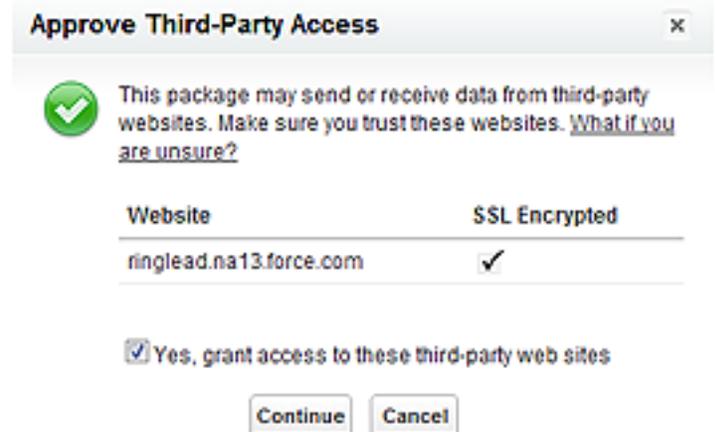


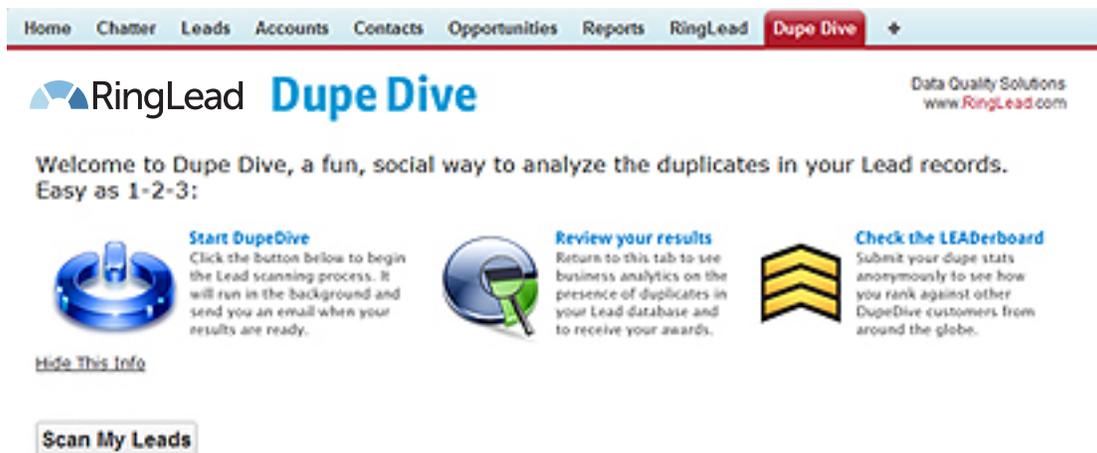
Installation

Dupe Dive is installed quickly and easily from the AppExchange via the "Get it Now" button. During the installation wizard you will be asked to "Approve Third-Party Access" as pictured to the right. You must check the box to approve if you wish to benchmark your data against that of other Dupe Dive users by checking the LEADerboard (see later section for more on this). Also during the installation wizard you should make sure to grant access to all profiles that may need to use or see the results within Dupe Dive. You do not have to be a System Administrator to use Dupe Dive.



Scanning Your Leads

Once installation is complete, simply navigate to the "Dupe Dive" tab. You will be presented with a screen as pictured below. Just click the "Scan My Leads" button to get started. Dupe Dive is entirely native on the Force.com platform; it utilizes batch apex code to process all of your Lead records and tally up various statistics as it goes. This process may take a number of hours depending on how many Leads you have in Salesforce. You can leave this tab open and watch the progress or you can close the page or navigate away and the process will continue on and email you when it's finished.



Note that you can scan your Leads again in the future by clicking the "Scan Again" button. If you have run multiple scans, you will see the dates and times they were run showing up in the picklist in the blue bar near the top of the application labeled "Displaying Results from Scan on", simply change this picklist to view results from past scans.

Duplicate Dashboard

After your scan has finished, upon returning to the “Dupe Dive” tab your results are presented conveniently on a single page for your review. The first thing you will see at the top of the page are several duplicate related dashboard components:

- Horizontal Bar: This simply indicates the percentage of your Leads which appear to be non-unique. For example if you had only four Leads, and two appeared to be the same then you would have 50% displayed in this bar graph.
- Overall State of Duplicates: The presence (or lack) of duplicates in your database is translated into one of four categories to help sum up your duplicate situation in a word.
- Duplicates by Status / Source: These pie charts help to break down your duplicates so you know what status your duplicates are in, and where duplicates are coming from.
- Duplicates by Month Created: This bar graph depicts duplicate creation over the past 12 months with the aim of possibly highlighting high (or low) duplicate creation time periods to help you analyze what may have caused (or prevented) them.

It is important to remember that Dupe Dive utilizes a lite version of RingLead’s proprietary duplicate matching algorithm. The application is built to give you a general understanding of the presence of duplicates in your Lead database. For maximum accuracy, and to include Accounts and Contacts in your duplicate search, you should leverage the full algorithm of RingLead’s Data Cleanse application.

“Did You Know...”

This section simply displays some customized facts for you about your Leads. Some are duplicate related facts while others are speaking to all of your Leads.

Awards

This section is mostly for fun, yet at the same time shines a light on a variety of situations in your Lead records and the configuration of your Lead object. Each award comes with its own set of social media buttons so you can brag (or sulk, in some cases) to the rest of your company through Chatter (if you have Chatter enabled), share with your friends and family on Facebook, or tell the world on Twitter.

The LEADerboard

Anytime you are viewing Dupe Dive results, you can scroll down to the “LEADerboard Standings” section and click to check your current place on the LEADerboard. Upon doing so, high-level duplicate statistics are sent to a central RingLead salesforce org and compared to the stats submitted previously by Dupe Dive users, a percentile is returned and displayed so you know how your data quality compares to those of other Salesforce users. In this the first release of Dupe Dive, all customers are compared to one another. In future releases and as the number of submissions grows, we will look to add options to compare specifically against orgs with similarities such as number of records, number of licenses, etc.

The web service call is made through a secure connection. No Lead data, login information, or other sensitive information is ever sent through this connection. Your duplicate statistics, identity, or other information is kept private.

The first time the LEADerboard is checked from any production Salesforce org (i.e. not a Developer org or Sandbox) RingLead makes a \$5 donation to Operation Once in a Lifetime. We encourage you to see their website for more information and to support them either directly or simply by checking the Dupe Dive LEADerboard.