

WIJ Special Media

Key features:

- Fast, safe and simple to use
- ◆ Comprehensive set of over 100 validate functions
- ◆ More than 35 standard transformation functions
- Allows review of data as it is checked and migrated
- Offers batch processing to handle large volumes of data
- Provides a tool to De-duplicate data

"The data challenges facing WIJ are considerable. DataSlave has been selected to provide a dynamic, modern tool to manage our data validation and migration. The move from a bespoke in-house approach to this brilliant product is a revelation.", Alex Planting, WIJ.

WIJ Special Media

WIJ provides marketing services to businesses that focus on products for expectant and new mothers. www.babyinfo.nl provides a wealth of information from pregnancy through to the babies first birthday.

The Problem

Data is the heart of WIJ's business. Wij provide list rentals to its marketing partners. To deliver these lists an aging FoxPro system is being used. This system provides for data transformation and export but requires a great deal of user interaction.

Data cleaning was an immense task because of this need for user interaction and the wide number of data channels. WIJ needed a quick way to prepare these files to be imported in the database.

To ensure data quality, more than one million rows are being cleaned, transformed and migrated to modern database technology without user interaction.

Why DataSlave?

The size of the problem demanded an automated approach to the data migration with the human inspection reduced to a minimum.

Validation of the address, name, email and telephone numbers are all carried out using standard DataSlave functions. Where required the data can be transformed to meet the data requirements of the new systems.

Once DataSlave has helped complete the migration of the data, use will switch to a program of on-going data quality checks. DataSlave allows rapid development of new quality tests

For a modest investment WIJ have a data migration tool for all their needs present and future.

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