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Data Management

Data Quality

Data Security

InfoIQ Administrator

DMI believes data syndication isn't just about getting data from point A to point B. It's about providing a centralized datamart that supports enterprise-class real-time business intelligence.

The approach of our dedicated Data Management team is to fully automate processes to the highest degree possible using our proprietary InfoIQ® technology, reducing cost and maximizing dealer participation, to deliver the highest level of data service to our clients.

InfoIQ is also designed for scalability and to accommodate growth. Our flexible and modular architecture allows for the rapid customization and configuration of solutions as well as the ability to scale to the challenges of the largest size without compromising on fault tolerance or maintainability.

Our InfoIQ™ technology subjects your business data to a rigorous process to ensure that it is accurate, comprehensive and up-to-date:

- Cleansing raw data of errors and inconsistencies, standardizing on common formats and highlighting exceptions to InfoIQ Support Center associates to be corrected.
- Enhancing the data by correcting errors introduced during data entry and adding any missing information.
- Applying your business rules or logic, accommodating idiosyncrasies in data entry procedures and supporting the flexibility dealers require in program administration.

Some of InfoIQ's data enhancement processes include interior/exterior description, trim level and color standardization, service operation description standardization, vehicle identification number (VIN) decoding, USPS address validation, and email append.

The result is clean, complete and consistent data that requires no further processing and is ready to use.