

# 90%

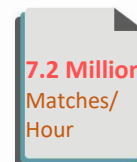


Match rules are tuned to eliminate false positives, while matching at least 90% of all probable matches.



**34/8000**

Number of complex match rules and data points each match request is processed through. Rules and complexity is increasing daily as we fine tune the logic.



**7.2 Million**  
Matches/  
Hour

Match real time with integrated 3rd parties or start a batch job to match two lists using the UI console.

## Match Rules



### Company Suffix

Ignore common company suffix such as Inc, Corp, LLC



### Special Characters

"&" is same as "AND". Ignore comma and other special characters



### Acronyms

IBM is same as "International Business Machine" and same as I.B.M



### Geo Sensitivity

In case of multiple matches, geographical proximity is given preference



### Web Domain

A record with missing company name, but valid business domain is matched



### Company Mergers

Youtube matches with Google and Taleo matches with Oracle



### Popular Names

Alphabet Inc and Google are same while matching



### Custom Rules

Rules are never enough! Create your own white list and blacklist to match against.

## Demo & Trial

### Online Demo

Match a company name variation against our test company data set  
<http://www.vyakar.com/demo>

### App Exchange

Download our free FMCN app on SFDC App Exchange  
<http://www.vyakar.com/appex>

### About Vyakar

Vyakar is a Santa Clara, CA based company offering services in Lead Routing, Marketing Segmentation and Lead to Account Company name matching. We use set of complex rules, dictionary and machine learning to delivered value and business results. Our products are integrated with major marketing automation systems and CRM, as well as designed to work standalone using web services for custom use cases.

### Integrated With

