

## Datasheet – Premium Conversion Service

A standard data conversion includes conversion of data 'as is'. This means one to one field and record mapping is assumed, no data cleansing will be performed, and changes outside the scope of the agreed analysis are not possible.

To ensure the smoothest possible conversion that allows you to obtain maximum benefit from the transition to your new system, Softlink offers a premium conversion service. The premium conversion service includes the following activities over and above a standard conversion...

1. Data cleansing may be performed, repairing or changing information as it is converted. This can dramatically improve the quality and usability of the resulting data and save many hours of manual adjustment.
2. Mapping changes requested after the trial may be included. Generally the analysis report forms an agreement between you and Softlink on what will be converted and how, so requirement changes after the analysis is agreed are not possible. The premium service allows the possibility of extra changes after your trial, however extensive changes may require an additional trial.
3. If enough time remains an extra trial conversion may be possible, if required. The standard conversion includes provision for only one trial.

The premium service is usually available in blocks of half a day or more.

### What is data cleansing?

Data cleansing is any activity not specifically defined in the scope of the conversion that changes, merges, deletes or filters data, or converts different records from the same place in different ways.

### How might the Premium Conversion Service benefit me?

- Data may be poorly formatted or inconsistent such that it can't be reliably electronically parsed by conversion software. Premium Service provides an avenue to get the data into a state that is consistent and able to be converted.
- Removal or normalisation of punctuation
- Merging of multiple terms into single terms
- Splitting data in one field into multiple fields
- Merging data in multiple fields into one field
- Assigning a value to a field based on data in one or more other fields.
- Providing default data in a field that is not fully populated
- Normalising date formats into a consistent state
- Normalising inconsistent capitalisation
- Removing / changing unprintable characters
- Ignoring certain records based on criteria (e.g. don't convert loan history older than 'x')
- Varying conversion behaviour depending on data in fields (e.g. if X field contains 'baloney' make Y field 'sandwich' otherwise make it 'salad')
- Extra handling required to process delimited record embedded in single records e.g. a list of subjects to be broken up into individual subjects.
- De-duplication – removal of duplicate records or fields

When you purchase the Premium Conversion Service, you gain the power to request changes on your data as it is converted that could save you many hours of manual work.