



3 mobile was launched on 3rd March 2003 and within 32 months acquired 3.2 million customers.

Three mobile undertook one of the fastest network rollouts in history!

What was your challenge?

The biggest challenge was to prevent users and integrations from creating duplicates.

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

Because default duplicate tool do not have the option to prevent users and integration from creating duplicates, it will give warning to users and that is it. The purpose of having duplicate tool is to prevent duplicates in the system.

How the addon helped to solve it?

The addon helped us preventing new duplicates in our system and fast clean-up of existing duplicates using the bulk merge feature.

In addition to this, we are able to create more advanced duplicates rules than before.

I will recommend the addon to other companies that are looking for easy way to maintain data in CRM without duplicates.

Phillip Jørgensen

Business Data Manager