



GREGG M. LONDON

The situation...you're provided you with U.P.C. Data, and it looks like this:

BKDLY PTTCR ORGL L/FT 12.5OZ 2840000464, or this: 4668912554 CER PECAN S WF

Perhaps the U.P.C. looks like this: 4900002728, or this: 4-90000-2728, or this: 49000-27280

The problem...how do you import this "Data" (if you can call it that) into your current Master Data Management (MDM) System, your Product Information Management (PIM) System, or your Data Syndication System?

The solution...Data Cleaning

From the Webopedia Computer Dictionary: Also referred to as *data cleansing* or *data scrubbing*, the act of detecting and removing and/or correcting a database's dirty data (i.e. data that is incorrect, out-of-date, redundant, incomplete, or formatted incorrectly). The goal of data cleaning is not just to clean up the data in a database but also to bring consistency to different sets of data that have been merged from separate databases.

Data Cleaning turns this: BKDLY PTTCR ORGL L/FT 12.5OZ 2840000464

into this: 028400004640 Baked Lays Potato Chips – Light Original – 12.5 Oz

U.P.C.'s go from this: 4900027280, or this: 49000-27280 to this: 049000272802

Data Cleaning – for U.P.C. Data Files – includes some or all of the following:

- Conversion of incomplete or incorrectly formatted U.P.C.'s into the full twelve digit Code
- Validation of the GS1 (formerly the UCC) Prefix with correct Manufacturer identification
- Standardized parsing (splitting) of Data Elements (fields) into user requested Columns
- Data Consistency Rules applied to Spelling, Naming Conventions, Units of Measure, Caps and Smalls, etc. (i.e. Chz, Chse, Chez corrected to Cheese)

"Clean" Files can be delivered in ASCII Text, Microsoft Excel, or Microsoft Access format for easy conversion to commercially available MDM, PIM, and Data Syndication System(s).

Contact

For further information, please call Gregg London at 469-277-6750, or send an E-Mail to gregg@glondon.com

It is vitally important to have accurate data. Get control with Data Cleaning Services.