



# Paribus *Interactive*<sup>TM</sup> for Microsoft Dynamics CRM



Paribus *Interactive*<sup>TM</sup> — the sophisticated fuzzy search engine for Microsoft Dynamics CRM. A simple yet elegant solution for intelligently searching your Microsoft Dynamics CRM application for the information you need.

A configurable search engine providing the ability to quickly and easily search across multiple CRM entities (Accounts, Contacts, Leads and other custom entities) in one single step.

## Search Microsoft Dynamics CRM the easy way

**Are you struggling to find information in your CRM that you know is in there somewhere?**

When searching for information within Microsoft Dynamics CRM, how great would it be to have the searches you make returning intelligent results just like your favorite internet search engine. Now with Paribus *Interactive*<sup>TM</sup> you can do just that...

Imagine you wish to find a person called "Bob Dixon" who you know resides at a company sounding like "1st Networks," however you do not know if this person is a CRM contact, lead or even a CRM/XRM custom entity.

With Paribus *Interactive*<sup>TM</sup>, you can simply search upon as much information as you know, and it will intelligently search across multiple CRM entities for you.

In this case example, the search above would return results such as

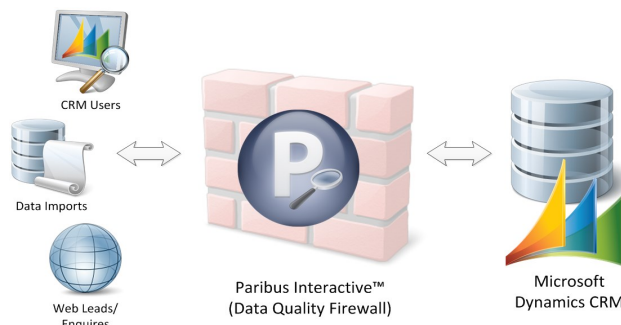
"Do you mean..."

"Robert Dickson" at "First Communications and Networks Corporation."

### Paribus *Interactive*<sup>TM</sup>—Your CRM Data Quality Firewall

With the power of Paribus' search capability wrapped around your Microsoft Dynamics CRM data, Paribus also acts as a data quality Firewall in securing the content of your CRM system from the on-take of duplicate data.

Having all points of data entry able to access Paribus *Interactive*<sup>TM</sup> search capability, ensures each data entry point employs the same data quality and duplicate avoidance policy.

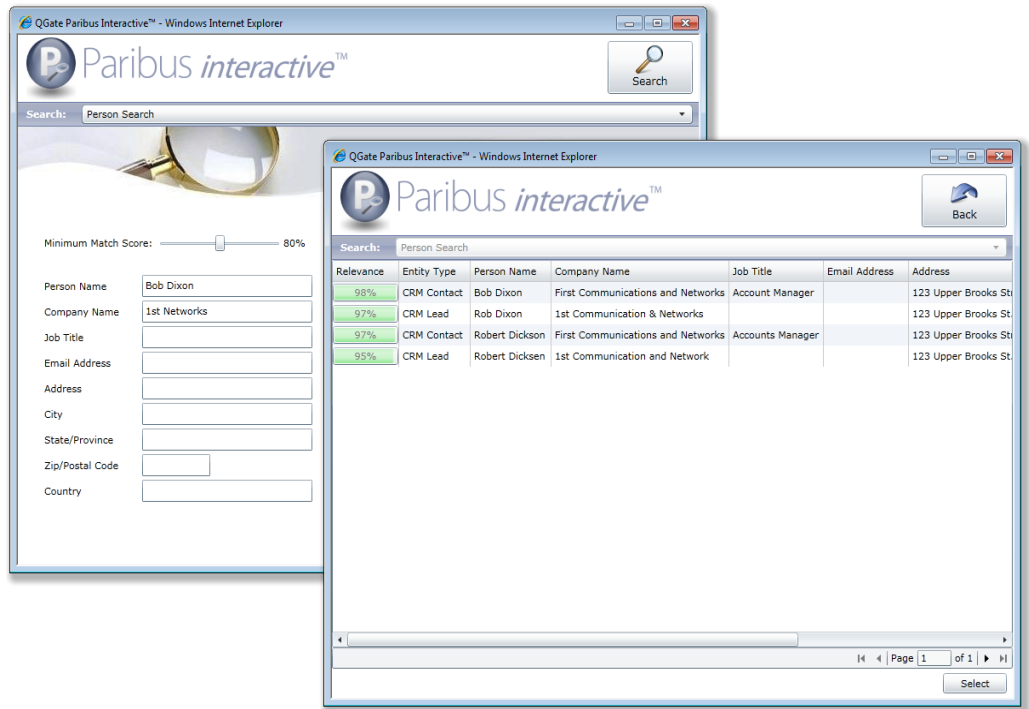


## Benefits

- Quickly and easily find the CRM information you need
- Search across multiple CRM entries in a single search
- Data Quality Firewall
- Avoidance of duplicate data
- Single Customer View (SCV) of CRM information
- Open up CRM data searches to other corporate systems
- Increase user effectiveness
- Extend CRM data access throughout the organization
- Ease of deployment
- Affordable solution

## Key Features

- Intelligent search engine for CRM data
- Configurable and definable search engine
- Provides Single Customer View (SCV) of CRM data
- Directly integrated within Microsoft Dynamics CRM
- Supports XRM extensibility
- CRM search engine for internal and external data access
- Web Service Access



*Paribus Interactive™ for Microsoft Dynamics CRM—Search screen/results screen.*

## The Power Behind the Search

With Paribus' sophisticated fuzzy data matching algorithms, information within your Microsoft Dynamics CRM application is no-longer limited to exact value searches. Paribus *Interactive*™ is able to intelligently match and find information regardless of phonetic likeness, synonyms and name variations; irrespective of word segmentation, noise words, spelling errors and even word sequencing.

### Phonetic Matching

Paribus is able to match data based upon phonetic likeness:

- Foto Centre, Photo Center
- Charyl Wiatt, Sheryl Wyiatt, Sherril Wyatt
- Marc Dickson, Mark Docksen, Mark Dixon

### Synonyms and Abbreviations

Paribus provides support for matching synonyms and acronyms:

- Robert, Bob, Bobbie, Rob, Robbie, Roberto
- William, Will, Willy, Bill, Billy
- Richard, Rich, Ric, Rick, Dick, Ricky
- International Business Machines, IBM, I.B.M., The International Business Machines Corporation

### Data Segmentation

Paribus includes the ability to match names regardless of their segmentation (spaced / punctuated words):

- QGate Software, Q Gate Software, Q-Gate Software
- GuideMark, Guide Mark, Guide-Mark
- 3Com, 3 Com, 3-Com

### Sequence Variations

Paribus provides a unique feature of identifying matches regardless of the sequence and extent of the words and/or names contained:

- Florida University, University of Florida
- Arizona 1st National Bank, First National Bank of Arizona
- The People's Republic of China, China People's Republic



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Content subject to change

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