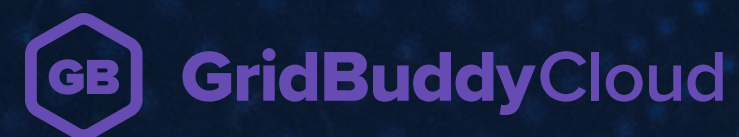
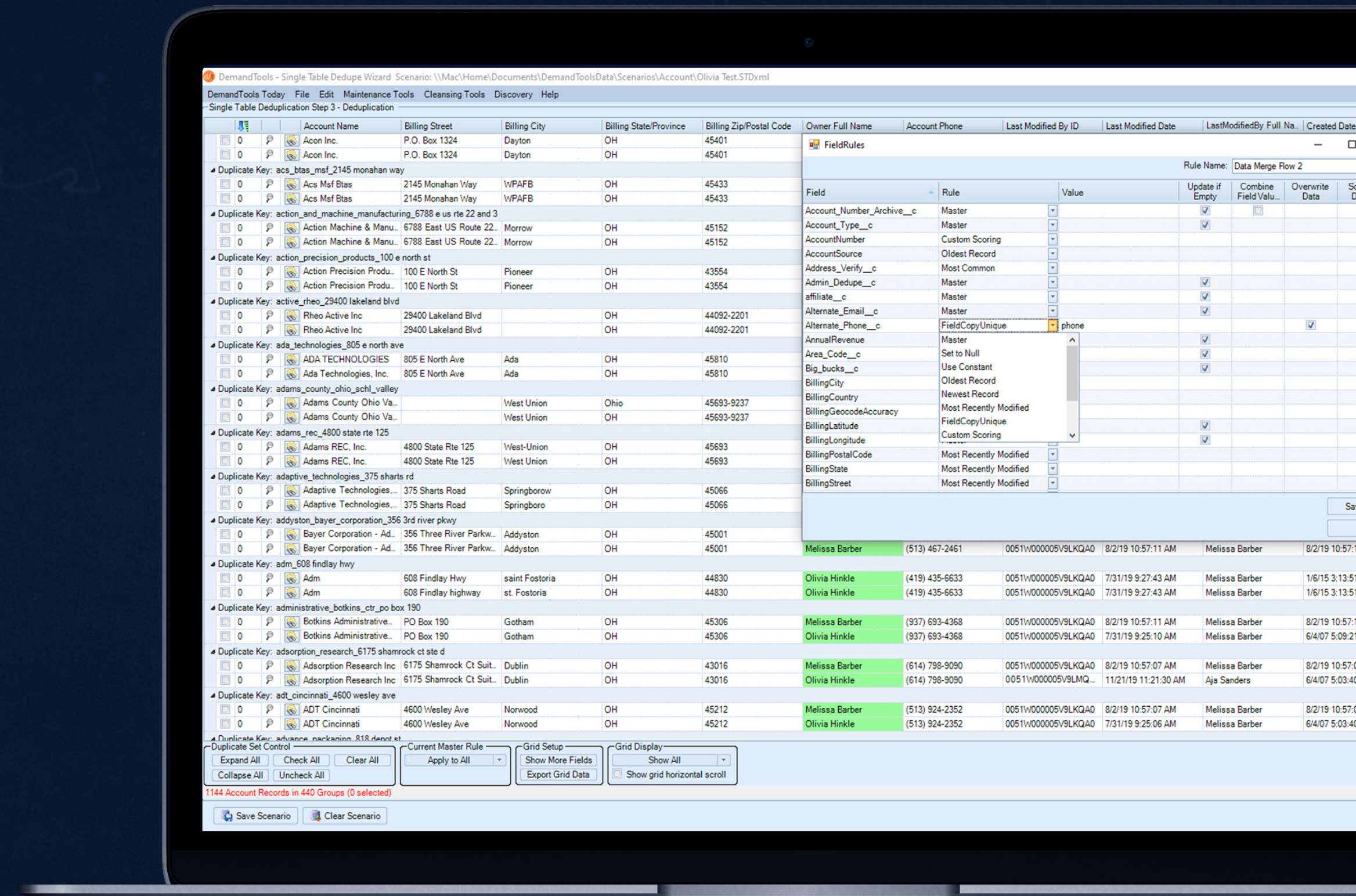




# Validity for Data Management

Simplify data management with solutions that improve data quality and increase CRM adoption.



Data quality and management is a cyclical process like any other business function. And while high-quality data is arguably the top business asset to propel growth and increase customer retention, it is rarely prioritized. The idea of data quality and the benefits therein resonate globally, but take a back seat to other initiatives largely because businesses assume the data management process is costly and time consuming - without realizing that doing nothing is costing them more.

With Validity for Data Management, having control over data and ensuring it's high-quality requires less resources than businesses anticipate - and no other solution addresses as many data quality and administration needs.

***“I’m in DemandTools 15, 20, 30 times a day. In terms of productivity, I’m easily shaving off 80 to 90 percent of the manual work that would need to be done without these tools and it’s clear we could not operate at our current pace without the toolset. The cost of DemandTools is just built into the budget – no questions asked. Everybody gets it—it’s a no brainer from our perspective”***

– **Gerry Marletta**, Director of Technology Operations at Argyle Executive Forum

***“If you want to accelerate the productivity of your teams, you need GridBuddy Cloud.”***

– **Steven Cox**, Manager of Global Sales Tools Strategy, NetApp

## Key Benefits

- **Remove barriers to end-user adoption - duplicates, unstandardized data, and clicking in and out of multiple screens to complete record updates**
- **Bolster data management efficiency with automation and by processing data changes in bulk**
- **Consistently better data quality through flexible tools that are quick and easy to implement**
- **Fast restoration of corrupted data**
- **Improve productivity with grid-based data orientations that enable data management efficiency without leaving the CRM workspace**
- **Streamline lead management for accurate tracking of marketing generated leads and reporting on campaign success**
- **Upgrade operational efficiency with multiple approaches to managing data, specific to each task and goal**



VALIDITY FOR DATA MANAGEMENT

# What Validity for Data Management Delivers



## Deduplication and Duplicate Prevention

Maintain the 360 degree view made possible by CRM systems with proactive and reactive deduplication techniques. Find and merge existing dupes based on your definition of a duplicate and retain the field level data you want from each record through customizable field level rules. And, prevent duplicates at the source with matching rules that fire every time a record is created or edited, and filters that enable dupe blocking rules to apply to specific subsets of data and users.



## Data Standardization

Adhering to a defined data standard improves reporting accuracy by simplifying queries to a single option per field. End users are able to perform faster searches in the CRM and feel confident that their query results represent a complete and accurate data set.



## Data Backups

Perform on-demand backups prior to executing mass data changes like merging to reverse unwanted changes, and backup data on an automated schedule for fast data disaster recovery.



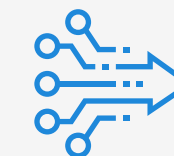
## Grid-based Utilities

View different data orientations in easy to configure grids that enable admins and end-users to manage data from one screen, across multiple objects, with only the fields and records that are relevant for the task at hand. The grid-based data environment increases productivity and facilitates easier data management.



## Lead Management

The lead conversion solution resolves duplicates that exist between leads and contacts and accounts and can be used to mass convert leads into new accounts and contacts - depending on need and business processes. It also shows if there is a connection between a lead and an existing customer account so the rep working the lead can see all relevant information when selling.



## Import Management

Import data without creating duplicates and route incoming lead and contact records to the correct owner and campaign during import to ensure the introduction of new data doesn't compromise data integrity. Save pre-import matching scenarios and field mapping for future use and data management consistency.





Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions – including DemandTools, BriteVerify, Trust Assessments, Return Path, 250ok and GridBuddy – to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue.

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