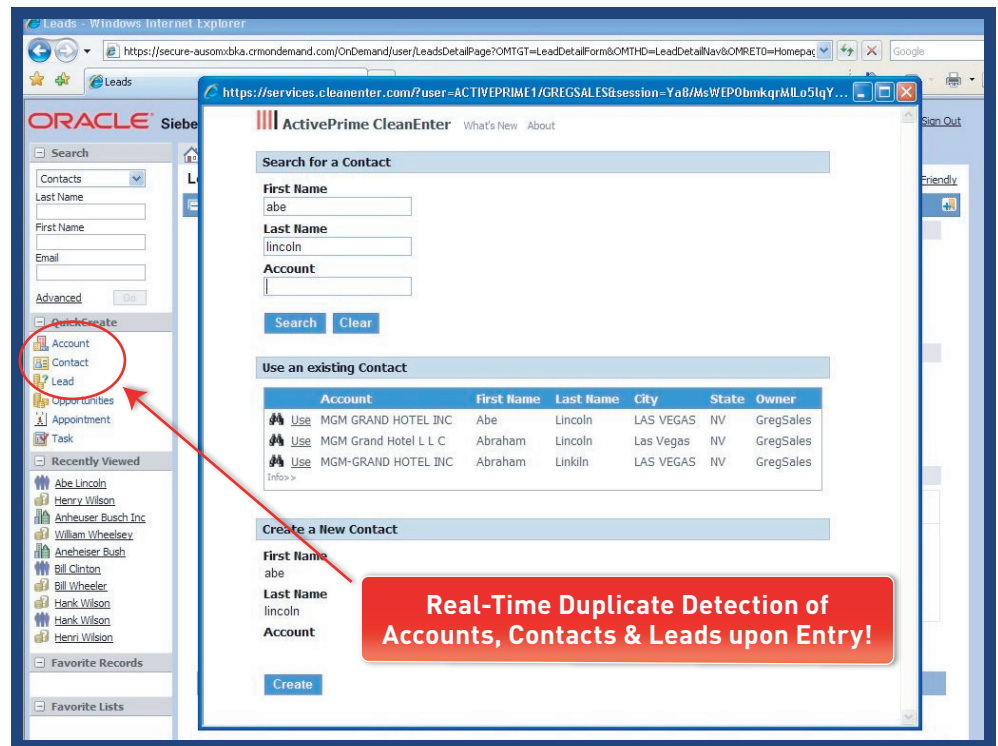


# Announcing Real-Time Duplicate Detection Embedded in Oracle/Siebel CRM On Demand

## Features

1. Real-time Duplicate Detection at Data Entry
2. Data Quality Protection for Contacts, Accounts, Leads and Lead Conversion
3. Advanced Fuzzy Matches Find Wide Range of Errors and Tricky Duplicates
4. Optimized additional Search feature to find Inexact or Fuzzy record matches in the CRM system



## Benefits

ActivePrime brings its trusted, top-notch data cleansing software into real-time, with its solution perfectly engineered for the On Demand world.

1. **Next Generation Technology:** High speed algorithms search and analyze the CRM data on the spot.
2. **Immediate Results:** Users can immediately review existing data and confidently create a new, unique record.
3. **Instant User Experience:** No software to learn — just advanced technology at work with data entry!
4. **Integral Part of Oracle/Siebel CRM On Demand:** Clean data is just a click away, ActivePrime's CleanEnter™ is embedded right in the CRM.