

# The University of Manchester

The University of Manchester, one of the UK's leading research-intensive universities, utilized KingswaySoft's SSIS components to address more than 100,000 duplicate contact records in Microsoft Dynamics. With KingswaySoft, the team was able to configure the required process, validate the approach through a proof of concept, and support a more effective approach to data quality management.

## OVERVIEW

The University of Manchester is a member of the Russell Group of leading research-intensive universities in the UK. As a large institution with a broad and established technology landscape, it relies on an extensive integration environment to support ongoing academic and operational activities. Andy Lea, Integration Specialist, manages more than 600 integrations across over 50 IT systems, supporting both real-time and batch processes. Within an environment of this scale, maintaining high-quality data in core business systems is essential to operational consistency and effective system management. As part of a broader Microsoft Dynamics project, the university needed to identify and merge duplicate contact records while also strengthening data quality controls within the platform.

## THE CHALLENGE

The university's Microsoft Dynamics environment contained over 100,000 duplicate contact records that needed to be removed as part of a broader initiative. The team's goal was not only to identify and merge existing duplicate records, but also to establish an alternate key for contacts to help prevent future duplication. While duplicate identification was straightforward because records could be matched through the alternate key, the challenge came from the number of existing records that already shared the same value. The university needed a solution that could support the required record handling steps accurately and reliably within its existing environment.

## THE SOLUTION

The University of Manchester utilized KingswaySoft's SSIS Integration Toolkit, including Duplicate Detector and its Dynamics CRM/Dataverse components, to configure the full duplicate management process in Microsoft Dynamics. The solution supported identifying duplicate records, selecting a master record, calling the built-in Dynamics merge process, resending contact information into Dynamics, and moving alternate key information off records that had already been merged. KingswaySoft also enabled the team to read and update Dynamics data while monitoring job progress during execution. To validate the approach early, the team used a downloadable sample SSIS solution from KingswaySoft as a proof of concept, which helped confirm the design and support further refinement.

## THE RESULTS

By implementing KingswaySoft for this initiative, the University of Manchester was able to cleanse duplicate contact data in Microsoft Dynamics and execute the required record management process effectively. The project helped the team address a significant data quality issue while also supporting stronger controls to reduce the risk of future duplication. KingswaySoft's configurable functionality, product reliability, and strong documentation helped the team move efficiently from proof of concept to execution.

For the university, the value extended beyond duplicate removal to ensuring the process was completed properly.

Results Achieved by the University of Manchester:



100K+ duplicate contact records addressed



50+ IT systems supported through ongoing integration work



600+ integrations managed across the environment



Proof of concept validated on the first run



The University of Manchester

*"KingswaySoft provided the reliable and easily configurable functionality we needed to complete the project properly. The documentation was strong, and the proof of concept worked the first time."*

**Andy Lea**

**Integration Specialist**

The University of Manchester

## SSIS INTEGRATION TOOLKIT

KingswaySoft's SSIS Integration Toolkit helps organizations build dependable data integration solutions within SQL Server Integration Services. With configurable components for working with systems such as Microsoft Dynamics, including Dynamics CRM/Dataverse components, the toolkit supports complex data movement, automation, and ongoing operational efficiency. It gives teams the flexibility to manage integration processes within SSIS while maintaining visibility and control throughout execution.

## ABOUT KINGSWAYSOFT

KingswaySoft is a leading provider of data solutions, serving over 110 countries with our competitively priced and highly reliable SSIS Integration Toolkit. We are committed to continuous enhancement, providing innovative and flexible solutions that help organizations streamline operations and achieve measurable success. Our dedication to innovation and customer satisfaction drives our mission to make data integration simpler and more effective.

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