UPROC

Optimize forms, files and databases easily

UProc provides tools to improve and monetize your data sources

Created by Killia Technologies

What is UProc

- It's a platform that provides a data quality integration service.

- A set of tools is available to process multiple data fields types.

- It improves any data source (forms, files, databases and applications).

UPROC

Which actions

Clean

uProc clean and fix wrong or not completed data

Validate

uProc allows data validations against field type rules

Enrich

uProc adds new fields to your records

Merge

uProc unify duplicated records

What benefits

Campaign success

Issues reduction

Cost reduction

Duplicates deletion

User knowledge

Order and classification

UPROC

Who helps

Marketing

Increase ratios and improve campaigns

Technical
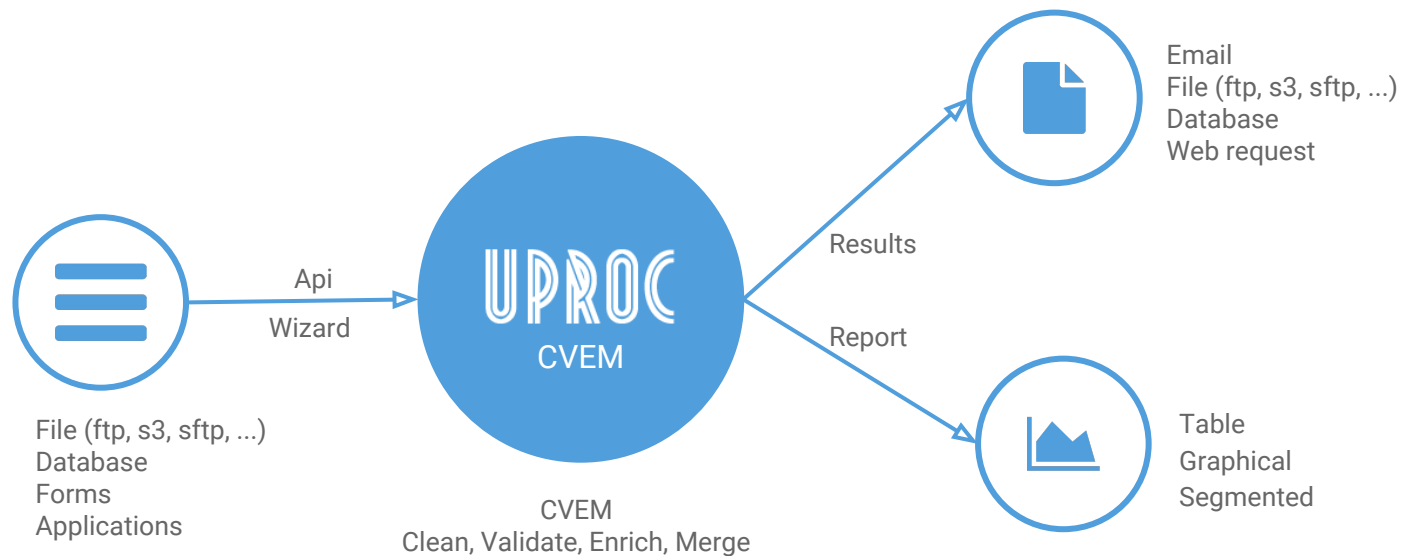
Reduce development times and optimize databases

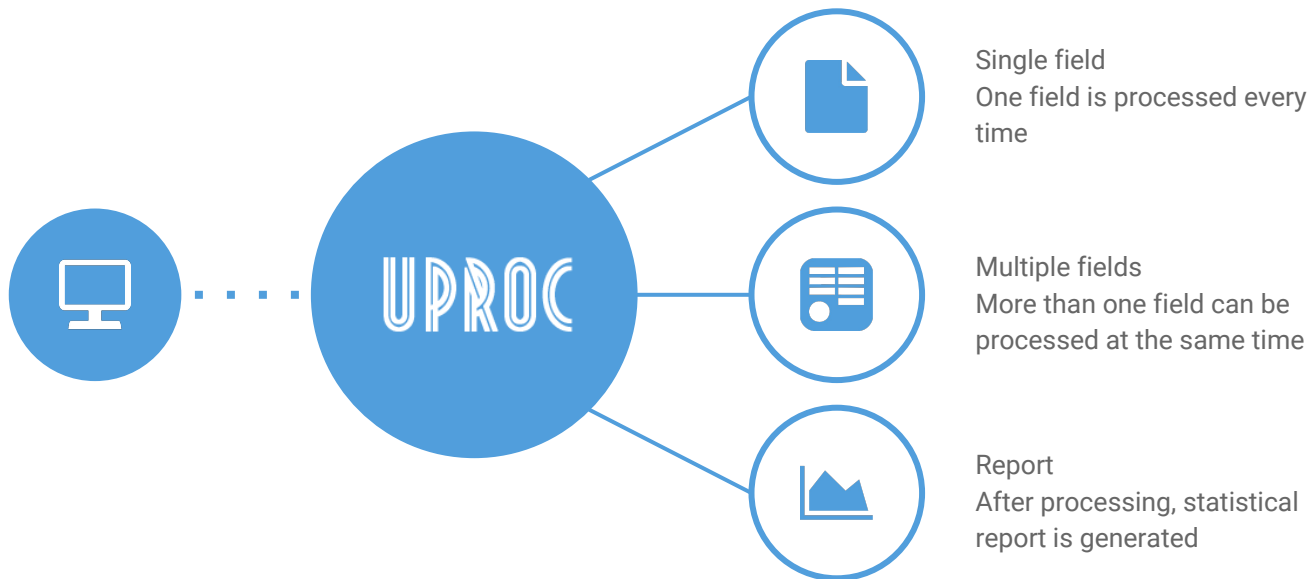**Sales**

Optimize conversion and adquisition costs

Analysis

Add additional KPI's to take the right decisions

UPROC

When to use it

- **Real time**
  When data is captured and before saving to database (forms, chatbots)

- **Bulk**
  When a data set is processed (database, files)

How does it apply

- **Api**
  Using our web service

- **Webapp**
  Using our wizard to process data

- **Consultancy**
  Delegating treatment to our team

How we get better

Analysis

We search and
analyze public and
private data sources
updated periodically

Integration

We develope and
integrate new tools in
our system

Catalog

We publish all the
tools in the system to
be exploded by our
users

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What data: categories

Communication

Personal

Geographical

Company

Financial

Security

Text

Network

Editorial

Product

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What data: samples

	Fields	Clean	Validate	Enrich
Personal	Name - Surname	●	●	Autocomplete, Gender
	Nif - Nie - Dni	●	●	
	Birth date	●	●	Age
	Social		●	Profile, Followers
Communication	Email	●	●	Hard, Soft, Disposable, Robinson
	Phone	●	●	Operator, Robinson
	Mobile	●	●	Operator, Robinson, Portability, Live
Geographical	City - Zipcode - Province - Country	●	●	Autocomplete, INE, Censal section
	Ip	●	●	Geolocation
	Address	●	●	Autocomplete, Catastro
Financial	Credit card	●	●	Type (visa, ...)
	IBAN - BIC - Swift	●	●	
	Currency		●	Ip, address, zipcode, Autocomplete
	VAT - Fraud		●	Ip, address, zipcode, ROI

UPROC

What data: samples

	Fields	Clean	Validate	Enrich
Company	Name - Cif - Sector - Domain	●	●	Prospect, Profile, Address
	Employees	●	●	Prospect, Autocomplete, Role, Email, Phone
	Social	●	●	Digital identity, Activity
	Financial		●	Capital, Solvency, Debt
Network	Domain	●	●	Entries, Certificate, Technology
	Uri	●	●	Extraction (html, img, pdf)
	Service		●	Availability, Quality
Text	Abuse	●	●	
	Emotions		●	Mood detection
	Format	●	●	Number, String
	Password	●	●	Generation
Product	ASIN - UPC - EAN - SKU	●	●	Search, Conversion

References

References: samples

Custom allocation of customers in a Debt Recovery Process applying email, phone and address validations as well as social network research.

Automatic research of new students on social networks to be added into Admissions Program (MBA) using predefined filters.

Email database cleaning to avoid high bounces rate improving email marketing campaigns.

Multiple data projects focused on: local business and profile prospect, digital identity and real time email and phone validation.

Miquel Colomer Salas

Killia - CEO

Plaza Jaume I, 12, 08402 Granollers

uproc.io

miquel@uproc.io

+34605281220