

DemandTools features the Single Table Deduplicator – benchmark class duplicate finding and merging – even unattended and scheduled

salesforce.com. Built upon this platform, DemandTools is a suite of 14 (and growing) data quality modules for performing daily administrative tasks such as:

- 1) Mass import, export, update, delete or backup your salesforce.com data to and from a variety of advanced file formats. Simply the best migration tool for salesforce.com administrators and implementers
- 2) Industrial strength, 100% customizable deduplication of your data from within any database table inside Salesforce, even the advanced Lead compared to Contact and Account deduplication tools
- 3) True North American address verification, affordably, quickly and without the need to import or export data.
- 4) Real mass data manipulation of salesforce.com objects including Events, Account reassignments etc.
- 5) Discovery tools to help you cross reference between salesforce.com and other data sources.

**DemandTools Pricing**

DemandTools pricing is scalable based upon the size of your salesforce.com installation, the base price is \$5000 / year with significant discounts for salesforce.com installations of less than 100 users (a 20 seat salesforce.com customer can use DemandTools for \$1000 per year).

Please contact sales@crmfusion.com for more information or visit our website at www.crmfusion.com.

**Interested In Taking an Extended Test Drive?**

CRMfusion Inc. offers extended, full feature trials of DemandTools for existing salesforce.com administrators. Please visit our website or call 1-800-961-8205 for full information.

**Free PeopleImport Tool**

DemandTools customers receive a complimentary matching subscription of PeopleImport (a \$995 USD / year value)

**DemandTools Modules**

Please sure to see the second page of this document for detailed descriptions of the DemandTools modules.

**Introduction**

Although only launched in November 2004, DemandTools is the leader in industrial strength data quality solutions for salesforce.com administrators. With more than 600 administrators in over 400 of the most sophisticated salesforce.com centric customer sites, DemandTools has proven successful in all ranges of salesforce.com customers.

DemandTools is a complete suite of administration tools designed to make your salesforce.com installation more accurate, more up to date and more relevant to your business.

**Product Overview**

(Full module descriptions on other side)  
DemandTools is a 32bit .NET developed application that your salesforce.com administrators will install on their local desktop or laptop computers. DemandTools provide a secure, compressed and direct connection to your salesforce.com data enabling you to gain complete and full access in either the Enterprise or Professional version of

## DemandTools Description of Modules

### MassEffect

The MassEffect tool is the ultimate data loader, data exporter, updater and mass record delete tool for salesforce.com. With full support for advanced file formats including XLS, CSV, MDB as well as Oracle, SQL Server and DB2 via UDL files, MassEffect is used by the serious administrator looking for maximum power and the DemandTools unique heads-up console to modify nearly any object in salesforce.com.

### MassChange

The MassChange tool is a highly flexible application that permits the salesforce.com administrator to select specific objects from the salesforce.com database and then change other fields based upon the results. Great for Account, Opportunity or Task reassignments (take all accounts in Florida and make Mary Smith the new Owner), field standardization and enforcing data rules. MassChange is one of the most used modules inside the DemandTools suite.

### MassBackup

The DemandTools MassBackup module allows the user to create an automatic MDB (Microsoft Access) backup of their salesforce.com data on their local computer. This useful tool allows for custom selection of tables and will soon support custom scheduling. The MDB database that is created is fully relational and useful for analytics, data security and different types of integrations. The MDB file that MassBackup creates may also be mass modified in Access and then re-imported into salesforce.com with the DemandTools MassEffect module.

### MassLeadConvert

MassLeadConvert is a quick and easy way to select (using custom criteria) a huge volume of Leads and have them automatically sent through the Lead conversion process. During the conversion, MassLeadConvert can tweak ownerships, conversion status, create opportunities etc.

### Single Table Deduplication

The Single Table Deduplication module is capable of finding and merging all types salesforce.com duplicate objects including Accounts, Leads, Contacts but also Events, Assets etc, even custom objects. The deduplicator allows for 100% control in terms of how the duplicates are identified and multiple different methods to merge the records. The user can choose between a fully manual "Custom Merge" or use one of our advanced record selection rules (or even create their own) to execute an automated master vs. servant merge process. Of course the Single Table Deduplicator provides the user with the heuristic and phonetic matching tools but also great street and phone parsing matches, domain matches and much more.

Any deduplication pass developed in the Single Table Deduplicator can be saved as a scenario for either easy recall later or even for a scheduled and automated execution of the scenario against the target database.

### Lead2ContactDedupe

The Lead2Contact Dedupe tool allows the user to find duplicates that exist between Leads and Contacts and merge the Leads (with their campaigns and activities) to the matching Contact. This is one of the most important deduplicators because it removes the double contact problem than can result.

### Lead2AccountDedupe

The Lead2Account Dedupe tool allows DemandTools customers to find duplicates that exist between Leads and Account and merge the Leads (with their campaigns and activities) to a new Contact in the proper Account. This is a great tool to keep you account teams working properly together.

### FindAccountID's

The FindAccountID's tool allows for the finding of Account ID's from the salesforce.com database given input information from a spreadsheet such as Company Name and several other custom key matching fields. The module returns a modified spreadsheet with the found ID's in a new column, then the data is ready for MassEffect data loader updates or inserts.

### FindLead/ContactID's

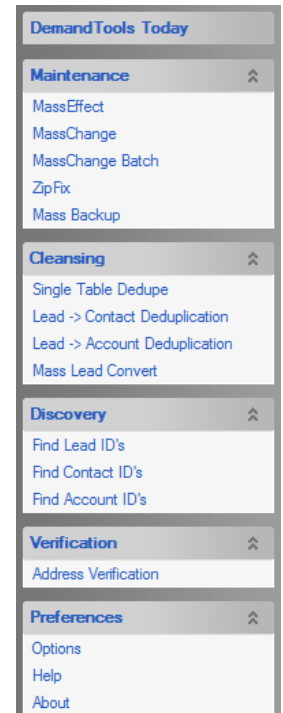
The FindLead/ContactID's tool allows the user to find the Contact and Lead ID's from salesforce.com data given input information from a spreadsheet such as First name, Last name, Company name and several other custom key matching fields. The module returns a modified spreadsheet with the found ID's in a new column, then the data is ready for MassEffect.

### ZipFix

The ZipFix tool allows the administrator to obtain the proper USPS City Name and State Abbreviation for addresses in salesforce.com that contains a valid five or nine digit zip code. Suggestions are written to a spreadsheet and you upload the results with MassEffect.

### AddressVerify

With the booming business of web services it is now possible for us to provide real time online North American address verification and correction. DemandTools customers receive a complimentary allotment of transactions and then can purchase additional ones for as low as \$.01 in bulk. DemandTools AddressVerify is unique because it can be done on mass (100,000+) and requires no import or export.



DemandTools  
Version  
1.7 modules

