



BlueCielo is an independent global organization with more than 30 years' experience. Our services team has unparalleled expertise and our solutions contribute daily to the revenue of the largest global enterprises. We have offices on 4 continents, over 160 employees in seven countries and a network of 50+ partners to provide you with global coverage.

BlueCielo manufactures software to manage asset-related engineering information. Our software increases data integrity and creates efficiency, enabling our customers to demonstrate regulatory compliance while measurably reducing risk. We know that continuous innovation requires continuous change and remain committed to supporting the changing needs of our customers by developing new initiatives to add greater value. Our solutions evolve to meet new market issues like extended contractor and supply chains, knowledge retention, and leverage technologies like the cloud.

What was your challenge?

After several years of using CRM Online, we had a large amount of duplicate records on Account & Contacts we needed to clean.

Why did you decide to use the duplicate detection addon and not default duplicate tool?

The tool offers sophisticated bulk merge functionality based on a duplicates report generated via self-defined dedupe rules. The standard CRM functionality doesn't have this, so that was not an option for us.

How Duplicate Detection addon helped to solve it?

With the bulk merge function, plus other smart features such as trimming of data, we could efficiently tackle the large set of duplicates in an automated way. With standard CRM functionality this would have cost us a lot of manual work, so the tools saved us a lot of time and effort.

I would recommend the tool to other users as it has proven to be a valuable addition in maintaining data in CRM.

*René Knaake
Global IT Manager*