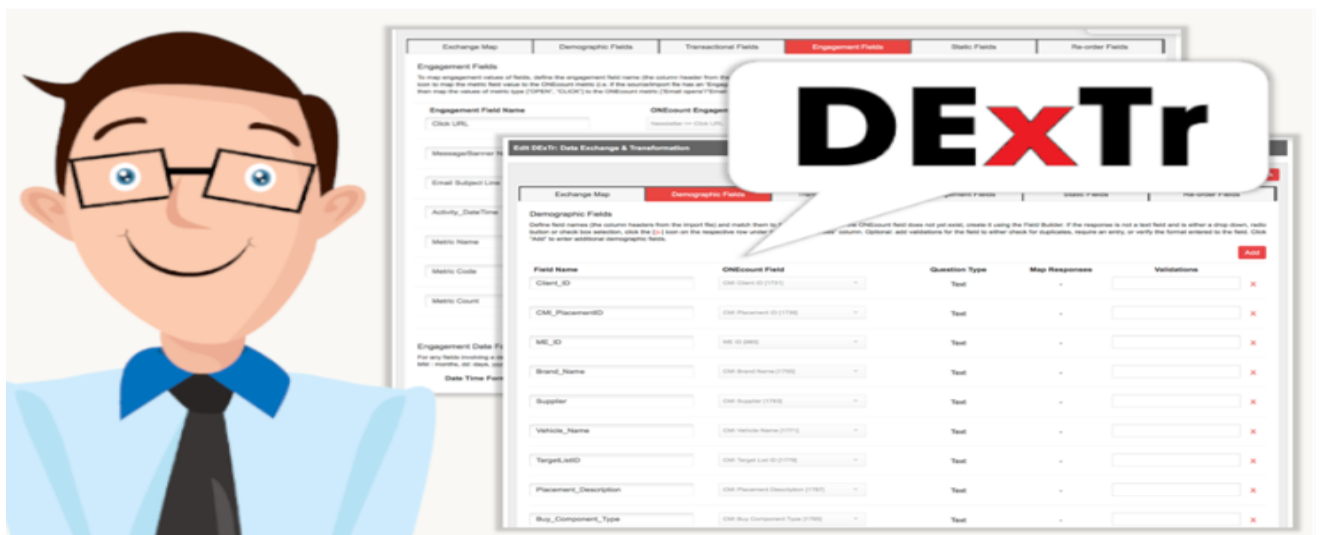# Meet DExTr: ONEcount's Advanced Data Exchange and Transformation Engine

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A core component of customer data platforms (CDPs) is the ability to stitch data from different sources into a single view of the customer.

DExTr, which stands for data exchange and transformation, is ONEcount's new data mapping tool that will exchange data with any data platform in a simple, universally-accepted format.

DExTr leverages ONEcount's integration development prowess, creating a powerful, cost-saving technology. Complex data feeds with various types of input data—whether text, metrics, dates, transaction data—is synced with ONEcount from any third-party system. Updates can be scheduled on any frequency.

"The flexibility of DExTr allows it to work with virtually any database, greatly increasing the speed to market and interoperability capabilities ONEcount provides," said Sean Fulton, ONEcount's Vice President of Technology. "It's like ETL for all!"

No programming or IT background is needed to establish and schedule bi-directional data feeds between any source. There is also no coding or API development required. A user-friendly GUI interface organizes data syncs allowing users to prepare the organization of data exports.

These advances put the power of the ONEcount CDP in the hands of non-technical, non-IT users, allowing the power of the platform to truly penetrate the enterprise.

With DExTr, users can easily import data from CRM, third-party vendors, continuing education portals, surveys, e-mail, advertising, customer service and more.

DExTr is already live and being used by customers as part of the ONEcount platform. For more information, visit: ONE-count.com/data/DExTr, or to demo DExTr fill out a request form by clicking here.

About ONEcount

ONEcount is a customer data platform that combines DMP capabilities. Leveraging a mature history of identity resolution, data consolidation and advanced identification and targeting tools, ONEcount delivers a simple-to-manage ecosystem while streamlining the tech stack. For more information visit ONE-count.com.