



SALESFOCUS SOLUTIONS

## PRESS RELEASE

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## MARS Data Cleansing Service – Improving Data Quality to Drive Sales Success

**San Francisco, CA.** – November 10, 2008 – SalesFocus Solutions, the premier provider of the MARS product suite and industry leader for CRM, business analytics, sales reporting and compliance management solutions for the financial services industry, announces accelerating demand for its Data Cleansing service. MARS Data Cleansing's reputation for proficiently delivering its clients complete and accurate information for sales and asset reporting has put it in high demand.

"After spending years at a mutual fund company", says Jill Griebel, Director of Professional Services at SalesFocus Solutions, "I know firsthand not only the effort required to maintain clean and accurate data, but also the necessity of this data to produce reliable and accurate sales reporting."

In today's environment businesses can't afford to rely on corrupt data. MARS Data Cleansing saves firms time and money and provides complete and accurate information with which to produce the most powerful sales intelligence.

Matt Ebersbach of Fifth Third Funds says, "SalesFocus Solutions data cleansing team frees up time and resources and enables us focus on our core objectives."

With MARS Data Cleansing research is conducted on clients' behalf to advisors, brokers and other firms that place trades in client's funds to obtain complete information regarding the rep that placed the trade: name, firm, office location. New aliases for the firm, office, or rep can then be added into MARS. As data comes in from transfer agents and other sales and intermediaries, SalesFocus Solutions performs detailed data management on behalf of its clients, including:

- Establishing clearing and executing relationships;
- Performing trade and asset resolution;
- Fixing all missing code values;
- Verifying firm, office and rep information and performing de-duping analysis;
- Providing channel and territory re-alignment support; and
- Reconciling omnibus accounts with intermediaries' sub accounting detail.

Data cleansing is essential to the efficiency of any data dependent company. With MARS Data Cleansing the time and effort that firms would have devoted to investigating and correcting inadequate information can be freed up for essential operations. MARS Data Cleansing clients enjoy complete, accurate and reliable data for reporting and strategic business purposes.

For more information on how MARS Data Cleansing can assist your company please call us at 1-888-325-6277 ext. 4523 or visit our website at [www.marssalessolutions.com](http://www.marssalessolutions.com).

### **About SalesFocus Solutions**

SalesFocus Solutions' is the premier provider of the MARS product Suite including sales reporting, CRM, business analytics and compliance management solutions to mutual fund firms, insurance companies, banks and REITS.

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