

from Business Development Solutions, Inc.

# **BDS SingleVision**<sup>m</sup>

A single comprehensive view of multiple data sources for viewing, analysis, list building, and file maintenance.

- Intuitive, easy to use data integration software saves time and money
- Supports more effective planning and decision making at every corporate level
- For any organization that depends on more than one database

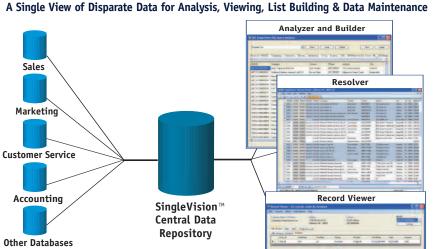
Designed to build and maintain relationships



# **BDS SingleVision**<sup>®</sup>

#### Coordinate all the data within your organization, so it works like a single searchable universe for viewing, analysis, list building, and file maintenance.

BDS SingleVision<sup>™</sup> is a data integration software application that provides you with an effective new way to access and utilize the customer and prospect information stored in multiple separate databases throughout your company.



**BDS**SingleVision<sup>\*\*</sup>

 Functional area managers in any department can collect and analyze matched or related data.

- Database managers are able to add net new records, standardize data, improve data quality, and share information between multiple databases.
- Authorized employees have access to a complete and accurate view of all your company's customers and prospects.
- Separate departments can match records on a one-time basis, or continuously in order to keep multiple databases updated at the same time.

# Get a "single view" of your customers and prospects in a more efficient manner.

The ability to view all relevant information held in separate databases throughout your organization can help each department

## **BDS SingleVision**<sup>®</sup> Screens

Here are some sample screens showing just a few of the many useful tools SingleVision uses to organize and display your data in a clear, easy to understand manner.

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This enables you to view all the relevant information about a customer or prospect from all internal and external databases — even when not working in SingleVision by using SingleVision's Record Viewer function.

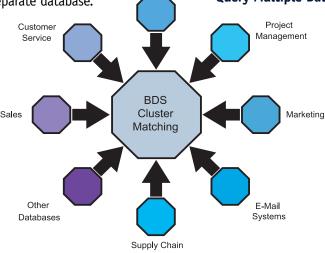
Even when separate departments maintain their own databases, SingleVision links the data by creating a Central Data Repository that all departments can access.



do a better job of selling or servicing your customers and prospects. Unfortunately, it may be difficult to develop a single view of each customer due to different data entry formats, multiple contacts or locations, even misspelled Accounting and incorrect information in each separate database.

The SingleVision Cluster Matching Process is able to help you identify all of the related records in your company's multiple databases. Then, the Cluster Match links all the records from the same customers and prospects and places a Common ID on each organization's records, linking to each database.

When a customer or prospect file is searched, queried, or updated, SingleVision uses the Common ID to pull up all the records for that organization from all the different



Getting a more complete view of your targets including the input from every department and resource — allows you to determine the most appropriate strategies for dealing with them.

databases within your company. Duplication and conflicting information is resolved and eliminated.

## Know more, do more, and make better decisions with the information you already have.

In addition to delivering a more complete view of your customers and prospects, SingleVision also gives you a variety of valuable capabilies that make it easier to use, create, update, and maintain your company's databases.

Prospect List	~	New Sa	ve De	lete Run	Exp	tio
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ABC1A1000000002	McMann Friedman Lipman & Leff LLP	Rachel Clad	2012265557	Highpointe Centre South	Bergenfield	
ABC1A100000003	Hanson & Tyler, Inc	Lance Dilivorth	8567732300	134 Liberty Avenue	Voorhees	
ABC1A1000000004	Attilated Radiology Professionals,	Michael Erving	8562135609	PA	Thorofare	
ABC1A1000000005	SLK Associates	Amy Filco	7324696300	Faity-Seven Clinton Di	Wall	1
ABC1A1008000005	LWF Solutions, Inc	Anthony Novak	6105735567	35 Mountain Ave	Collegeville	
ABC1A1008000007	Thotopson Medical	Steven Faster	(732)852-3478	23 Justin Drive	Middletown	
ABC1A1000000008	Community Social Service, Inc.	David Williams	(201)2845344	1336 Hoboken Rd	Hobolien	
ABC1A1000000009	Sydney Travel Consultants	Dawn Under	212-787-1500	1121 Avenue of the Americas	New York	
CRM1A1000000001	Thompson Medical Company	Joe Smith	(800)378-2369	23 Justin Drive	Middletown	
CRM1A1000000002	Community Social Service, Inc.	Stephanie Oberman	(201)284-5344	1336 Hoboken Rd	Hoboken	
CRM1A100000003	Alfiliated Radiology Professionals	Kal Lily	(856)213-5609	23 Main Street, Suite 389	Thorofare	
CRM1A1000000004	Jones Repair, Inc.	Linde Smith	(856)239-8532	722 Lincoln Ave	Shatlord	
CRM1A100000005	Thompson Medical, Inc		(732)852-3478	23 Justin Drive	Middletown	
CRM1A100000006	Hanson and Tyler Inc.	Robin Cuttes	(856)773-2300	134 Liberty Avenue	Voorhees	
CRM1A100000007	McMann, Friedman, Rosen & Leff LLP	Lany Momann	(201)226-5557	683 Edward F. Carter Blvd	Bergenfield	
CFIM1A1000000068	Thompson Medical, Inc.	Jule Panish	(732)652-3478	23 Justin Drive	Middletown	TH
CRM1A100000009	Capital Bank		(973)836-5600	17 Hiltop	Faidawn	~

You can query all your linked databases to find and analyze all the information and build reports about an organization, even though the records originated from different data sources. **Count** – eliminate duplicate and erroneous records for a more accurate projection of your existing customer base and potential market size.

Query Multiple Databases – find and analyze needed

information, no matter where it's stored in your system.

**Build a New Database** – import new records, match, and de-dupe from any sources, while maintaining source identification.

#### Reorganize a Database -

maintain clean data and reformat records to recognize more relationships.

**Append Data** – use external data sources to expand your company's knowledge base.

**Adding New Prospects** – match incoming lists and leads to verify net new names and avoid duplications.

For more details about BDS SingleVision and a product demonstration, please contact Business Development Solutions, Inc.

### Phone: 856.787.1500 Email: info@bdsdatabase.com

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Using the Common ID across the multiple data sources within your organization, you can group records from the same customer. SingleVision's Cluster Match Process can also differentiate between different parts of the same organization, even at different locations.

# **BDS SingleVision**<sup>™</sup>

Coordinates information within your entire organization

#### Developed and licensed exclusively by BUSINESS DEVELOPMENT SOLUTIONS, INC.

Since 1991, BDS has been focused on helping business-to-business and business-to-consumer marketers of all sizes identify, analyze, and serve their customers and prospects more effectively. With this experience, we have developed the advanced data matching and linking processes of SingleVision to maximize the value and accessibility of the data our client companies use and maintain.

Contact us for complete details about SingleVision:



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