ikhana
better data · faster

Because your marketing programs are only as good as your data.

Ikhana Web Services enable:

- ▸ Better data consistency, better matching, and fewer duplicate records
- ▸ More accurate and more consistent account naming conventions
- ▸ Better segmentation of contacts into campaign audiences
- ▸ The addition of intelligent data points, such as job title codes or sales territory assignments
- ▸ The elimination of trash records and the cleanup costs that ensue

Most of us never think about the process that is set in motion when the CFO goes to the Ernst & Young web site looking for audit services and fills out a registration form misspelling the city name; or when the medical billing professional goes to Ingenix's web site looking for compliance information and enters "MD PhD" along with his last name; or when the college student goes to Borland Software's web site to download the latest release of Delphi and enters his name as Homer Simpson and his city as Springfield.

Each one of these acts creates a problem that has to be fixed. It is a little known fact that in the marketing and sales automation industry the ten or fifteen seconds that these people spend filling out a web form to obtain information or respond to an offer, often results in someone on the receiving end of the data spending one to two minutes performing a data quality review of the information submitted. This "after the fact" data quality review process costs the US business community billions of dollars annually.
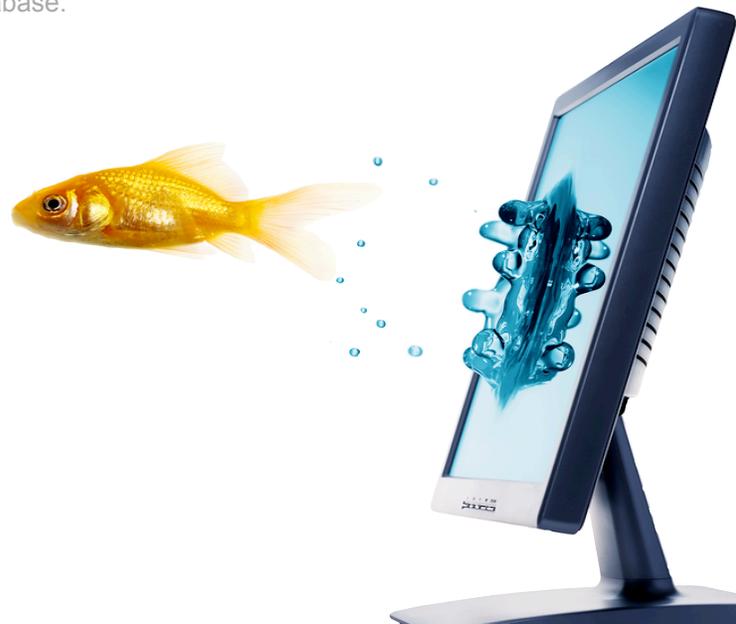
Unlike extract, transform, and load (ETL) products in the marketplace that primarily work on data after it has been propagated to a database, our products incorporate processes that cleanse, standardize, and derive intelligent points from the data before it reaches the database of record. Our solutions automate manual functions, save time and money, improve data quality, make data more useable faster, and quickly begin to produce excellent ROI.

Chasing the 'Infinite' Closed Loop

The goal of any marketing operation is to gain a complete picture of the individual as they move from suspect to prospect, and on to becoming a customer. Most marketing programs fail miserably at this goal simply because the data comes from too many disparate sources causing the creation of duplicate records making it impossible to track a prospect through the sales cycle. Web designers are not consistent in creating drop downs; records are incomplete as they come from different sources; your accounting department sticks goofy terms after the account name in your ERP system; different people design different landing page forms, etc. Our upstream data quality solutions automatically correct many of these inconsistencies and omissions before they are added to your database.

> *"Your solutions have reduced the amount of time we spend cleaning up poor quality data by at least 50%."*
>
> - John H.
> Marketing Database Manager
> Major US Software Developer

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Got junk?

We have seen it many times, as has most anyone managing marketing programs. If your offers require the completion of a web form, your database is full of "Darth Vader's," "Homer Simpsons" and other terms we can't print in a public document. People are always going to do this, but that is no reason you or your staff should have to waste countless hours removing this junk from your database. With our powerful data rules engine, you can set up the business rules to identify this type of trash so it can be eliminated before it is stored in your database.

How it works

Our core functionality is built on the Microsoft® .NET Framework and utilizes standard SOAP protocol to move data from point-to-point. Proprietary connection technology allows the user to call business rules for data processing per the unique requirements of the post, such as data sources from different parts of the world.

Some of the operations included in our core functionality:
- ▶ Clean and standardize punctuation
- ▶ Clean and standardize street name, city, state, zip, country, job title, and other attributes
- ▶ Perform upper/lower case operations on relevant attributes
- ▶ Parse first name, middle name, last name, suffix, and address 1 & 2 attributes
- ▶ Check for missing zip codes, city, and/or state values and update as required
- ▶ Check for company alias and trade style expressions and update to proper corporate name
- ▶ Check and validate email address format

In addition, our powerful **Data Rules Engine** allows you tremendous flexibility to manage data quality. You can define an attribute for processing, specify what expressions to search for within an attribute or multiple attributes, and specify where the result should be placed on the record.

Our solutions are entirely data driven, allowing you complete control over the business rules that automatically process your data.

Using the Ikhana Web Service

Our web service is a flexible solution that is easy to install and uses standard protocols to exchange data. Several methods are provided, allowing the web developer to post a record to the service with code that can be called from the web form's existing data validation routines, making the change transparent to the user and the functionality of the web page.

Our typical clients only had to add or modify a couple lines of code in their existing web forms to use the additional files we provide. Usually the installation, setup and smoke test is done in under an hour. Our web service solution allows the data to be cleansed, normalized, and standardized; returning the data to the form prior to passing the data to the database of record.

Our solutions are "cloud" applications built on a service oriented architecture framework. The web service is licensed in a number of ways. You can choose the type of license that best suits your organizations needs. You can use this service on a month-to-month basis for pennies a transaction, or by monthly subscription.

For an additional fixed fee per month, we can enhance our basic web service features by providing you with a unique set of business rules databases that you can access on our servers and customize with your own data rules.

For organizations that require all data to stay behind the firewall, we can license an enterprise version of our web service which you can install on your Windows Server. This type of installation can be licensed on a four year rental agreement that includes all maintenance fees.

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