

# Informatica Identity Resolution

## 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

## Increase Operational Efficiency With High-Precision, Multilanguage Identity Matching

To successfully conduct business in today's global economy, organizations must accurately identify customers, partners, and suppliers in multiple languages throughout their systems.

Accurate identity data also drives operational efficiency for organizations that need to correctly identify an entire customer base or a particular segment—such as customers, citizens, legal residents, overseas visitors, employers or employees, registered organizations, and multinationals. Whether a commercial enterprise or government organization, the costs of missed identity data matches are high. If you fail to comply with financial reporting or other requirements, your company or organization may face steep fines—or even prosecution.

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 these complex, multilanguage search-and-match functions need to occur in real time, with the greatest 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.

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

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

- 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

Overcoming data entry errors, intentional errors, and variations 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 customer-built enterprise applications. The software is easily integrated with the Informatica platform and leverages the platform's ability to deliver near-universal connectivity, data transformation, data cleansing, and data quality monitoring.

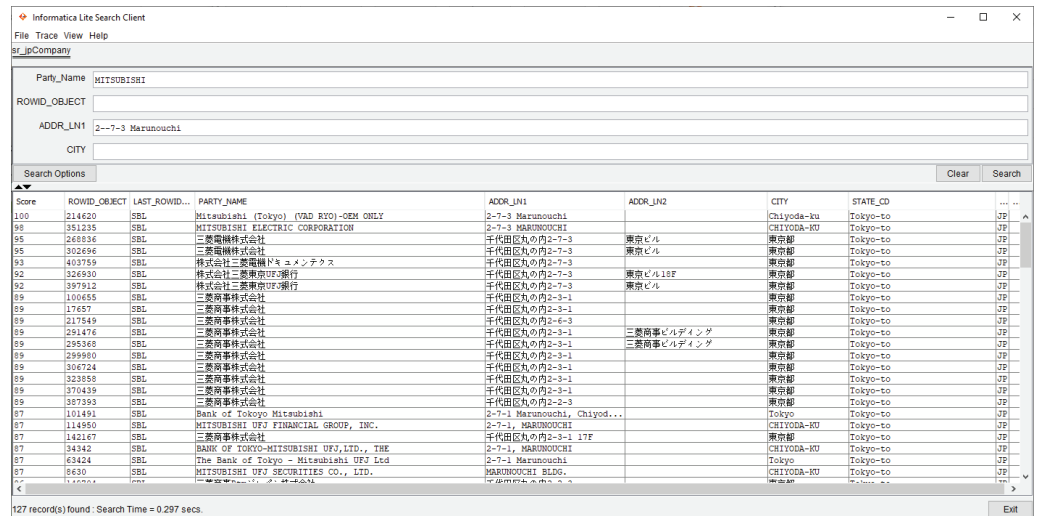


Figure 1: Informatica Identity Resolution lets you quickly search and match identity data in real time.

## 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, population-aware “fuzzy logic” keys to overcome phonetic transliteration, missing or out-of-order words, and other data errors and variations
- Build comprehensive keys to limit the search criteria and 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 pre-built and customizable search strategies, available at run time, to balance the performance and comprehensiveness of the 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 that offers a range of multiple keys and 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 pre-built 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 the Informatica IR Search Client interface. The search criteria are: Party Name: mitsubishi, ADDR\_LN1: 2-7-3 Marunouchi. The results table contains 127 rows with columns: IDS-SCORE, ROWID, OBJECT, PARTY\_NAME, ADDR\_LN1, ADDR\_LN2, CITY, STATE\_CD, and COUNTRY\_CD. The results list various Mitsubishi entities, including Mitsubishi (Tokyo) (VAD RYO)-OEM ONLY, MITSUBISHI ELECTRIC CORPORATION, and several Mitsubishi Bank branches.

IDS-SCORE	ROWID	OBJECT	PARTY_NAME	ADDR_LN1	ADDR_LN2	CITY	STATE_CD	COUNTRY_CD	
100	214620		Mitsubishi (Tokyo) (VAD RYO)-OEM ONLY	2-7-3 Marunouchi		Chiyoda-ku	Tokyo-to	JP	
98	312235		MITSUBISHI ELECTRIC CORPORATION	2-7-3 MARUNOUCHI		CHIYODA-KU	Tokyo-to	JP	
95	268836		三菱電機株式会社	千代田区丸の内2-7-3	東京ビル	東京都	Tokyo-to	JP	
95	302496		三菱電機株式会社	千代田区丸の内2-7-3	東京ビル	東京都	Tokyo-to	JP	
93	403759		株式会社三菱電機コミュニケーションズ	千代田区丸の内2-7-3			Tokyo-to	JP	
92	326930		株式会社三菱東京UFJ銀行	千代田区丸の内2-7-3	東京ビル11F	東京都	Tokyo-to	JP	
92	397912		株式会社三菱東京UFJ銀行	千代田区丸の内2-7-3			Tokyo-to	JP	
89	100655		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	17657		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	217549		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	291476		三菱商事株式会社	千代田区丸の内2-3-1	三菱商事ビルディング	東京都	Tokyo-to	JP	
89	295368		三菱商事株式会社	千代田区丸の内2-3-1	三菱商事ビルディング	東京都	Tokyo-to	JP	
89	299950		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	306724		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	323558		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	370439		三菱商事株式会社	千代田区丸の内2-3-1		東京都	Tokyo-to	JP	
89	387393		三菱商事株式会社	千代田区丸の内2-2-3		東京都	Tokyo-to	JP	
87	101491		Bank of Tokyo Mitsubishi	2-7-1 Marunouchi		Chiyoda Ward	Tokyo	Tokyo-to	JP
87	114850		MITSUBISHI BANK, FINANCIAL GROUP, INC.	2-7-1 Marunouchi		CHIYODA-WARD	Tokyo-to	JP	

Figure 2: You can easily build sophisticated matching capability into your applications, including non-Latin character sets such as Arabic, Chinese, Japanese, and Korean.

### **Smart Indexing and Key-Building Capabilities**

- Readily embed precise search or match capabilities 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 as 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 Data Integration

## **Key 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. These regulations include 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. You can better maintain processes to support governance, risk, and compliance by supplying the business with reliable, high-quality master and reference data.

### **Increase Operational Efficiency**

Informatica Identity Resolution helps you rapidly and reliably search and match identity data, whether formatted or unformatted, scrubbed, or raw, sourced locally or from another organization, region, or country. This ability to accurately search, match, group, screen, and link identity data lets you enhance the effectiveness of regulatory compliance, fraud detection, law enforcement, and security operations. For government agencies and departments—such as health and human services, community and economic development, and tax collection—this represents an opportunity to not only decrease operational costs but optimize the efficiency of an Integration Competency Center.

### **Improve Decision Making**

Informatica Identity Resolution helps you 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 Experience**

Identity Resolution can help identify customers in online inquiries, allowing you to achieve a single, more comprehensive, and accurate view of your customers. And with higher-quality data, you can reduce customer turnover and improve customer contact, and ultimately deliver a more satisfactory customer-centric experience for your customers.

## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform.

Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

## Maximize Value of Technology Investments

Because you can ensure that your MDM, CRM, and CDI systems are populated and maintained with high-quality identity data, Identity Resolution helps you increase return on the investments you've already made in MDM, CRM, and CDI software. You're able to broaden the scope and reach of global or regional applications by improving data matching across different languages and reducing the implementation costs of third-party applications and development costs related to customized applications. And by ensuring business applications contain high-quality identity data, you can reduce the risk of IT project failure.

## For More Information

Learn more about Informatica Identity Resolution at <https://www.informatica.com/products/master-data-management/identity-resolution.html>.



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