



**NO
MORE DUPLICATES**
Duplicate-detection.com
For Microsoft Dynamics CRM/CE

Say NO to Duplicates

Data is today the most important asset. Many solutions out there help you collect, analyze and utilize data to provide better customer experience. One big problem, however, is the challenge of duplicate records in Microsoft Dynamics CRM tables. CRM Duplicate data prevents you from building a holistic view of your customers. It can also make it nearly impossible to communicate with your customer base in a meaningful way. However, you know the challenge, companies often don't realize how big the problem is until it's time to use, report on, or mine their data. Imagine trying to pull contact information for a marketing campaign and having thousands of duplicate records, each with disparate pieces of information. When your Microsoft Dynamics CRM contains duplicate records, sales reps waste time trying to contact out-of-date leads. Worse, they risk inadvertently spoiling customer relationships by contacting accounts or contacts too soon or without the right information.

It's time to stop the duplicate data madness

If you think about it, the above has a very high cost compared to what it will take you to Find, Capture, Prevent, Fix (bulk/auto-merge) duplicate records and establish a strong data foundation.

The Problem

Before we go into the solution lets elaborate a little on the problem. Microsoft CRM is a great platform to manage your business and it has a build-in Duplicate detection capability which is fine if you don't have massive duplicate data challenges. Many customers find the build-in Duplicate Detection functionality limited because of the following main reason. The list of the limitations is much longer but here we are only including the main gaps that have a huge impact on your duplicate detection/deduplication process.

Limitations of the build-in Duplicate detection functionality:

- Supports only 4 entities
- Detection of duplicates fail for an unknown reason if you have more than 5000 records
- Users can still bypass the duplicate notification window by clicking on saving the record
- API user can still create duplicates through the integration
- No auto-merge capabilities
- Limitation on how many rules can be accumulated with the same rule group

The Solution

www.duplicate-detection.com is an Appstore app/solution which addresses all the above limitations and enhances the duplicate detection task with further capabilities as mentioned below.

Define rules/Capture duplicates

- Define bespoke rules to capture duplicates
- Duplicate Detection rules can be defined toward any entity (both system and custom)
- Duplicate detection rules support custom attributes
- Operators “AND” & “OR” can be used to define your Duplicate Detection rules
- No limitations on how many rules it can be defined
- No limitations on how many records it can scan
- If many records, a background service is provided to schedule a job to run in the background

Bulk/auto-merge or Manuel merge

- Once duplicates are caught, you can select the desired records for manual merge
- Rich bulk/auto-merge capability with build-in rules to define the master record
- Fetch XML can also be utilized to define the master record during bulk/auto-merge
- Bulk/auto-merge can also include merging related records

Prevent new duplicates

- All active rules are utilized in the background to prevent users from creating new duplicates
- When a user is creating a record, they already get notified for duplicates previous saving the record
- Once an attribute, which is utilized in the duplicate detection rule, is populated with data and if it finds a match it will notify the user that a duplicate is detected

Conclusion

Using www.duplicate-detection.com not only you can prevent the introduction of duplicate records in your system, you can also take advantage of the build-in Auto-merge capabilities.

At the end of the day, it is all about having reliable data with minimum effort. Download a fully functional trial and see how easy it is to achieve clean and reliable data in CRM. <https://duplicate-detection.com/try-it/>

Few customer logos

