



DMMS

DATA MANAGEMENT SOLUTIONS

is the only cloud-based, end-to-end solution on the planet
that provides 360° care for your CRM and integrates with
your marketing automation system.

RINGLEAD
DATA MANAGEMENT
SOLUTIONS

DMS

DATA MANAGEMENT SOLUTIONS

INTRODUCTION TO DATA MANAGEMENT SOLUTIONS (DMS)

DMS is the industry's only fully integrated SaaS platform that deduplicates, prevents duplicates, cleans, and enriches, all in real time. Hosted on Amazon Web Services, DMS is scalable, dependable and secure, connecting directly to your CRM and marketing automation system to transform the way you use data.

WHY USE DMS?

- Gain valuable insights into leads, contacts and accounts
- Improve lead routing & scoring
- Implement successful Account-Based Marketing strategies
- Deliver highly relevant content
- Reduce costs associated with Marketo storage
- Segment groups using enriched data



HOW DMS WORKS

PERIMETER PROTECTION

Equipped with complete perimeter protection, DMS prevents duplicates from all sources including Marketo, lists, web forms and manual entry. All three duplicate prevention tools feature normalization and enrichment capabilities, allowing you to enrich blank fields with firmographic and contact data. Patented deduplication technology allows you to deduplicate your existing database with best-in-class matching rules to identify and group duplicates.

SAAS CLOUD-BASED SOLUTION

DMS is a cloud-based AppExchange product that updates automatically to ensure continuous maintenance and uninterrupted service.

INTUITIVE INTERFACE

DMS features an intuitive interface designed with the user in mind. The interface is highly responsive and easy to navigate, allowing you to complete complex jobs with ease.

DASHBOARDS & REPORTING

View key analytics about data enrichment, duplicate prevention and merges at-a-glance in our comprehensive dashboard. View the current status of your data including duplicate Leads, Contacts, and Accounts, Lead-Contact and Lead-Account duplicates, total number of records in your database, and the progress made cleaning up the duplicates with DMS. For List Import and Web Submissions, view net new leads generated by DMS per upload.

VIP SUPPORT

RingLead VIP Support provides you with all of the support and hands-on training you need to be successful with DMS. Sold in \$500, 2-hour increments, VIP Support includes onboarding, implementation, training, phone support, scheduled call backs and priority treatment from our dedicated account executives and experienced tech support specialists. VIP Support also includes a full walk through of one Data Cleanse job.

DMS FEATURES

LIST IMPORT

Import large lists in record time with List Import. Simply drop your list into DMS and List Import will automatically detect your file format. List Import allows you to import data from a CSV file, spreadsheet or other source without the headache of creating duplicates. Build custom matching logic with over 55 unique matching rules or use RingLead Default Matching Rule Templates. Conditional logic allows you to build a complex matching logic to suit your unique needs involving “OR” and “And.” DMS defines the columns in your list and maps the columns to the respective fields in Salesforce to catch duplicates. As you import, turn on data enrichment to enrich the fields in your list with firmographic and contact data.

WEB SUBMISSIONS

DMS integrates with Salesforce, Marketo, and numerous other CRMs and marketing automation systems to prevent duplicates from entering your database through web forms. Data entered

in a web form passes through RingLead's Webhook to prevent duplicates and unstandardized information from entering your database. Web Submissions also allows for blank fields to be enriched with data upon import.

UNIQUE ENTRY

Unique Entry enables users to manually enter data without the headache of creating or merging duplicates. As-you-type notifications alert you if you are creating duplicates within seconds, allowing you to open and edit related records rather than create a new one. Unique Entry is faster and more effective than competing "real-time solutions" that only notify you after you hit "save."

DEDUPLICATION

Employ over 55 best-in-class matching rules to identify and group duplicates in your existing database. Match Lead to Lead, Contact to Contact and Account to Account, or use Cross-Object Matching to match Lead to Contact, Lead to Account, and so on. Surviving field values for your master records allow you to avoid data loss by configuring each field to prioritize the most valuable information from each record. Use flexible filters to deduplicate only a subset of your database specific to your use case.

DATA ENRICHMENT

Data Enrichment appends up to 40 fields of Firmographic or Contact data to each record in your database to deepen your understanding of a company and its key players. Gain everything from social platforms and phone numbers for contacts, to company size and revenue for companies. DMS Data Enrichment will validate emails and reject any suspicious domains. Data Enrichment generates granular reports of your records, bringing you closer to your prospects.

MASTER RECORD RESOLUTION

View all of your duplicates in a comprehensive Master Record Resolution Report after a Deduplication or List Import job. Master Record Resolution Reports allow great flexibility in how you view and address duplicates and can be easily exported for review. Open records in Salesforce directly from the resolution screen to make edits or reassign ownership.

NORMALIZATION

Before entering your database all new data must pass through RingLead's Webhook to be standardized in accordance with customized standard rules you set. Our patented technology allows you to maintain a standardized database as you import thousands, even millions of records.

CONTACT US TODAY!

To find out if you qualify
for a *free 14-day trial of*
RingLead DMS.



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