

# aimsmart<sup>®</sup>

## A DATA QUALITY ADD-IN FOR EXCEL, THIS IS EASY TO USE

Aim-Smart allows the users outside of IT to perform data quality functions within the tool they know best – Microsoft Excel. Aim-Smart adds the ability to reach beyond Excel and analyze data from other sources. Aim-Smart offers many features, including high level

matching using fuzzy logic, advanced levels of data standardization, National Provider ID (NPI) matching, advanced gender assessment based on name, and comparison against government exclusion lists for compliance.

### BENEFITS INCLUDE

- Powerful Data quality within Excel
- Designed for non-IT users
- Leverages best-in-class "fuzzy logic"
- Simple to use
- Excellent performance
- Customizable
- Premium support available

### INTEGRATES WITH

- Microsoft Excel
- Microsoft SQL Server
- Oracle
- Teradata
- Salesforce.com
- Postgres
- MySQL
- Text files
- Any ODBC source

#### Smart Matching



Easily match data contained in an Excel spreadsheet to data contained in another file, database or Excel sheet using Aim-Smart's best-in-class "fuzzy logic".

#### Genderize



Guess the gender of a person based on their name using statistical probability. Genderizing can help marketers reach their target demographic more effectively.

#### Zap Gremlins



Eliminate the "gremlins" found in your data source. Gremlins are those naughty characters that destroy text formatting or make text appear funny when displayed to users.

#### Smart Analyze



Quickly profile and analyze a data source, calculating helpful metrics and identifying incompatible characters.

#### Smart Deduplication



Find duplicates within a data source using Aim Smart's best-in-class "fuzzy logic" algorithms.

#### Smart Standardize



Format data in a consistent way so that the data looks professional and is easier to read.

#### NPI Match



Quickly determine the National Provider Identification (NPI) number associated with a list of doctors, nurses and other professionals.

#### Smart Parse



Intelligently parse out the contents of a field based on an understanding of what type of data is contained therein.

#### Smart Check



Compare persons to government exclusion lists for compliance.

DATA QUALITY MADE **EASY**

Call: 303.772.6100

871 Thornton Pkwy Ste 109. Denver, CO 80229.

[www.aim-smart.com](http://www.aim-smart.com)