



## Medecins Sans Frontieres (MSF) de-duplicates and cleanses donor data

**MSF needed to remove duplicate and incorrect contact details to ensure donors and supporters have the best perception of the organisation, and to spend the marketing budget communicating in the most efficient way.**



### The Client

Medecins Sans Frontieres (MSF) is an independent humanitarian medical aid organisation, who are committed to providing medical aid where it is most needed, regardless of race, religion, politics or gender, and are also focused on raising awareness of the plight of the people being helped.

MSF's core work is providing medical aid in crisis situations - armed conflicts, epidemics, famines and natural disasters such as floods and earthquakes. All these situations call for a rapid response with specialised medical and logistical help.

### The Challenge

Details of donors and supporters are held in MSF's database, which is maintained by the CARE product. This database is used for fundraising, communications and marketing to the organisation's 216,000 donors and supporters.

The raising of private donations is critical to MSF's operational capacity, flexibility and

independence. It is vital to MSF's fundraising that the information held within the database is correct, and that the fundraising teams can maintain contact with those donors and supporters through their preferred contact method. However, the UK Royal Mail estimates public contact information degrades by 10% per year.

To ensure donors and supporters have the best perception of the organisation, MSF needed to remove duplicate and incorrect contact details. It was also important that the marketing budget was spent on communicating in the most efficient way.

### The Solution

We were chosen by MSF because of our successful track record not only in cleansing and de-duplicating data and working with charitable organisations, but also for delivering projects on time and to budget.

MSF provided us with a back-up of their CARE SQL Server database. The Advanced DBIntegrate product was used to develop an automated

### Client >

Medecins Sans Frontieres

### Sector >

Charity

### Project >

Data Services

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Helen Croll>  
Medecins Sans Frontieres

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process to perform the data de-duplication and cleansing operations.

Advanced DBIntegrate is a complete data quality platform enabling iterative development of repeatable and highly configurable rules. It provides real-time access to multiple data sources, enabling flexible, repeatable, automated data migration and data cleansing. It also offers data integration with optimised real-time read/write access to data across all sources, plus fast, configurable data warehousing.

Audit reports were sent to MSF so that all data changes could be confirmed in advance. When all potential data changes had been confirmed, the London database was taken offline for just half a day while the updates were applied to an up-to-date copy of the MSF database.

*Helen Croll at MSF commented, "Advanced has helped us cleanse and de-duplicate our critical data. They were professional, structured and delivered on their promises. We would recommend them to others looking for a data quality solution."*

*Tim Jones at Advanced summed up, "Using DBIntegrate, we delivered the project on time and on budget. Our work was designed to help MSF maximise their fundraising opportunities, while at the same time reducing their marketing spend."*

## The Future

The refreshed database now helps present a better image of MSF to its donors and supporters with clean, well formatted addresses. This improved perception of the organisation will contribute significantly to MSF achieving fundraising goals, and help when several charities are competing for discretionary funds.

*Helen Croll at MSF concluded, "It is important that we spend our marketing budget on communications in the most efficient way. This successful project has improved the quality of our data, and will continue to enrich it going forward."*

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Medecins Sans Frontieres

## More information

**w** [oneadvanced.com](http://oneadvanced.com)  
**t** +44(0) 8451 605 555  
**e** [hello@oneadvanced.com](mailto:hello@oneadvanced.com)

Ditton Park, Riding Court Road, Datchet, SL3 9LL

Advanced Computer Software Group Limited is a company registered in England and Wales under company number 05965280, whose registered office is Ditton Park, Riding Court Road, Datchet, SL3 9LL. A full list of its trading subsidiaries is available at [www.oneadvanced.com/legal-privacy](http://www.oneadvanced.com/legal-privacy).