



Techdio A/S

Customer Case Study

Wonderful Copenhagen is the official tourism organization for The Capital Region of Denmark, working to promote and develop both business and leisure tourism in Denmark. They manage their business relations through Microsoft Dynamics 365. Concerning GDPR, Wonderful Copenhagen is, like many other companies, obligated to rethink stronger data governance. The purpose of this project was not only to comply with the GDPR regulations but also to accommodate the needs of the different business units. One of Michael Schuldt's (Head of IT) priorities was to remove the business unit silos and empower the teams with a unified view of the customer. The challenge was data quality where duplicates being the greatest sinner. Michael needed a tool to clean duplicates in Microsoft Dynamics 365. After a short testing period, this is what head of IT Michael Schuldt says about Duplicate Detection Addon for Dynamics 365.

WONDERFUL COPENHAGEN



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“To begin with we tried the default duplicate detection functionality in Microsoft Dynamics 365, but quickly realized that the default solution could not solve our need. The Duplicate Detection Addon from Techdio looked very promising. We have done some initial tests, and we were convinced. This product helps us define own duplicate queries easily and enables us to run the defined rules toward any data/object that exists in Dynamics 365. Also, it doesn't stop here, it takes the step further and provides tools for auto merge.

One of the great benefits is saving many merge hours/days/weeks with few clicks, and the result is clean data in Dynamics 365. The auto-merge feature also provides the option to merge the desired related records into the master record. The best part of the Duplicate Detection Addon is that we are today in control of data as we can govern data by preventing users from the creation of duplicate records. We are very excited to further explore the capabilities of the Duplicate Detection Addon provided by Techdio.”

“I will defiantly recommend Duplicate Detection Addon if you need to clean duplicate data elegantly and if you want to maintain good data quality in Microsoft Dynamics 365.”

The head of IT, Michael Schuldt, Wonderful Copenhagen

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www.wonderfulcopenhagen.com

Customer Challenges

After several years of using CRM Online, customer had a large amount of duplicate records on Account & Contacts. The biggest challenge was to prevent users and integrations from creating duplicates.

Partner Solution

Because default duplicate tool do not have the option to prevent users and integration from creating duplicates, Techdio Duplicate Detection app will give duplicate warning to users and that is extremely important. The purpose of having duplicate detection tool is to prevent duplicates in the system.



Customer Benefits

The addon helped us preventing new duplicates in our system and fast clean-up of existing duplicates using the bulk merge feature. In addition to this, we can create more advanced duplicates rules than before. It saved our team many hours of work.



„I will recommend the addon to other companies that are looking for easy way to maintain data in CRM without duplicates.“

Phillip Jørgensen
Business Data Manager – HI3G



Fully integrated into CRM
No API development required
No data extraction



Have your data work for you and save you time and money

duplicate-detection.com

