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11th December 2025

Londonist DMC
5 Great James Street Holborn,
WC1N 3DB, London

Dear Busra,

Thank you for giving WinPure the opportunity to present our offer following our conversation.

Firstly we would like to outline the functionality of the WinPure software, that we will be using to meet your data cleaning and analysis requirement.

WinPure Enterprise Edition with Entity AI stands out in our field due to the easy-to-use interface that makes it easy to perform time consuming and complex data cleaning and deduplication tasks on their lists and databases. Many years have already been spent researching and designing a tool that does not require a professional IT expert or specialised training to operate, and this research and development is continuing.

The success of our software we think has been the ability to listen to our customers and implement changes that are continually helping to improve and create new and keep existing WinPure products updated.

The components of our solution are plentiful, the individual abilities of the solution itself include:

CleanMatrix™ Data Cleansing Suite
CleanMatrix™ provides a whole host of data cleaning tools to help clean, correct, standardize and transform your data. The CleanMatrix™ is divided into 7 sections, each section focusing on a specific data cleaning operation. All settings can then be saved and used on other similar data sets thus saving an incredible amount of time.

Intelligent Data Matching Engine (IDME™)
The IDME (Intelligent Data Matching Engine) is WinPure's very own fuzzy matching component (now included within all editions of WinPure Clean & Match) that was created to accurately identify more duplicate records in mailing lists, databases, spreadsheets, etc that would otherwise be very difficult to find. It can be used to match on individual and business names, address, email, phone, account number, date of birth – or any other data that you hold Intelligent Data Matching Engine (IDME™)

DedupeManager™
Once duplicate records have been found this toolkit will provide options to assign master records via rules, update, overwrite, merge, delete and export.

Statistics / Data Profiling
Powerful data profiling engine for discovering and analyzing the quality of your data. Find the patterns, missing values, character sets and other characteristics of your data values, using highly visual colour coding

Word Manager™
The Word Manager™ can be used to correct, replace, extract, count or delete any values/words within columns. You can create your own custom dictionaries and spelling checkers and use any language you wish, and then save the settings to be used for other WinPure projects, this is one of the most powerful cleaning modules within Clean & Match and will help to ensure your data is more accurate.

REGEX - Regular Expression Editor
The REGEX Editor allows us to build complex editing expressions, and have values found by the expression either removed or replaced.

Name Parsing and Gender Identification
Split each name into its standard components: Prefix, First, Middle, Last and Suffix no matter what the original format. Also adds gender based on 200,000+, multi-ethnic, first and last name dictionary for pinpoint accuracy.

Knowledge Base Library and Custom Editors
The knowledge base library can be used to help increase the matching accuracy by removing or renaming common words/phrases during the matching process. With the custom editors we can create new libraries and edit existing ones.

Compatible with offline unlimited address verification packages
This module will allow us to check the validity and deliverability of every physical address on your mailing list. Its on-premise and does not use the cloud, and provides the function to validate and correct addresses for over 240 countries worldwide. It will automatically correct and add all missing address elements, comparing it to the very latest country postal database, adding such data as ZIP+4 info, Latitude/Longitude, Carrier Route info, LOT Codes, County Names and Codes, Congressional Districts and much more.

Global Address Parsing:
WinPure uses Libpostal, an open source library for global address parsing and normalization, to assess address similarity with uncanny precision. This library for programmers was trained, using machine learning, on the hundreds of millions of global addresses in the OpenStreetMap database. Libpostal is embedded into WinPure software and wrapped with custom logic that provides exceptional matching accuracy and eliminates the need to pre- parse address data prior to loading.

Entity Resolution Module:
We are the industry's GUI entity resolution platform, with Senzing Inside TM's revolutionary AI-powered entity resolution engine.

Using WinPure's platform we can quickly, and effortlessly, build single customer views, improve financial and other compliance operations, watchlist processing, fraud detection, as well as marketing and other customer experience initiatives.
Our AI is backed by Senzing's Privacy by Design (PbD) technology.

Entity resolution was once an exclusive club, reserved for companies with deep pockets and specialized teams. Even these well-funded organizations, however, are struggling under the weight of the data deluge experienced over the past two decades.

WinPure breaks barriers with a revolutionary approach to entity resolution. Our user- friendly Graphical User Interface (GUI) empowers both business and technical users to leverage the power of AI for clean and unified data.

The WinPure CAM Software is fully on premise with no connection to the cloud. WinPure web server download is fully protected and hosted by Siteground. Our Software file itself contains an extended validation SSL Certification (EV SSL) Our Software is Certified by Comodo Extended Validation Code. To receive an EV Code Signing, we maintain a rigorous vetting process set by Comodo. This was to ensure that WinPure are legally registered entity operating in good faith.

WinPure Fully Managed Process:

Step One:
In Depth recorded meeting to view your data for the first time and clarify the requirements you have stated including deliverables format and presentation.

Step Two:
Call to discuss progress and confirmation of deliverables. Discuss results and if other requirements arise as to the deliverables based on analysis so far and unexpected findings.

Step Three:
Call to discuss totality of results, and review if extra requirements arise from deliverables in week four.

Total Cost for Project:
£2,450

I am delighted to send this quotation to you and look forward to hearing from you.



Kind Regards
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Our Customer Reviews:

TRUSTPILOT



WinPure





Case Studies

Vodafone:

CHALLENGE

Vodafone had a requirement to match all their account names from one list and correctly align to the same accounts on their master sales database. Although many of the company names matched exactly the same, they needed a method to identify the accounts that were the same but spelt incorrectly (eg. Dell > Dell Inc). An initial exercise was done using an exact match process and this identified very few matches. A closer inspection revealed there were many more that could be matched, but due to the size of each list, this would take a considerable amount of time checking each and every account.

SOLUTION

An advanced fuzzy matching process was required to accurately match accounts between the two lists, and Vodafone selected WinPure Clean & Match due to its speed, ease of use and the accuracy of matches found. By matching the accounts has enabled Vodafone to correctly align the sales and acquisitions and this exercise alone could have a significant effect on revenue moving forward.

SportsMechanics:

CHALLENGE

SportsMechanics have lots of data they use for analytics, in fact over 200 Gigabytes spanning over 10 years. They currently use manual SQL queries to help find duplicate records and to also help detect any data quality issues. As the data is growing fast this has become increasingly time consuming and difficult to fix the any issues, when generating reports which What they needed was a cost-effective solution that would help to automatically flag any data quality issues, as well as identify any duplicate records across single and multiple lists.

SOLUTION

After considering a few other possible alternatives, Desikan and his team chose WinPure™ Clean & Match as being the best value for money, easiest to use, but more importantly providing the best data profiling and data matching results.

WinPure™ Clean & Match was therefore used to profile the data which helped to quickly determine which areas if data needed the most attention. Once the data was clean and corrected it was then used to match and merge all duplicate records which provided the team with a single view of accurate customers records.

BENEFITS

World-Class Data Matching – SportsMechanics were able to deduplicate more quickly and more efficiently than be

Powerful Data Profiling – Sports Mechanics were able to quickly see any issues with their data

Apex Innovations:

CHALLENGE

The requirement was to find an easy-to-use and cost-effective software solution that would accurately match addresses from two data sources rather than develop a solution in-house.

SOLUTION

Apex Innovations looked and tried out several other data matching tools but due to the accuracy of the matches and the ease of use, they choose WinPure Clean & Match. Clean & Match will match records from one source against records from another source, in fact, the two sources can be of different file formats. Using its advanced fuzzy matching data deduplication option, it will identify duplicate records that exist in both sources. Once complete the user can decide which source the duplicates can be removed from. The user at this stage has a number of different options available. They can remove duplicates from either of the sources, or they can export the duplicates list as a separate file. These powerful but easy to use options was one of the reasons why Apex Innovations bought into WinPure Clean & Match.

Adventure Marketing Solutions:

CHALLENGE

Adventure have clients who regular require their CRM data to be cleansed and deduplicate. Clients usually send multiple exports from their CRM and there is almost always some overlap. With increased file sizes and more incoming client CRM files, it was becoming incredibly time consuming to clean, match and merge all CRM data. The team urgently required a much more effective method for cleaning, matching and merging all this CRM Data. Over the past few years they have tried many other data cleansing tools, but unfortunately they have never been able to use them for what they require.

SOLUTION

After trying three other similar solutions, they came across WinPure, and then started to evaluate WinPure Clean & Match.

Joe Jorgenson, continues:

It was simply the user interface, its user friendliness, and the simple fact that it worked better than any other of the data cleaning tools we tried before. We wished we had come across this solution years ago! WinPure has definitely simplified our data cleansing work and saved us many hours in the course of a year on these projects. I would absolutely recommend it.

The team is now saving at least 1-3 hours per week on automating data cleansing, based on the methods they were using before.

BENEFITS

World-Class Data Cleansing – Adventure were able to clean, match & merge their clients CRM data quickly and more efficiently than ever before.

Significant Time Saving – It improved their operational efficiency by reducing time spent manually cleansing & merging all their CRM data.

Testimonials:

"Due to the success of using WinPure Clean & Match, I have since been asked to analyse data from other systems for both detecting possible fraudulent entries as well as simple data cleansing in order to create more efficient systems and reduce the amount of redundant data stored. WinPure Clean & Match is a software tool we simply cannot recommened enough".

Luton

A KIRK, LUTON BOROUGH COUNCIL

"WinPure offers much more than we first imagined, and we now use the software for many other tasks. It has increased our data analysis at client site by over 50% and I would recommend this software to any business due to its flexibility, user friendly interface and ease-of-use."

pwc

J DE WINNAAR, Manager

"WinPure is fast, easy-to-use and very user friendly. When I had needs, concerns or suggestions, WinPure experts were very timely in responding. When I suggested more capability to WinPure

experts, they immediately added the capabilities that I needed and was available in the very next release a couple of days later. That's my idea of quality assurance and good customer service."

Sandia National Laboratories

D JORDAN, SANDIA

"WinPure is extremely easy to use and very fast, and we recommend this software to all our customers who require deduplication and data cleansing."

Clearblue

J BARWELL, CLEAR BLUE

WinPure