

NAPSAC

A powerful tool to control data integration

In an ideal world an organisation should have, at its fingertips, information on every single supporter interaction it has ever undertaken. But in the real world, with multiple simultaneous data streams, silos and channels, is this really possible? NAPSAC proves it is... and it's available now.

NAPSAC changes things:

Treating the same person as several different contacts simply because he or she has had separate interactions with your organisation... **this is just one of the ways that duplicate records can cause frustration with your customers and supporters. It's vital that duplicate records are controlled.** But a 'one size fits all' duplicate-catcher can cause as much damage as having none at all – the system needs to be visible, adjustable and smart.

NAPSAC brings a new level of control to duplicate management and data integration, and is specifically designed to be effective in environments where multiple streams of supporter data are being processed and analysed more or less continuously.

- NAPSAC identifies and deals with duplicates in an intelligent way – using the cumulative power of up to 12 different matching criteria in succession
- NAPSAC's behaviour can be fine-tuned by the client to provide exactly the level of protection and management required

NAPSAC:

Name and
Address
Processing for
Speed
Automation and
Control

Developed
by Wood for
Trees to provide
organisations with
an enhanced
foundation for
their data insights

more details overleaf >>>

NAPSAC

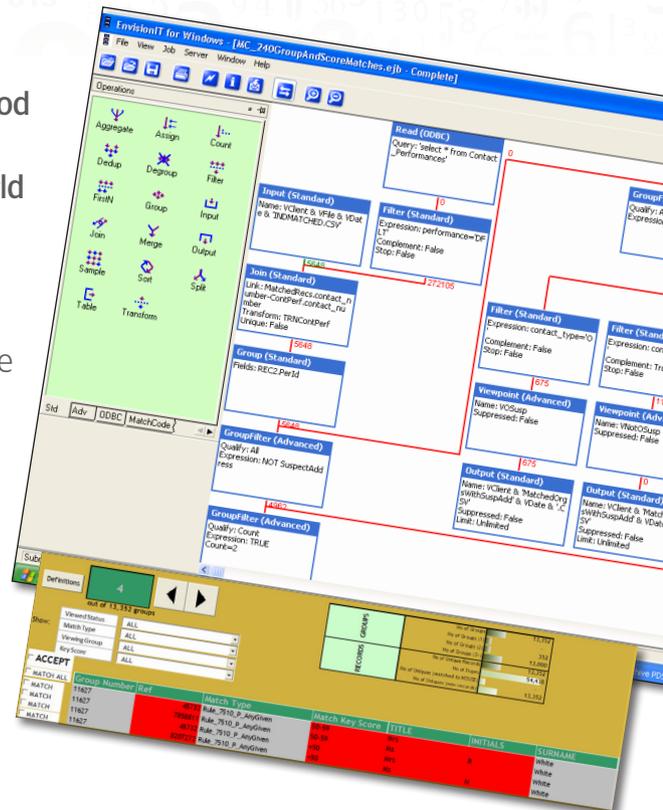
How does NAPSAC work?

In essence, NAPSAC identifies duplicate supporters and then decides whether they can be merged on a case-by-case basis using rules set up by the charity. It's not intended to replace good business practice, which must always aim to prevent duplicates being introduced in the first place, but of course in the real world this is very hard to achieve.

NAPSAC takes feeds from the host database and operates as a separate service, returning metrics and merge tables to the host system for further processing. This relieves stress on the often fragile systems that are relatively commonplace in the charity sector.

It incorporates:

- Fuzzy matching, so non-exact duplicates can be reliably brought together
- Matching additional fields beyond current name and address
- Safety checks to ensure the integrity of key data, such as financial transaction records
- Enhanced processing speed: runs outside the main database to avoid creating additional processing loads
- Flexibility to operate on-site or off-site as a bureau service
- Visible and accessible processes that enable users to take control, including a data viewer



Sample NAPSAC process flow diagram and data viewer windows

To find out more about NAPSAC and how it could transform the quality of your customer/supporter data, get in touch with the team at Wood for Trees.