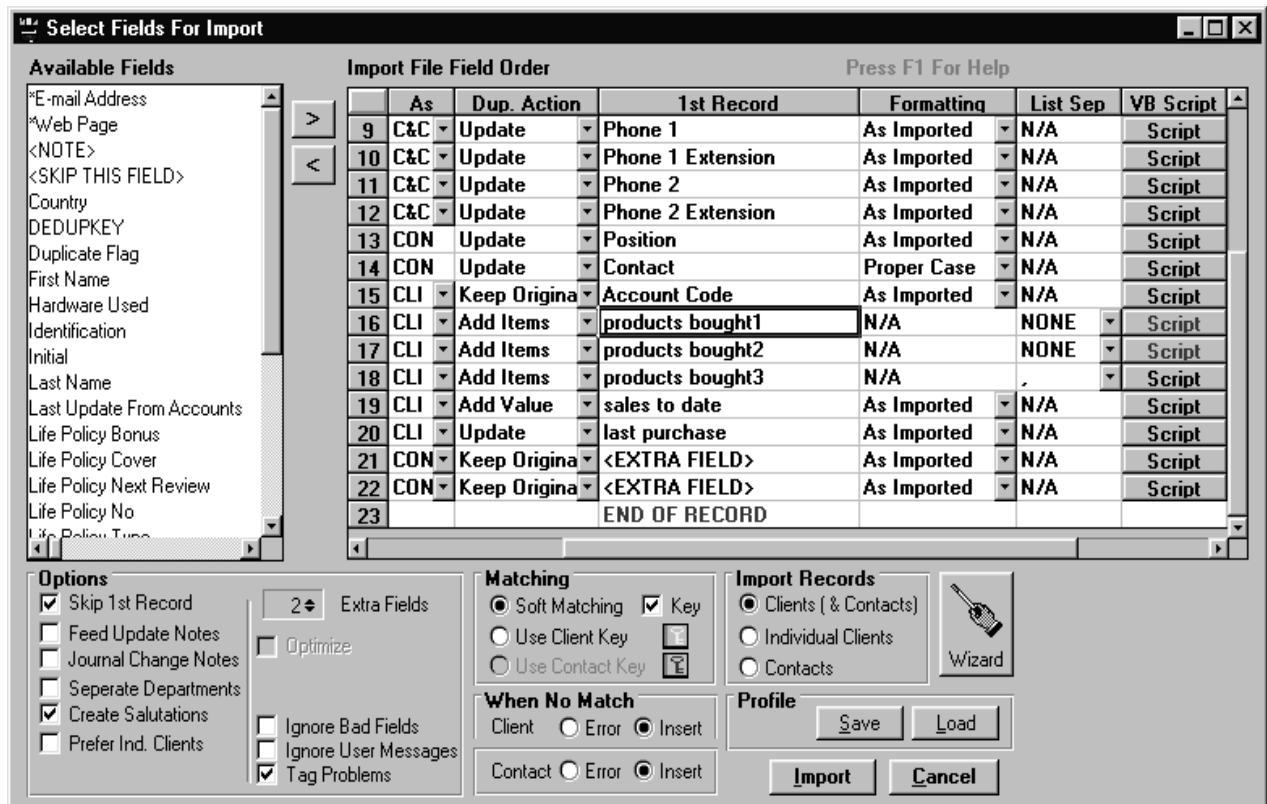# Max Feed

Data Import Facility

Max Feed provides facilities that ...

⚙ Regularly feed data from other corporate systems into Maximizer
⚙ Enable sophisticated data import - creating minimal duplication

Max Feed provides Keyed Field Updating. Simply add a text UDF containing your client's customer account code to your Maximizer data, and *Max Feed* can be used to regularly update their records. For example, you could update sales figures from your corporate accounts system.

Max Feed uses unique fuzzy-logic to make judgements about whether one address is the same as another. During import this enables *Max Feed* to cross-check with a high degree of accuracy and discover whether a company already exists in Maximizer before inserting a new record.

Max Feed is a powerful tool for serious Maximizer users which provides the ability to perform invaluable data manipulation tasks often required by business users.

Max Feed is the ideal way to...

⚙ **Import and merge data from bought-in mailing lists with an existing Maximizer database**

⚙ **Import data from other corporate databases to an existing Maximizer database where a high overlap exists between the companies in each source**

- ⚘ **Regularly feed new data to categories/UDFs of existing clients and contacts using soft matching or Keyed import (eg. an Account Code UDF) to locate the record for updating.**

- ⚘ **Build new Maximizer databases from mailing lists or other sources**.

Max Feed has the following advantages over standard Maximizer Import ...

- ⚘ With a single pass Max Feed will import companies and contacts, creating separate Maximizer company and contact records.

- ⚘ Max Feed will not create lots of duplicates. Max Feed's fuzzy logic will usually match addresses even when they are not presented in exactly the same way.

- ⚘ Keyed imports provide the ability to import new category/UDF data or notes on to existing Maximizer clients/contacts   (e.g. you can use an Account code UDF to allow updates of sales figures in Maximizer).

- ⚘ Imports can generate 'Import Notes' just like MDE transfer notes, showing what was altered when data was imported onto an existing client/contact record journal.

- ⚘ Auto-generates salutations.

- ⚘ All import parameters are set at the field level enabling:

- ⚘ Per Field Import Formatting as Upper, Lower, Proper or Title Case.

- ⚘ Per Field Import Update Locks that are more advanced than those in MDE. These enable existing data to be protected, added to or updated as required.

- ⚘ Per Field Default Values. If your import file does not specify a field value the default is used. Great for importing categories/UDFs!

- ⚘ An Error Log File is created as well as a rejected import records file, so that you know why a record failed to be imported.

- ⚘ Import from fixed-width file formats as well as delimited files, and directly from Microsoft Access tables and queries or tables attached to corporate SQL databases.

- ⚘ Certain imports can now be optimised as MTI imports, speeding up many imports while ensuring that configuration remains simple as possible.

- ⚘ Because Max Feed uses Btrieve to pre-validate MTI imports, you get much more feedback, and can do imports that standard MTI files do not support.

ALSO AVAILABLE:
Max Feed can also be licensed for de-duplicating data. See our product information sheet for Max Feed for De-Duplication for details.

Max Feed is one of a range of Add-on products developed by CABC Ltd.

To order your copy of *Max Feed - Import* contact your Maximizer reseller at:

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Tel: 01635 570970   E-mail: info@cabc.co.uk   Web site: www.cabc.co.uk