

# NEW...

*from Business Development Solutions, Inc.*

## BDS SingleVision™

**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*

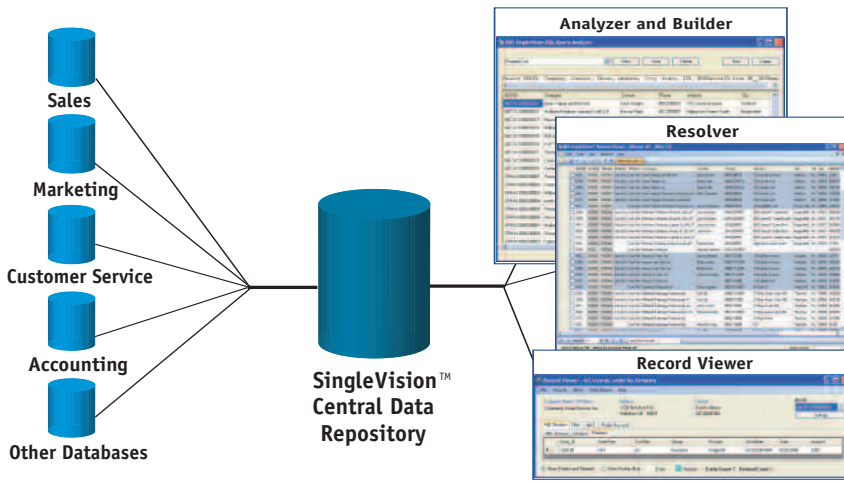
# BDS SingleVision™

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™ 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™

A Single View of Disparate Data for Analysis, Viewing, List Building & Data Maintenance



- 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.

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

**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™ 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.



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 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 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 capabilities that make it easier to use, create, update, and maintain your company's databases.

**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.

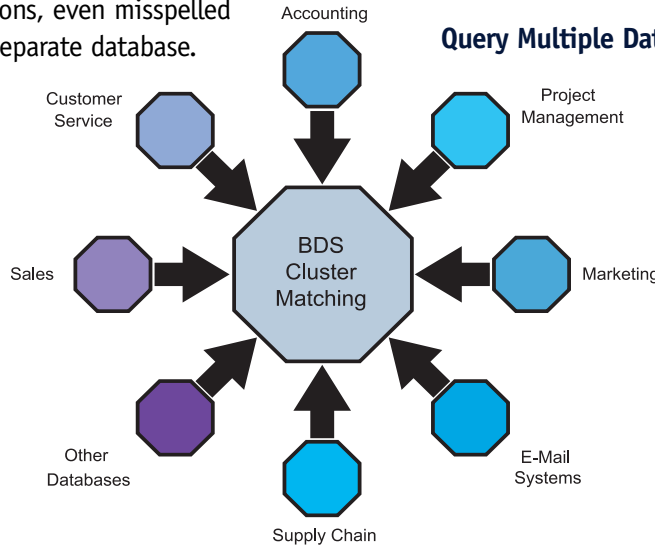
**Append Data** – use external data sources to expand your company's knowledge base.

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

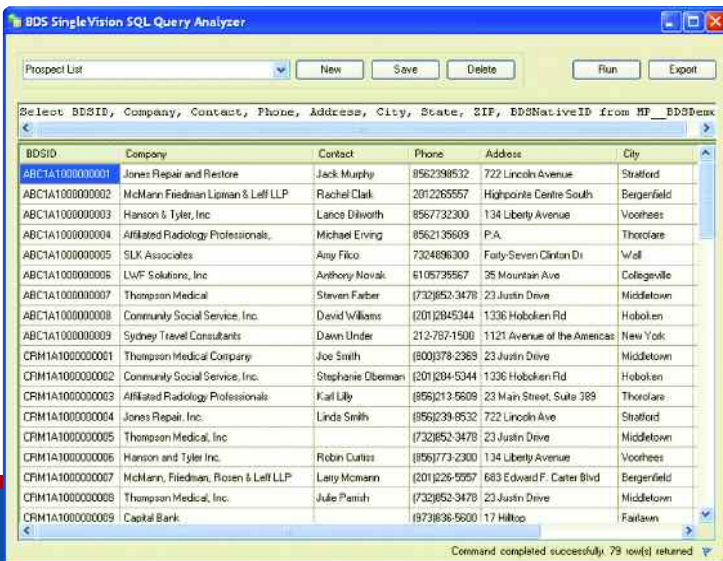
**For more details about BDS SingleVision and a product demonstration, please contact Business Development Solutions, Inc.**

**Phone: 856.787.1500**

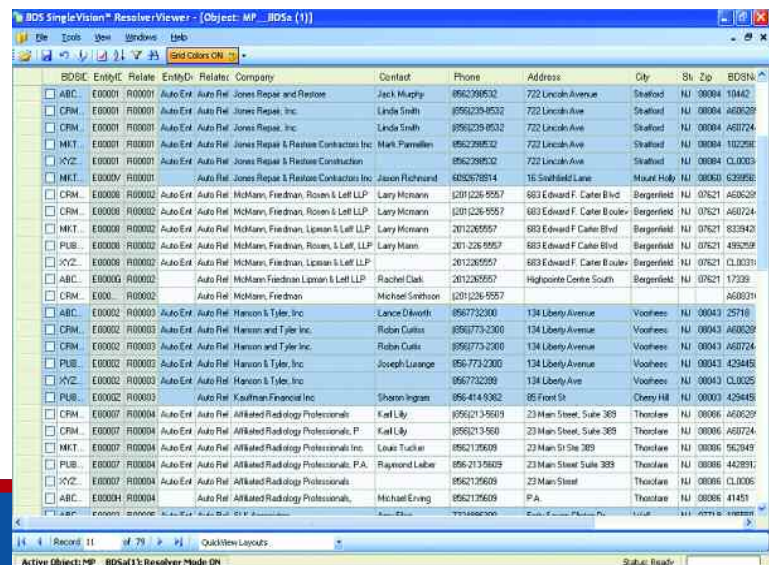
**Email: [info@bdsdatabase.com](mailto:info@bdsdatabase.com)**



*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.*



*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.*



*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™

**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:**

**BDS** BUSINESS  
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