Industry: **SOFTWARE**

Product: **DMS CLEANSE & DMS DUPLICATE PREVENTION**

"It made sales more efficient and prevented sales from wasting time . It just makes the whole process run much more smoother."

– Iryna Zhuravel
Manager, Marketing Automation & Analytics

Altium®

THE COMPANY:

Altium Limited is an Australian software company that makes PC-based electronics design software for engineers who design printed circuit boards. Founded in 1985, the company was one of the first to revolutionize the way that printed circuit boards were designed, as the previous method was either too expensive, too difficult or time too time consuming. Today, Altium is still a highly successful tech company.

INDUSTRY:

SOFTWARE

CHALLENGE:

Altium's sales team realized they were wasting several hours a week on routing leads and those hours could be used more efficiently. Altium also found they had a number of duplicates in their system which were also wasting time in the sales and marketing process.

SOLUTION:

**DMS CLEANSE &
DMS DUPLICATE PREVENTION**

THE BUSINESS CHALLENGE:

Altium's sales team realized they were wasting several hours a week on routing leads and those hours could be used more efficiently. Altium also found they had a number of duplicates in their system which were also wasting time in the sales and marketing process. They knew that in order to make this time efficient and profitable again, they had to find a way to remove the duplicates in their system quickly and affordably.

THE SOLUTION:

Altium implemented RingLead DMS Cleanse and DMS Duplicate Prevention to clean their database of all current duplicates and prevent future duplicates from infiltrating their database. The goal was to improve the efficiency of both the sales and the marketing team by drastically improving their data quality.

DMS Cleanse is an industry-leading deduplication tool with 55+ custom matching logic rules, custom master record selection, custom field level selection, and an advanced deduplication task scheduler. DMS Duplicate Prevention is a real-time duplicate prevention platform capable of preventing duplicates from the three primary data sources: list imports, web forms and manual entry. Both hosted on Amazon Web Services, the tools together provide a reliable, secure and scalable environment to clean and protect data.

DMS Duplicate Prevention also takes it a step further than Marketo's duplicate blocking technology, basing our duplicate detection off of more than just an exact matching email address.

THE RESULTS

Altium successfully used RingLead DMS Cleanse and DMS Duplicate Prevention to clean their database.

- Over 200,000 duplicate records were removed from the Altium database.
- With DMS Duplicate Prevention, Altium is currently preventing 100 to 200 new duplicates from being created in their database per day.
- Altium's sales and marketing teams are saving many hours a week with more efficient lead routing and a database that is free, and continues to be free of duplicates.

"We were talking to RingLead for some time and honestly it was some of the best sales and support experiences I've had"