

# RINGLEAD DMS SCANNER

Scan your entire Salesforce in minutes for instant insight into the health of your organization's lifeline.



## DISCOVER IN MINUTES

What % of Records in Your Database are **DUPLICATES**  
 What % of Records in Your Database Are **INCOMPLETE**

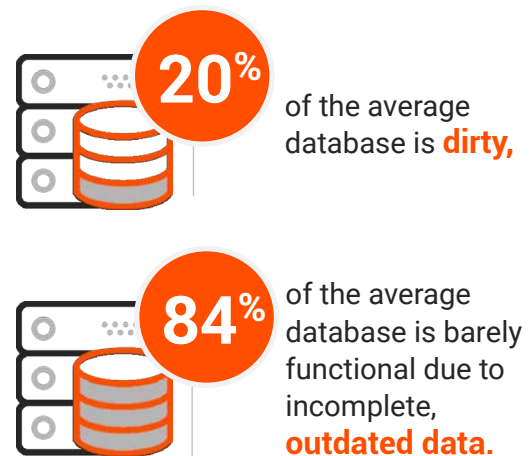
Meaningful engagement that translates to revenue is nonexistent without the actionable intelligence companies gain from clean, complete, and relevant data.

**RingLead DMS Scanner** empowers organizations to regain control of their data, fueling their ability to achieve peak revenue growth and recognize greater returns on sales and marketing investments.

Within minutes, DMS Scanner scans your database for duplicate data and missing fields, giving you real time insight into your biggest pain points. Equipped with two unique scanners—a **Duplicate Scanner** and an **Enrichment Scanner**—you dictate the type of scan, the scope of the scan, and any consequential actions you'll take.

Results of your scan are available in a single, comprehensive report card within minutes of scan completion, along with proposed solutions from RingLead.

## APPROXIMATELY...





# Duplicate Scanner

## ANALYZE & DISCOVER

Gain immediate insight into the health of your data and how you can strengthen your Salesforce to ensure your organization is operating at its peak. Using key fields including first name, last name, and email address, DMS Scanner identifies duplicates across your leads, contacts and accounts to highlight where you can merge or eliminate records for increased sales and marketing productivity, lower storage costs, and improved reporting and campaign planning.

## REPORT

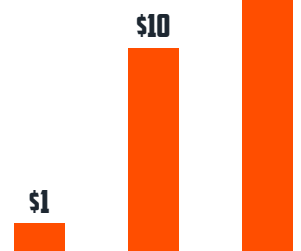
Review potential duplicates across leads, contacts and accounts in a single comprehensive scorecard to quickly understand the state of your data. Your scorecard provides an invaluable roadmap of where your operations team needs to focus in order to optimize your organization's Salesforce investment. Armed with a deep understanding of your data, you're able to appropriately identify a data cleansing solution that fits your needs.

## CLEANSE

Regain control of your Salesforce environment with your newfound insight. Select a data cleansing solution like RingLead DMS Cleanse for complete control and flexibility over how you merge duplicate records, confirm all value information remains after merging, and how your data is standardized. DMS Cleanse includes key features like Mass Update, Mass Delete and a Task Scheduler for ongoing data cleanliness and global changes after the scan. Pair DMS Cleanse with RingLead's DMS Duplicate Prevention for a proactive approach that includes perimeter protection against any future duplicates.

## VALUE OF DATA CLEANSING

It costs about **\$1** to prevent a duplicate, **\$10** to correct a duplicate, and **\$100** to store a duplicate if left untreated



*Duplicate data results in painful storage overage costs, and stifles productivity, insights, and ultimately, revenue generation*  
(SiriusDecisions)

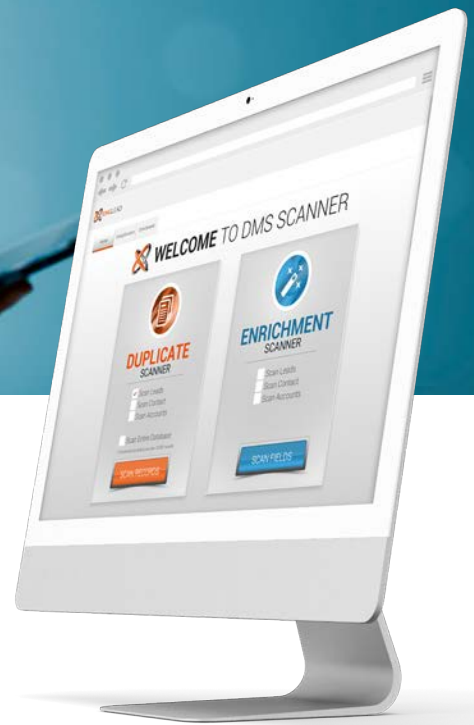
“ I was recently introduced to this tool, and I only wish I'd found it sooner. Using Dupe Dive (now known as DMS Scanner) saves me from duplicating my efforts when nurturing leads, which can be a pretty embarrassing indicator of a disorganized instance. With Dupe Dive, my data is now more reliable, and I can continue to maintain Salesforce effectively.

- Joanne Fabre, 5 stars



**70%** of your data can be incorrect after just one year without enrichment.

Without enriching missing fields in your database, your team misses out on key information that can help them segment and target their prospects.



## Enrichment Scanner

### ANALYZE & DISCOVER

Reveal missing values on your leads, contacts, and accounts to strengthen your understanding of your existing data, and what fields you can enhance for improved segmentation, routing, and scoring. Discover missing values across key data fields like area code, city, state, and country that may be crippling your segmentation and account assignment efforts, as well as disrupting the accuracy of your reporting.

### REPORT

Leverage a single enrichment scorecard to fully understand your Salesforce environment, and what fields RingLead can potentially enrich using crowdsourced data. Granular visibility into your Leads, Contact and Accounts will allow you to select the right enrichment vendor and package, ensuring you only enrich fields valuable to you.

### ENRICH

Tap into 360 person and company profiles of your key prospects with freshly enriched leads, contacts and accounts by enriching your data with new fields and missing values. RingLead's DMS Enrichment allows you to enrich in three key ways—in batch, on lists, and on web forms—for peak data performance and supercharged lead scoring, routing, and segmentation. Supercharge sales and marketing campaigns with targeted, relevant messaging once your records are enhanced.



## VALUE OF DATA ENRICHMENT

**DATA DECAYS EVERY SECOND OF EVERY DAY.**  
Without data enrichment, your team operates largely on outdated, irrelevant data.



**\$6.5 MILLION**

new businesses pop up every year in the U.S. according to Forbes.



**\$32.4 MILLION**

million people quit their jobs each year according to the Bureau of Labor Statistics.



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APPEXCHANGE**