

Apatar Maximizes Customer Data Quality Efforts with CDYNE Phone Verification

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New Apatar connector for phone verification assists customers in cleaning their contact data and preventing loss due to fraudulent data entry

Apatar, Inc., the leading provider of open source software tools for the data integration market, today officially announced the CDYNE Phone Verification connector for the Apatar Open Source Data Integration toolset. The new connector quickly and accurately determines the validity of any U.S. or Canadian phone number using CDYNE Web services, all without coding. Now Apatar enables any business user to verify and filter customer phone numbers extracted from databases (such as MySQL, Microsoft SQL, Oracle), files (Microsoft Excel spreadsheets, CSV/TXT files), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr, Amazon S3, RSS feeds).

Customer data hygiene as a B2B priority in 2008

Over half of B2B marketers plan to put more resources against creating marketing databases, cleaning up customer data, improving sales force automation and CRM integration, according to Forrester Research in its "B2B CMO Investment Priorities for 2008" report. Whether you need to assure your customer data is healthy or your marketing contact data is reliable, this new Phone Verification Connector from Apatar and CDYNE enables quick and accurate verification and correction of the area code and prefix portions of U.S. and Canadian telephone numbers.

The combination of contact data from many sources introduces myriad opportunities for error. Because the records in each database were entered by different persons, each person may have introduced typos, placed data in an incorrect field or used different conventions for addresses, phone numbers, and abbreviations. The Phone Verification identifies the phone numbers in your list that have new area codes following a NANPA split and replaces incorrect area codes. If the area code is incorrect or missing, Phone Verification can be used to identify the error or return the corrected one to update your data.

Featured quotes

"It's obvious that data is the key player in business decision-making," said Renat Khasanshyn, CEO and founder of Apatar. "The new connector provides companies with clean data, identifies land line and cellular numbers instantly, and provides carrier information making this service a must for Telemarketing companies."

"Data management is one of those thankless but necessary jobs. Data degrades, gets dirty, or become obsolete," said William Chenoweth, VP Director of Marketing CDYNE Corporation. "This new Apatar Connector provides customers the ability to automate their every day data management duties with scheduling features and visual drag-and-drop interface. The more automated the data cleansing process, the less expensive and more consistent the end result will be for your company."

Related links

Phone Verification user guide: apatarforge.org/wiki/display/DQS/CDYNE+Phone+Verification

Pre-built DataMap: www.apatarforge.org/datamaps/business-productivity/phone-...

Pricing

Apatar Open Source is available for free download at www.apatar.com. Commercial support and maintenance subscription packages start at \$1,900 per year. The CDYNE Phone Verification Web service is available for subscription from CDYNE.

Apatar Open Source Data Integration features and benefits:

- Improve data quality
- Reduce integration and maintenance costs, shorten implementation time
- No coding! Visual job designer and mapping enable non-developers to design and perform transformations
- Users have the ability to create, publish, share, and re-use data transformations and output to RSS feeds by monitoring keywords and URLs for both internal and external systems
- Connectivity to Oracle, MS SQL, MySQL, Sybase, Microsoft Access, PostgreSQL, InstantDB, BorlandJDataStore, Csv, Qed, HSQL, Compiere ERP, Salesforce.Com, SugarCRM, GoldMine, Microsoft Excel, XML, RSS, ATOM, FTP, POP3, LDAP, WebDav, Autodesk Buzzsaw, any JDBC data sources, Amazon S3, and Flickr
- Job scheduler and synchronization
- Platform-independent, runs from Windows and Linux; 100% Java-based

CDYNE Phone Verification features and benefits:

- Enhances contact information for any phone number in the U.S. or Canada
- Identifies land line and cellular numbers instantly
- Provides carrier information
- Helps prevent loss due to fraudulent data entry
- Maximizes your contact efforts

About CDYNE

CDYNE Corporation is a leading provider of Web service solutions which encompass a wide range of data enhancement, data verification, and communications tools. CDYNE has been developing and marketing Web services since 1999. CDYNE's first products were developed using XML based languages to ensure cross-platform compatibility which is the essence of true Web services. CDYNE's Postal Address Verification and Correction service was developed to solve the need for real-time address data cleansing without the need to have clients buy, store, program and maintain the enormous United States Postal Service database. CDYNE Corporation's transaction based billing model was developed with that product to allow clients to buy only what is consumed affording them further savings. CDYNE Corporation continued to develop and release Web services products such as Email Verification, Phone Verification, and IP2Geo during the following years. This wide range of products allowed the company to expand its client base across numerous industries such as E-Commerce, Sales and Marketing, Insurance, Retail, Utilities, Healthcare, and Banking and Finance. Find more on www.cdyne.com

Apatar

195 Meadow St., FL 2 Chicopee MA 01013 USA
Alex Pipko
phone - (213) 784 4915 fax - (703) 564 5628
alex.p@apatar.com

About Apatar

Apatar is the leading provider of open source software tools for the data integration market. With powerful Extract, Transform, and Load (ETL) capabilities, Apatar enables its users to easily link information between databases (such as MySQL, Microsoft SQL, Oracle), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr, Amazon S3). Apatar provides support, training, and consulting services for its integration solutions. Headquartered in Western Massachusetts, Apatar operates a development center in Minsk, Belarus. Apatar is currently used by 2500 organizations and individuals worldwide. For more on Apatar, please visit www.apatar.com and www.apatarforge.org. More information is available at Apatar's Online Press Room, found at www.apatar.com/newsroom/.

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