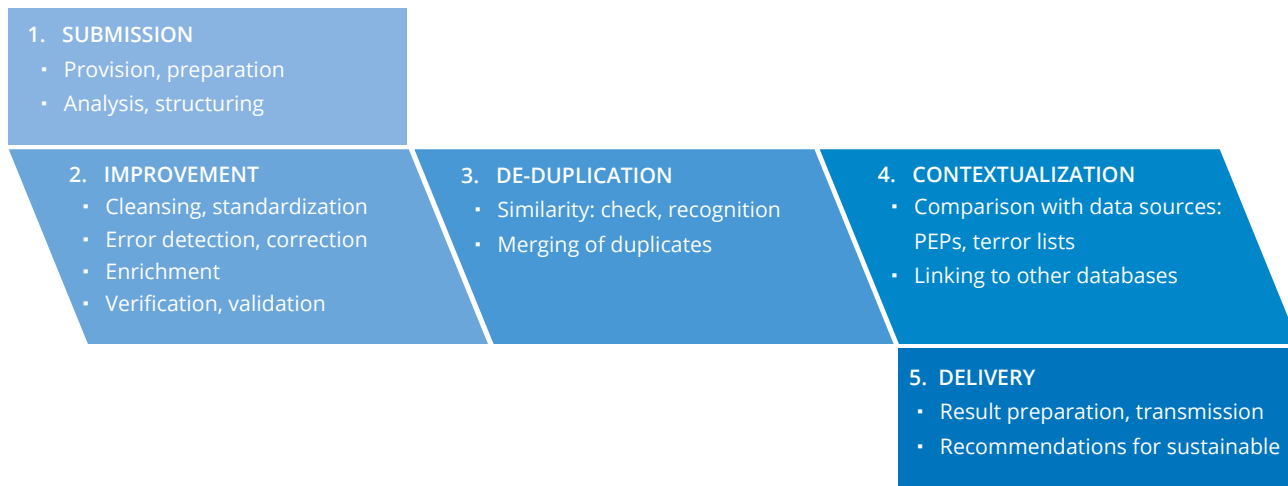


"We have never made such a giant step in data quality for our customers before – in such a short time."

CEO Martin Sorf, W1 OMNICHANNEL MARKETING GMBH

CLEAN DATA – A PREREQUISITE FOR YOUR BUSINESS SUCCESS

The system offers diverse application possibilities ranging from customer master data (CRM), customer and article master data (e-commerce) to components and semi-finished products with different item/part numbers (ERP). Based on comprehensive research and innovative algorithms econob provides – highly performant and scalable – accurate data and supports companies to comply with future data legislation (Data Protection Regulation (EU) 2018).



APPROACH

Our experts listen, analyze, plan, train, set up a tailor-made system and help with its integration.

AUDIENCE

Tailor-made for companies that struggle with data quality in their systems and therefore miss out on business opportunities, lose customer confidence or are unable to comply with legal guidelines.

DATA SERVICE Bundle

- Data preparation and analysis
- Cleansing, standardization, correction
- Duplicate identification
- Quality improvement recommendations
- Attractive funding grants (up to 50%)

Price: € 0.25 per adjusted data record

INTEGRATION Bundle

- IT Infrastructure check
- System setup
- Integration support
- Initial configuration
- Quality improvement recommendations
- Staff training
- Attractive funding grants (up to 50%)

Price: Setup plus € 600,00 per month

INDIVIDUAL Bundle

- Support and implementation of selected data quality steps
- Project management, consulting, workshops, and training
- System development and integration
- Architecture, IT, legal, data, data quality
- Added value through process integration
- Attractive funding grants (up to 50%)

Price on request

SELECTED CUSTOMER REFERENCES

Adresscheck.net
Compass Gruppe
DB Schenker
UNIQUARE
W1 Omnichannel Marketing



INFORMATION & CONTACT

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