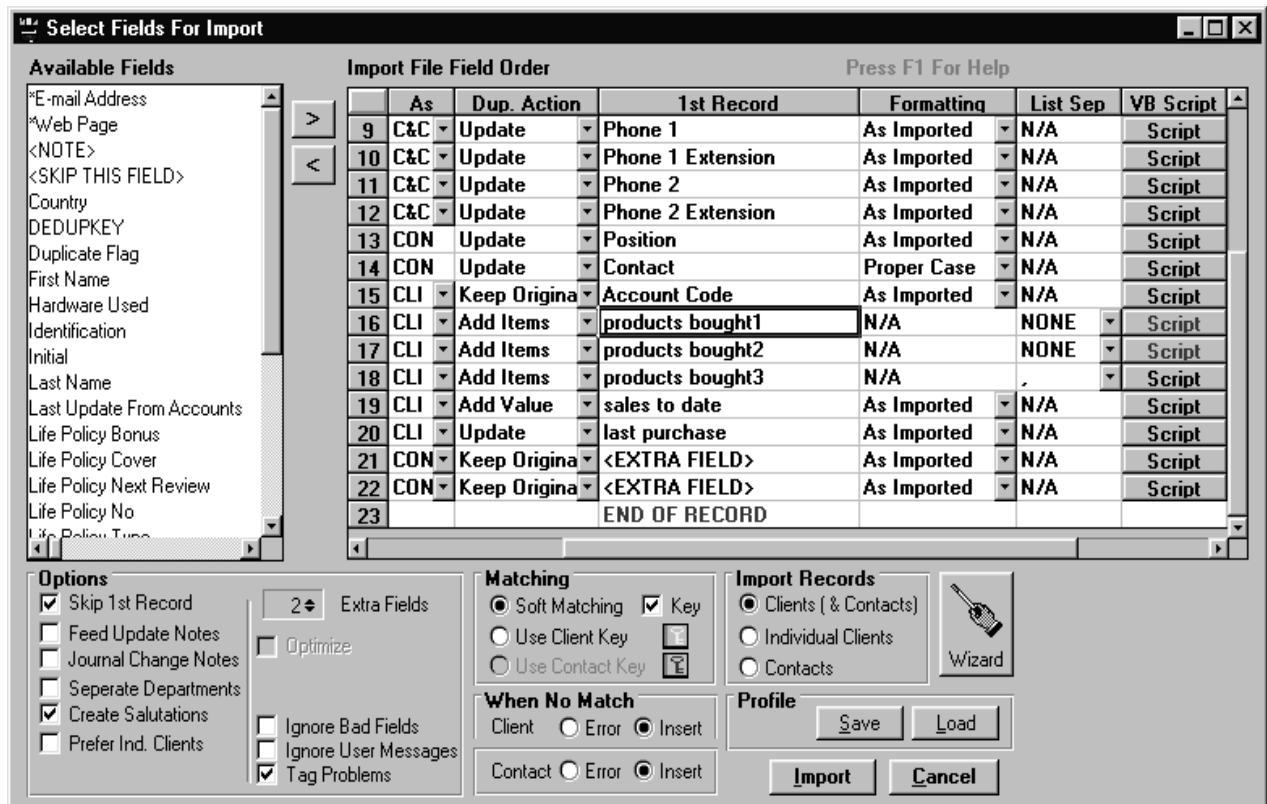


# Max Feed

## Data Import Facility

Max Feed provides facilities that ...

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



	As	Dup. Action	1st Record	Formatting	List Sep	VB Script
9	C&C	Update	Phone 1	As Imported	N/A	Script
10	C&C	Update	Phone 1 Extension	As Imported	N/A	Script
11	C&C	Update	Phone 2	As Imported	N/A	Script
12	C&C	Update	Phone 2 Extension	As Imported	N/A	Script
13	CON	Update	Position	As Imported	N/A	Script
14	CON	Update	Contact	Proper Case	N/A	Script
15	CLI	Keep Original	Account Code	As Imported	N/A	Script
16	CLI	Add Items	products bought1	N/A	NONE	Script
17	CLI	Add Items	products bought2	N/A	NONE	Script
18	CLI	Add Items	products bought3	N/A	.	Script
19	CLI	Add Value	sales to date	As Imported	N/A	Script
20	CLI	Update	last purchase	As Imported	N/A	Script
21	CON	Keep Original	<EXTRA FIELD>	As Imported	N/A	Script
22	CON	Keep Original	<EXTRA FIELD>	As Imported	N/A	Script
23			END OF RECORD			

**Options**

- Skip 1st Record
- Feed Update Notes
- Journal Change Notes
- Separate Departments
- Create Salutations
- Prefer Ind. Clients
- Extra Fields: 2
- Optimize
- Ignore Bad Fields
- Ignore User Messages
- Tag Problems

**Matching**

- Soft Matching
- Use Client Key
- Use Contact Key
- Key

**When No Match**

- Client:  Error  Insert
- Contact:  Error  Insert

**Import Records**

- Clients (& Contacts)
- Individual Clients
- Contacts

**Profile**

Save Load

Import Cancel

**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](mailto:info@cabc.co.uk) Web site: [www.cabc.co.uk](http://www.cabc.co.uk)