



## Scrubly Overview

Scrubly is a cloud-based address book cleanup tool that safely and automatically removes duplicate and similarly matching contacts from your Outlook, Mac, Gmail or Google Apps address books. Scrubly also backs up your contacts both before and after scrubbing so you always have a safe backup you can download anytime.

Using Scrubbelator™ technology, Scrubly scans your contacts for exact and closely matching duplicates and flags them for removal. Once flagged, you have the opportunity to review one or all of the duplicate contact groups before processing. Or, simply remove all duplicates with one click.

Conflicted duplicate fields are some of the most difficult to resolve. For example, you may have entered a phone number into the Home field of one contact but in another you entered that same number into the Work field, which one is correct? If you have ever synced your contacts with a mobile phone, you may have experienced the common problem of field mis-matching which is the primary cause of conflicted contacts. Scrubly solves these problems by scanning your contacts looking for conflict patters. With the Scrubly Conflict Resolution Wizard, the system quickly resolves common conflicts in groups saving you a huge amount of time along the way.

Scrubly combines the power of desktop software with the ease and convenience of the Web. With Scrubly, anyone can quickly and easily upload, scrub and update their address book in the time it takes to drink a double short, whole milk vanilla latte.

## Scrubly Fast Facts

- Company: BluCapp, Inc.
- Headquartered in Seattle, Washington with employees spread across our amazingly flat world including the United States, India and Philippines
- 12employees
- Company founded in August 2008; launched Scrubly in March 2011
- BluCapp is also the developer of [SyncAcross](#), a cloud-based web application that automatically

synchronizes your Contacts, Calendar and Tasks across desktop, web and mobile platforms

- Privately funded by company founders
- Executive management :
  - Bob Thordarson, CEO and Founder
  - Ashvin Savani, CTO

### **Scrubly Pricing**

Scrubly has both free and premium options:

- Free to scrub up to 250 contacts
- One time scrub at \$19.95 or unlimited yearly at \$39.95