



Data Enhancement Process Chart



Data Enhancement Process

Phase 1

- 1 Your company database
- 2 Data experts analyze your data
- 3 A report on what your data requires is given

We will have a discussion with you on the basis of the report before going into *Phase 2*

Phase 2

- 4 The data structure is verified
- 5 Data is cleansed to remove useless data
- 6 Cleansed data matched with our master database and updated
- 7 Data is manually verified and appended



Want to elevate your Business to different level?

Phase 1

1

All the database which requires enhancement is identified by the client and compiled in a single file. We ask the client to upload the entire file through our secure FTP. Although, this database can be converted into any format, it is ideally converted to CSV files. These CSV files are then sent to our dedicated data enhancement team, to take it to the next level.

2

Once the data enhancement team receives our client database, the team does a series of analysis on your database. The report includes on the number of existing data, number of duplicate data, how many are functional etc. Various data teams work on each segment and the analytics are sent to the data expert team.

3

The data experts create a compiled report, based on the analytics and reveal the facts to the client. The report will be present in percentage for better understanding

We will have a discussion with our client on the basis of the report before going into Phase 2

Phase 2

4

With time, the data is usually jumbled up in the database. Poor structure of the database can lead to a lot of confusion and add up as duplicate data. The data enhancement team will verify your data and structure it properly to avoid confusion in the database

5

Before the data enhancement process, your database will go through an extensive data cleansing process. Here your data will be segmented as discussed and cleansed off from dead and duplicate data.

6

After the cleansing process, these files are put through a complete formatting process. The client file is matched with our master database of 150 million business records. During this process, whenever a name, address, or business name matches with any data in the client file, the corresponding email address (or the specific detail required by the client) is added from the master database to client's records. This process is repeated till all the records have been exhausted

7

On completion of these stages, the updated database is reformatted and verified again by the appending team for the final time, to avoid discrepancies, if any. The file is then converted to its original format and delivered to the client by or within the delivery date. We provide the client with an option to upload the appended file in their FTP or send via any other media. For security reasons, no file is sent to the client via email.

Want to enhance your existing database?

Contact Us

Call Toll Free: **800-382-4081**

Visit Us at: **www.b2bdatapartners.com**

