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Data Scrubbing by Boloo

Article published on December 16th 2011 | Technology

If you keep your companyâ€™s consumer and business database as it is for a long time and make no attempts to clean, update and correct the data in it, you can be sure that your business will incur losses. It is essential to have the accurate information on the consumersâ€™ and businessâ€™ names an contact details, so that what is communicated will be delivered to the intended recipients. For maintaining the database, you need to check if all the names and contact details present in the list are accurate and updated. Your database should also be cleaned regularly, removing the names of people who are deceased or who are not responding or are unable to respond to your communications. Data Cleansing Solution is a very serious issue as the success of your business depends on it. You may find it complicated to clean and update your company database with the correct information yourself.

Data cleansing is also called data scrubbing, and it is a process in which the inaccurate or corrupt data is first detected, then corrected or removed accordingly from the database, table or records. Once the cleansing is done, the data set will be steady as with the other data sets, which are present in the system. Thus, data cleansing is done to make the data inclined with the other data in the system. Data migration strategies should be planned effectively to avoid risks and upgrade controls and storage. Data migration strategies should focus to reduce costs, downtime, control problems, external risks, and other such factors to get the best output.

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Article Keywords:
Data Cleansing Solution

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