



# Partner Program

GUIDE

# Introduction

## Democratizing data quality & entity resolution for businesses with no-code & AI technologies

At WinPure, we are committed to democratizing data quality and entity resolution, making these powerful tools accessible to businesses of all sizes. Our mission is to provide no-code, user-friendly solutions that empower organizations to enhance their data accuracy and integrity.

By partnering with WinPure, businesses can seamlessly integrate cutting-edge data quality measures and entity resolution capabilities into their operations, driving efficiency, informed decision-making, and competitive advantage.

Join us in revolutionizing the way businesses handle and optimize their data.

The screenshot displays the WinPure software interface, which is designed for data cleaning and standardization. The interface is divided into several sections:

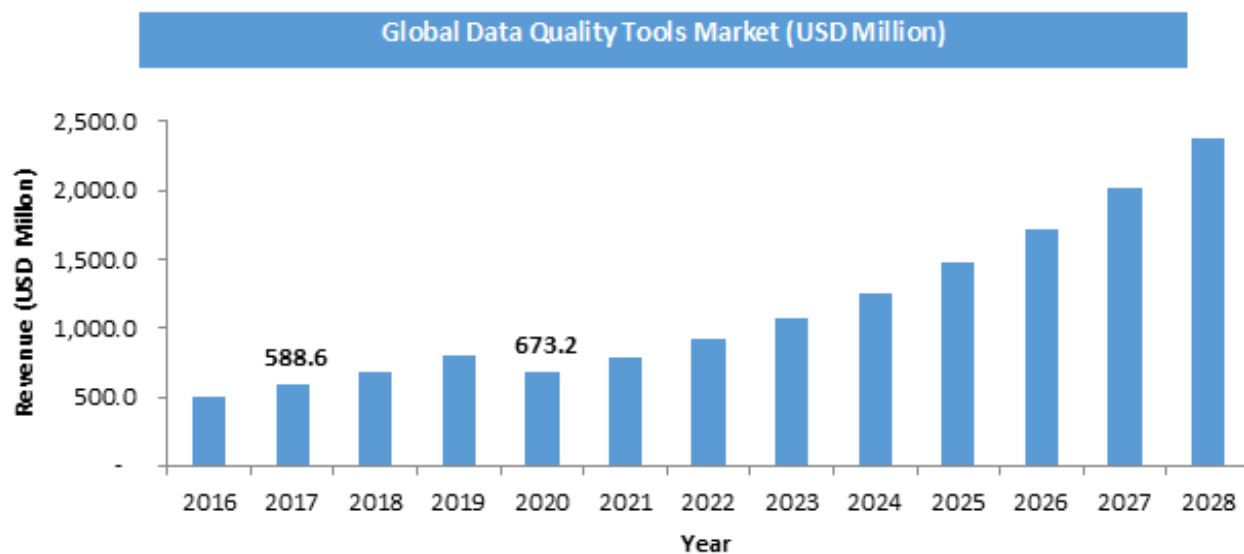
- Customize Standardization Options:** A section on the left side of the interface, highlighted with a blue box, showing a list of data fields (Company Name, Address 1, Address 2, Address 3, ZIP, State, Title, Contact Name) and their corresponding standardization options (Trailing spaces, Commas, Dots, Hyphens, Apostrophes, Leading Spaces, Letters, Numbers, Non-printable, Spaces, Multiple Spaces, New Line, Tab Char, Other characters, REGEX, Expression, REGEX replacement value).
- Live Window:** A section in the center of the interface, highlighted with a blue box, showing a live preview of the data being cleaned. It includes a table with columns for Company Name, Address 1, Address 2, Address 3, and ZIP, and rows of data.
- Complete data cleaning and standardisation module with live preview window:** A section on the right side of the interface, highlighted with a blue box, showing a detailed view of the data cleaning process. It includes a table with columns for Company Name, Address 1, Address 2, Address 3, and ZIP, and rows of data. It also includes a legend for the data quality issues (Potential High Data Quality Issue, Potential Medium Data Quality Issue) and a progress bar.

# About Industry & Market Size

## A Rapidly Growing Industry with a High Demand for AI-Powered ER Systems

Poor data quality costs organizations an average of \$15 million per year, and the demand for effective data management solutions is growing exponentially.

The global data quality tools market was valued at \$610 million in 2020 and is projected to reach \$1.83 billion by 2026, growing at a CAGR of 19.7%.



The global data quality tools market was valued at \$673.2 million in 2020 and is projected to reach approximately \$2.37 billion by 2028, growing at a compound annual growth rate (CAGR) of 17.1%

This rapid growth is driven by the rising volume of business data and the critical need for high data quality in customer relationship management (CRM) and data integration activities.



The substantial growth in the data quality tools market presents a significant opportunity for partnerships, for several key reasons:

- **Revenue Potential:**

The market is projected to grow from \$673.2 million in 2020 to \$2.37 billion by 2028, offering significant revenue opportunities.

- **Increasing Demand:**

There is a rising awareness and demand for data quality solutions across all business sectors.

- **Competitive Advantage:**

Partnering with a market leader like WinPure differentiates partners from competitors, enhancing their value proposition.

- **Technological Integration:**

Alignment with cutting-edge data management practices keeps partners ahead in the competitive landscape.

- **Market Expansion:**

Opportunities to tap into high-growth regions like Asia-Pacific, expanding geographical reach and customer base.

# About WinPure

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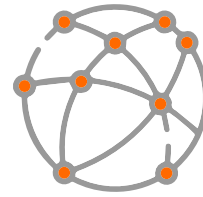
WinPure is the brainchild of David Leivesley, a former Database Manager at Dell.

It was during a particularly challenging data hygiene activity that David realized there had to be a better way to bulk clean and deduplicate data! This led to the development of WinPure, a data cleaning software designed to bulk clean contact data.

## Who We Are

Over the years, WinPure has grown to become a world-class data cleansing & matching software, with customers from all sectors across the globe. With headquarters in the UK and representatives in the EU and US, we've worked with big enterprise brands like HP and Coca Cola, as well as with government bodies like town councils and foundations to help solve data quality challenges with a no-code, modern approach.

As we progress into the age of AI, we have also become an AI-powered data quality solution that leverages the capabilities of AI to enable easy entity and identity resolution. We've only just begun with the limitless possibilities of AI in the data quality space – and we've only just started with beating the drum on data quality.



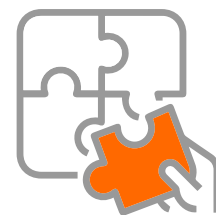
Highly rated worldwide,  
sold over 50 countries  
across the globe



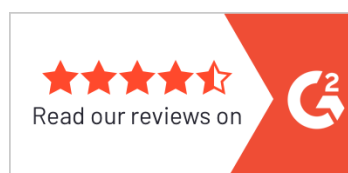
5 Star customer reviews  
from Trustpilot &  
G2 Crowd



Trusted and Reliable  
with 15 years in the  
industry



Tailored  
business solutions  
customized to your needs



# Our Product Line

WinPure is now one of the world's leading no-code data quality management software with built-in AI-powered entity resolution. We have evolved from being a data cleansing solution to becoming a DQM solution with ER technologies for enterprises

## Entity Resolution



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. Our advance AI-powered ER enables users to match complex data in just three steps. The technology is purpose-built for ER and works on common sense principles, enabling easy identification of hidden data patterns.

The screenshot displays the WinPure EntityAI interface, which is divided into several sections:

- Configuration:** Includes a 'Select Tables' section with a table named 'Sample File 1'. Below this is a 'Define Column Types then click "Review"' table with columns: Column name, Type, Label, Include in result only, and Ignore column. The table lists various columns like Company Name, Address 1, Address 2, Address 3, ZIP, State, Title, and Contact Name.
- Auto Map Columns:** A section with 'AB' and 'Map' buttons, and a 'Clear' button.
- Review & Analyse:** A section with 'Records to Analyze:' and 'Review' and 'Analyze' buttons.
- System Status:** A section at the bottom right.
- Data Table:** A large table at the bottom showing data for 'Sample File 1' with columns: Company Name, Address 1, Address 2, Address 3, ZIP, State, Title, and Contact Name. The table contains 99 rows of data.

Annotations on the screenshot highlight key features:

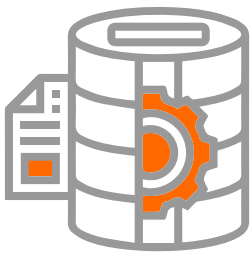
- Simply select labels to match and analyze:** Points to the 'Define Column Types' table.
- AI Analysis of selected labels:** Points to the 'Review & Analyse' section.
- Resolving entity and identity challenges with no-code AI:** Points to the 'Data Table' at the bottom.

## Clean & Match



WinPure's Clean&Match is designed for both small and large-scale enterprises, providing all the essential tools for cleaning, profiling, and matching customer and contact data across mailing lists, databases, spreadsheets, and CRMs. We have a range of editions for small and large organizations. Additionally, we also have API editions for companies that want an integrated solution into their current set up. The software features a highly visual data cleansing platform and an intelligent data matching engine, this software ensures unparalleled accuracy and speed in data processing.

## Master Data Management



WinPure's Master Data Management (MDM) solutions are tailored for both small and large enterprises, offering a comprehensive suite of tools for the integration, management, and maintenance of master data across various systems. We provide editions that cater to organizations of all sizes, including API editions for seamless integration into existing infrastructures. The software features an intuitive platform for consolidating, cleansing, and synchronizing master data, ensuring unmatched accuracy and consistency. This advanced solution integrates data from diverse sources such as databases, spreadsheets, and CRMs, maintaining a centralized repository for easy management. The intelligent data matching engine ensures high precision in identifying and merging duplicates, delivering a reliable single source of truth for all master data needs.

# Fortune 500 Customers

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BANK OF AMERICA



Volkswagen



THOMSON  
REUTERS®



GE HealthCare

**Bloomberg**



The Boston  
Foundation



Yale University



HEART &  
STROKE  
FOUNDATION



PRUHEALTH



THE WORLD BANK



# Our Success Stories

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Signetor Limited, a supply chain and asset management organization, enhances business operations through process innovation, technical integrations, inventory control, and other essential services.

By utilizing WinPure, Signetor doubled the speed of its response to customer requirements, significantly improved operational efficiency by reducing manual data cleansing on spreadsheets, and secured more business thanks to streamlined processes and faster response times.



[Read More](#)

HdL Companies assist public agencies in the US in maximizing revenue through a range of services, including auditing, operational improvements, and recovering lost funds.

By leveraging WinPure, HdL increased efficiency in lead generation by over 50%, generated more than \$1 million in new revenue through WinPure-based lead matching, and enhanced tax delinquency follow-up with improved data matching.



[Read More](#)



# Some of Our Current Partners

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## Benefits of Partnering with WinPure

- **AI Entity Resolution Algorithm:**

Partners gain access to WinPure's sophisticated AI-powered ER technology and our proprietary data matching algorithms, which ensure high precision and speed in identifying and merging duplicate records. This feature can enable businesses working with customer data to improve insights, find hidden relationships and resolve complex duplicates.

- **Scalable Solutions:**

WinPure's solutions are designed to scale with the growth of a partner's business. Whether managing small datasets or large enterprise-level volumes, the tools maintain performance and accuracy, supporting expanding data needs.

- **Seamless Integration with Existing Systems:**

The API editions of WinPure's solutions enable seamless integration into existing IT infrastructures. This allows partners to enhance their current systems with advanced data quality capabilities without significant redevelopment efforts.

- **Recurring Revenue Streams:**

By offering WinPure's solutions, partners can generate significant and recurring revenue through license renewal models. This steady income stream enhances financial stability and growth potential.

- **Expanded Market Reach:**

The ability to offer comprehensive, scalable solutions allows partners to enter new markets and serve a wider range of clients, from small businesses to large enterprises. This market expansion translates to higher sales and revenue.

# Partnership Tiers

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Partner with WinPure and add value to your offering with our award-winning enterprise data quality and data matching software with AI-powered entity resolution.

Partners are classified as according to Tiers, based on the amount of WinPure sales revenue sold in a one-year period.



Commission Reviewed and  
adjusted Dynamically

Contact our Partnership Team for more  
information on our Rewards Program and  
other extensive and tailored Partner Benefits.



## PROGRAM CERTIFICATION

Although not mandatory, WinPure partners can achieve certification within the program of their choice. Certification ensures that partners have a deep knowledge and understanding of our products and that they're best prepared to use them as they see fit.

# We hoped this guide answered many of your questions!

If you'd like to know more about our partner program and to discuss your specific requirements contact our partner team today:

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