

## Data de-duplication

### Why data quality matters?

Data De-duplication is imperative for reliable, integrated and accurate data. Improving data quality assists in reducing operating costs and increasing revenue and profitability, as well as enhancing customer service, increasing productivity and improving brand image.

When making decisions designed to enhance your competitive performance, you depend on the integrity of your data; but how accurate is it really – can you trust your data? A study of more than 600 organizations carried out by Gartner reveals that deficient data quality leads to poor user adoption of major applications and a general lack of trust in a company's data.

Some businesses seem content to turn a blind eye to inadequate data, but things change when there's an external regulator to satisfy – regulatory compliance is cited as the prime driver for improving data quality.



Three of your best customers  
would like a word with you

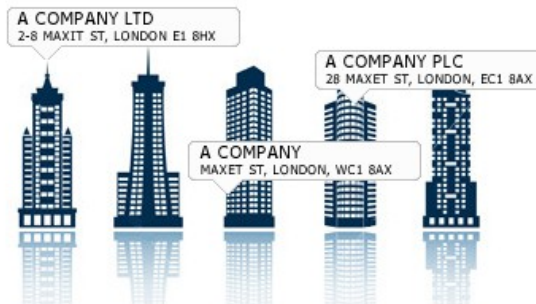
To help companies reduce the number of duplicates within their databases Blue Tahiti Software have developed an online de-duplication tool that enables companies to select either a single or multiple files for de-dupe. As with all Blue Tahiti products data de-dupe is designed to be simple and easy to use.

After uploading a single or a multiple number of files users can select the type of de-duplication they wish to perform (Company Level, Contact Level or Address Level). Within a matter of minutes data de-dupe will provide you with a file which contains all your data and duplicate identification keys.

### Want to de-dupe your file?

Why not try Blue Tahiti's online de-duplication tool today!

Visit: [www.bluetahiti.com](http://www.bluetahiti.com)  
or call us on **08456 383 277**.



For more information about our products or to request a free online demonstration please call us today on: **08456 383 277** or email: [info@bluetahiti.com](mailto:info@bluetahiti.com)

### Product Features

- User friendly interface
- B2B & B2C compliant
- Export relationships
- Single file export
- Multiple file upload
- Fast and accurate
- Save time and money

### Our other products:

-  ProspectCreator
-  MoreLikeThis
-  BureauSuite
-  DedupeMyFile

To find out more or request a free demo please call **08456 383 277** or email: [info@bluetahiti.com](mailto:info@bluetahiti.com)