Make Your Data Work Better

Your firm's contacts are the foundation of your business development efforts.

However, contact data naturally decays over time, so keeping this data current requires continuous review and enrichment.

There is no single ideal solution to data quality. Human data stewards are accurate, but not efficient. Technology solutions can tackle large volumes of data but are not accurate when the data is unstructured. Index combines technology and human data stewards to get the best of both worlds.

Index helps firms reduce data management costs, improve data integrity, and save time.

For more information, please reach out to:
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Index Data Services
Proprietary Technology + Human Researchers

Contact Monitoring
Index provides ongoing contact monitoring to seamlessly keep your contacts up-to-date within your CRM. Index reviews each contact's current name, company, job title, location, and email to confirm their accuracy. As these contacts change roles or companies, Index flags and can update these records directly in your CRM. In addition, Index provides a reference URL, timestamp, activity log, and note outlining any changes to the record.

Contact Cleaning
Index's unique combination of humans + technology + proprietary data allows it to review and update large volumes of data in a short period. As a result, Index can quickly clean and standardize email bounce lists, contact lists for new laterals, or even entire CRMs.

Company Resolution + Vendor Data
Matching company data across internal systems is a major challenge for most law firms with implications for all client activities. Index solves this complex problem by leveraging its relationships with Dun & Bradstreet, S&P, and other providers to augment company records with unique identifiers. By using its technology and human data stewards Index drastically improves upon existing technology-driven company matching so that companies can be properly synchronized.

Sample Client Records	Index Entity Resolution (D-U-N-S® Example)			
	D-U-N-S	Sector	Ultimate Parent	D-U-N-S
J.P. Morgan Chase Bank, N.A.	006981831	Retail Banking (US)	JPMorgan Chase & Co.	047675947
J.P. Morgan	Unresolved	Unresolved	JPMorgan Chase & Co.	047675947
Highbridge Capital Management, LLC	557111093	Alternative Assets	JPMorgan Chase & Co.	047675947

Data Assessment
With every new client, Index will complete a consulting data assessment. Industry and data experts will help you view the different data quality dimensions and align the firm's organizational objectives, with the optimal combination of services and data.

The Index team has decades of experience working with Am Law 100 firms on marketing tech, CRM and data solutions.