

Informatica Identity Resolution

Increase Operational Efficiency with High-Precision, Multilanguage Identity Matching

“We chose the Informatica software solution to help us manage customer information because of its strong international capabilities and ease of integrating with our existing legacy systems.”

— Lewis Giannetti, Application Architect, GE Capital Vendor Financial Services

BENEFITS

- Improve risk management and compliance processes by supplying the business with reliable high-quality identity data
- Increase the operational efficiency of regulatory compliance, fraud detection, law enforcement, and security operations by rapidly and reliably searching and matching identity data
- Base business decisions on complete, accurate, consistent, and current identity data
- Enhance customer service with a single, more comprehensive and accurate view of your customers
- Maximize the value of technology investments by ensuring your business applications and systems contain high-quality identity data

As part of today's global information economy, your company conducts business in many different countries and languages. It needs to be able to accurately identify its customers, partners, and suppliers in its enterprise systems.

Accurate identity data also drives the operational efficiency of government organizations, which need to be able to correctly identify entire populations or a particular segment—such as citizens, legal residents, overseas visitors, employers or employees, registered organizations, and multinationals.

Whether you work for a commercial enterprise or a government organization, the costs of missed identity data matches are high. Your government agency's mission may be compromised. Your company may face steep fines—or even prosecution of employees—if it fails to comply with financial reporting or other requirements.

Your IT team must be able to search and match identity data records from multiple countries that use different alphabets—such as Latin, Arabic, and Cyrillic. And complex, multilanguage search-and-match functions need to occur in real time, with the highest accuracy.

Informatica can help.

Informatica® Identity Resolution™ is robust, highly scalable software that enables organizations to search and match identity data from more than 60 countries simultaneously, in both batch and real time.

High-Precision, High-Volume Identity Resolution in Real Time

Informatica Identity Resolution is high-precision, high-volume software that searches identity data—and associated product, asset, and financial data—to identify matches accurately and quickly, regardless of language, structure, format, location, duplication, omissions, or errors.

Informatica Identity Resolution uses intelligent algorithms and strategies to locate identity data records inside large databases, emulating an expert user's ability to recognize matches.

This powerful software also discovers connections among people, accounts, organizations, and products that might be hidden in the data to deliver reliably accurate search, match, or grouping results.

Overcoming data entry errors, intentional errors, and variation in international names and addresses, Informatica Identity Resolution helps organizations use and maintain high-quality data on which strategic decisions can confidently be based.

IT organizations and business information owners deploy Informatica Identity Resolution in data quality processes or embed identity data matching capabilities into third-party or custom-built enterprise applications. Easily integrated with the Informatica platform, the software leverages the platform's ability to deliver near-universal connectivity, data transformation, data cleansing, and data quality monitoring.

Use Informatica Identity Resolution to increase the operational efficiency and decrease the costs of:

- Governance, risk, and compliance processes, such as detection of fraud and money laundering
- A wide range of federal, regional, and local government processes and functions, such as law enforcement, border patrol, or national security
- Managing new data from a merger or acquisition

The screenshot shows the IIR Lite Search Client window. The search criteria are: sr-name: Sandy K Johnson, FULL_NAME: Sandy K Johnson, and Address: Culver Street. The search results table is as follows:

Score	PROSPECT_ID	FULL_NAME	ADDRESS	CITY	POSTALCODE
92	000163734	Sandra Kennedy-johnson	731 Culver Apt. 9107	Commerce	TX 75428
78	000725195	Mister Johnston	277 E Hoover Dr	Fort Wayne	IN 46816
76	000422058	Sandy Johnson	5730 Teague Rd	Houston	TX 77041
76	000540848	Sandy Johnson	1228 N Bengal	Springfield	IL 62702
76	000546360	Sandy Johnson	4567 carroll ct.	Hilliard	OH 43026
76	000559876	Sandy Johnson	8908 circle drive	Westminster	CO 80031
76	000560973	Sandy Johnson	2145 Lane Ave	Moorhead	MN 56562
76	000579061	Sandy Johnson	3255 laurenceville-suwanee rd.p-305	Suwanee	GA 30024
76	000646483	Sandy Johnson	4821n22street apt3411	Milwaukee	WI 53209
75	000043615	Sandra Johnson	7250 BROOKVALEY RD	Pural hall	NC 27045
75	000046166	Alexander Johnson	16234 espinosa dr	Houston	TX 77083
75	000049922	Sandra Johnson	5715 95th st apt p-204	Lakewood	WA 98499
75	000062441	Sandra Johnson	2501 Sierra Highway #6	Acton	CA 93510
75	000075478	Sandra Johnson	P O Box 786	Glenpool	OK 74033
75	000079823	Sandra Johnson	p. o box 276	Henron	NY 13652
75	000081465	Sandra Johnson	7450 N Shepherd apt 1404	Houston	TX 77091
75	000092877	Sandra Johnson	616 n 12th	Fortsmith	AR 72901
75	000097414	Sandra Johnson	4629 N. 41 Street	Milwaukee	WI 53209
75	000124644	Sandra Johnson	1613 B Delevan Street	Norfolk	VA 23523
75	000129048	Sandra Johnson	4131 19th place	Tuscaloosa	AL 35401
75	000136131	Alexander Johnson	P.O. Box 242	Louisville	MS 39339
75	000166897	Sandra Johnson	8733 Lawyer rd.	Spotsylvania	VA 22553
75	000182332	Sandra Johnson	4463 Main St. Powell	Fyffe	AL 35971
75	000197301	sandra johnson	900 e Rankin rd. #91	Tulare	CA 93274
75	000347991	Sandra Johnson	6911	Sugar land	TX 77479
75	000358141	Sandra Johnson	P. O. Box 357	Mcintosh	AL 36553
75	000421253	Sandra Johnson	3137 Fayal Drive	Pensacola	FL 32526
75	000431425	Sandra Johnson	7645 warsaw rd apt104	Charleston	SC 29406
75	000443356	Sandra Johnson	148 7 73rd. street north	Loxahatchee	FL 33470
75	000456944	Sandra Johnson	PO.Box 1135	Kinston	NC 28503
75	000513399	Sandra Johnson	1209 Jerome Ave	Bronx	NY 10452
75	000527025	Sandra Johnson	210 watts ln.	Blythehood	SC 29016
75	000530948	Sandra Johnson	1020 Van Arsdol	Clarkston	WA 99403

60 record(s) found : Search Time = 0.860 secs.

With Informatica Identity Resolution, you can quickly search and match identity data in both batch and real time.

Key Features

Smart Indexing and Key-Building Capabilities

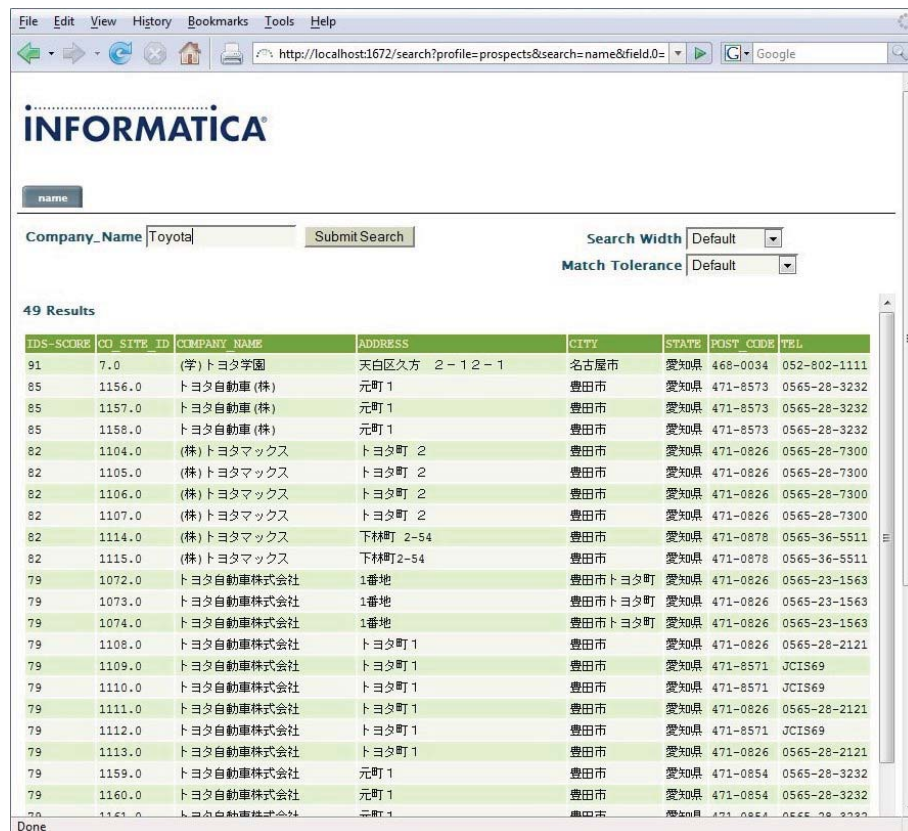
- Use key-building algorithms to overcome unavoidable variations in identity data—regardless of country, language, or character set
- Generate sophisticated “fuzzy logic” keys that are population-aware to overcome phonetic transliteration, missing or out-of-order words, and other data errors and variations
- Build comprehensive keys to limit the search criteria to better define the record set and avoid overlooking candidates
- Create and automatically synchronize indexes and links to increase search-and-match accuracy

High-Performance, Real-Time Identity Data Search Capabilities

- Generate intelligent searches, despite missing source data and regardless of country, language, or character set
- Use prebuilt and customizable search strategies, available at run time, to balance performance and comprehensiveness of search
- Employ high-performance searches using queries based on targeted search ranges that retrieve a very small subset of the index
- Leverage an indexing strategy with a range of multiple keys that scales to search billions of records

High-Precision, Multilanguage Identity Data Match Capabilities

- Obtain accurate identity record matches, despite missing source data and regardless of country, language, or character set
- Leverage more than 65 standard populations to generate population-aware data matches
- Take advantage of out-of-the-box identity and compliance match rules for multiple countries
- Emulate a human expert’s ability to determine a match based on many fields and attributes
- Gain highly accurate match results using prebuilt rules that support all identity attributes—not just personal and company names, addresses, telephone numbers, and dates of birth, but also scars, tattoos, codes related to gender or race, product descriptions, and descriptive alpha-numeric text
- Conduct multilanguage matching supported by multiple country populations and identity match rules
- Match in non-Latin character sets, such as Arabic, Chinese, Japanese, Korean



The screenshot shows a web browser window with the Informatica search interface. The search criteria are set to 'Company Name: Toyota'. The results table displays 49 records with columns for ID, Score, Site ID, Company Name, Address, City, State, Post Code, and TEL. The results include various Toyota entities such as Toyota University, Toyota Motor Corporation, and Toyota Maxx.

ID	SCORE	SITE ID	COMPANY NAME	ADDRESS	CITY	STATE	POST CODE	TEL
91	7.0		(学)トヨタ学園	天白区久方 2-12-1	名古屋市	愛知県	468-0034	052-802-1111
85	1156.0		トヨタ自動車(株)	元町1	豊田市	愛知県	471-8573	0565-28-3232
85	1157.0		トヨタ自動車(株)	元町1	豊田市	愛知県	471-8573	0565-28-3232
85	1158.0		トヨタ自動車(株)	元町1	豊田市	愛知県	471-8573	0565-28-3232
82	1104.0		(株)トヨタマックス	トヨタ町 2	豊田市	愛知県	471-0826	0565-28-7300
82	1105.0		(株)トヨタマックス	トヨタ町 2	豊田市	愛知県	471-0826	0565-28-7300
82	1106.0		(株)トヨタマックス	トヨタ町 2	豊田市	愛知県	471-0826	0565-28-7300
82	1107.0		(株)トヨタマックス	トヨタ町 2	豊田市	愛知県	471-0826	0565-28-7300
82	1114.0		(株)トヨタマックス	下林町 2-54	豊田市	愛知県	471-0878	0565-36-5511
82	1115.0		(株)トヨタマックス	下林町2-54	豊田市	愛知県	471-0878	0565-36-5511
79	1072.0		トヨタ自動車株式会社	1番地	豊田市トヨタ町	愛知県	471-0826	0565-23-1563
79	1073.0		トヨタ自動車株式会社	1番地	豊田市トヨタ町	愛知県	471-0826	0565-23-1563
79	1074.0		トヨタ自動車株式会社	1番地	豊田市トヨタ町	愛知県	471-0826	0565-23-1563
79	1108.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-0826	0565-28-2121
79	1109.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-8571	JCIS69
79	1110.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-8571	JCIS69
79	1111.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-0826	0565-28-2121
79	1112.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-8571	JCIS69
79	1113.0		トヨタ自動車株式会社	トヨタ町1	豊田市	愛知県	471-0826	0565-28-2121
79	1159.0		トヨタ自動車株式会社	元町1	豊田市	愛知県	471-0854	0565-28-3232
79	1160.0		トヨタ自動車株式会社	元町1	豊田市	愛知県	471-0854	0565-28-3232
79	1161.0		トヨタ自動車株式会社	元町1	豊田市	愛知県	471-0854	0565-28-3232

With Informatica Identity Resolution, you can easily build sophisticated matching capability into your own applications including non-Latin character sets, such as Arabic, Chinese, Japanese, and Korean.

Easy to Deploy, Easy to Use

- Readily embed precise search or match capabilities via APIs into third-party or custom-built CRM, MDM, and CDI applications
- Eliminate the need to learn complex algorithms—sophisticated, multilanguage search and match capabilities are embedded in standard, prebuilt population rules
- Avoid changing existing databases and tables with error-prone, time-consuming hand coding
- Use a standalone, real-time and batch search-and-match solution
- Maximize the effectiveness of data integration and data quality processes through full integration with Informatica Data Quality and Informatica PowerCenter

Benefits

Improve Risk Management and Compliance Processes

With Informatica Identity Resolution, you can manage risk, detect fraud, and ensure compliance with regulations against money laundering and other economic and trade sanction laws, such as Basel II, Anti-Terrorist Financing, and those enforced by the United Crimes Elimination Network, Financial Crimes Enforcement Network, and the Office of Foreign Assets Control. By supplying the business with reliable high-quality master and reference data, you can better maintain governance, risk, and compliance processes.

Increase Operational Efficiency

With Informatica Identity Resolution, you can enhance the effectiveness of regulatory compliance, fraud detection, law enforcement, and security operations by rapidly and reliably searching and matching identity data whether it is formatted or unformatted, scrubbed or raw, sourced locally or from another organization, region, or country. By accurately searching, matching, grouping, screening, and linking identity data, you can decrease the operational costs of government agencies and departments—such as health and human services, community and economic development, and tax collection—and optimize the efficiency of an Integration Competency Center.

Improve Decision Making

With Informatica Identity Resolution, you can identify, eliminate, and prevent the spread of errors, duplicates, or inconsistencies in your customer data hub and ensure accurate customer intelligence reporting and analysis. With complete, accurate, consistent, and current customer data, you can make better business decisions faster.

Enhance Customer Service

Informatica Identity Resolution helps you identify customers in on-line inquiries and achieve a single, more comprehensive and accurate view of your customers. By supplying the business with high-quality data to better serve your customers, you reduce customer turnover and improve customer contact methods, such as mailing and telesales/service, while creating more sales opportunities.

Maximize Value of Technology Investments

Informatica Identity Resolution helps you to increase return on investments in MDM, CRM, and CDI software by ensuring that these systems are populated and maintained with high-quality identity data. You broaden the scope and reach of global or regional applications by improved data matching across different languages. You can reduce implementation costs of third-party applications and development costs of customized applications. You reduce the risk of IT project failure by ensuring business applications contain high-quality identity data.

LEARN MORE

Learn more about Informatica Identity Resolution and the entire Informatica product platform. Visit us at www.informatica.com or call (800) 653-3871.

ABOUT INFORMATICA

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.



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