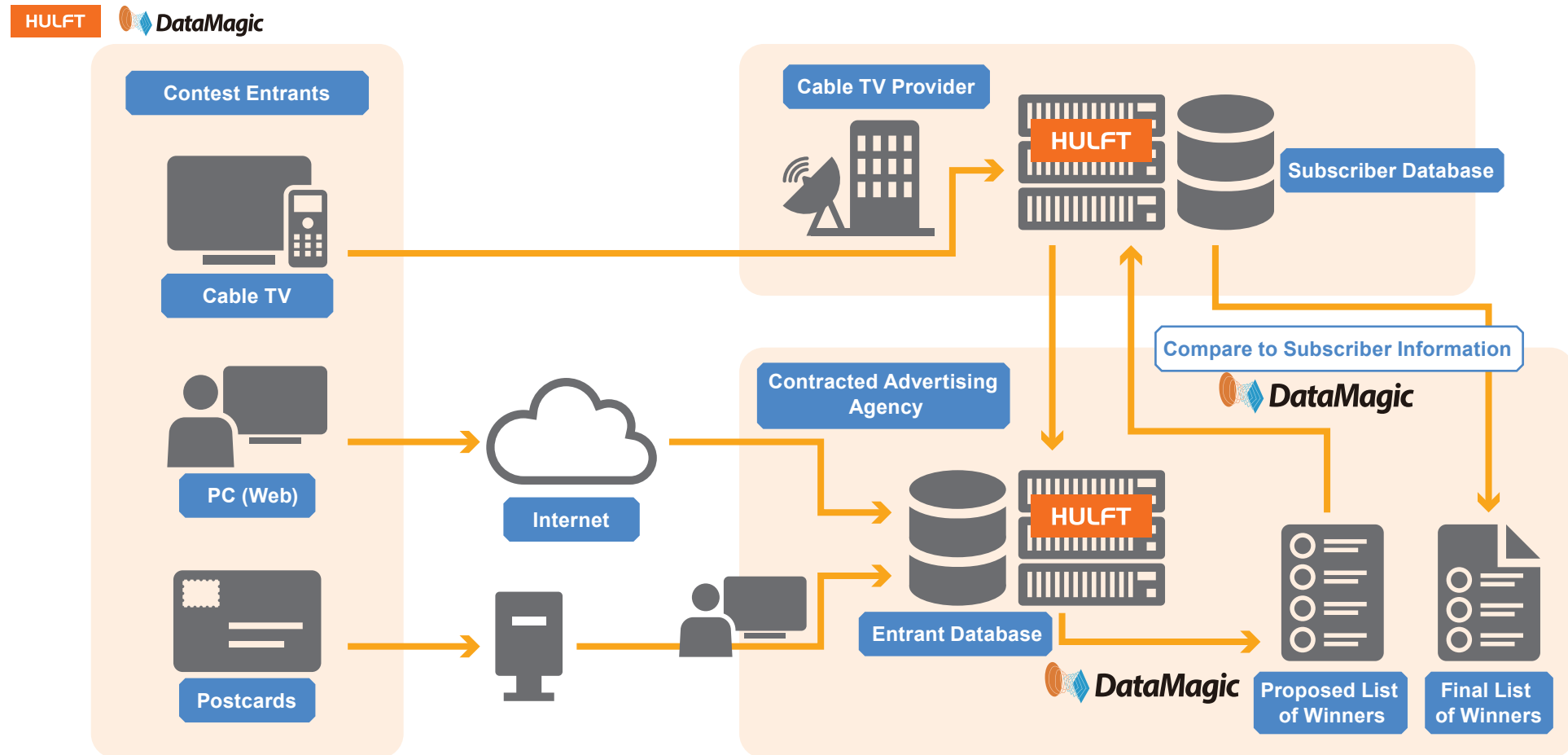


Automatically Converting, Integrating, and Comparing Personal Data in Different File Formats

Industry: Cable TV



Purpose of introducing HULFT products

To automatically convert and integrate entry data for cable TV subscribers who entered a contest by different means, to compare that data to the subscriber database, and to determine the winners.

Issues prior to introducing HULFT products

Because entry data in different file formats was manually converted and checked against the subscriber database, many labor hours were needed, and human errors occurred.

Effect of introducing HULFT products

By automating the process of converting data and checking the subscriber data against the entrant data, the company was able to greatly decrease the number of labor hours needed. In addition, because human errors were eliminated, the tasks required to deal with such errors were also eliminated.