



Informatica Data Quality Identity Match Option

BENEFITS

- Improve operational efficiency and customer service
- Maximize the value of technology investments and the return on data
- Drive growth with high-quality customer data fueling business decisions

Search and Match Identity Data from More Than 60 Countries

Your company conducts business in many different countries and in many different languages. You need to accurately identify its customers, partners, and suppliers in its enterprise systems. You may also need to search and match identity data records from different countries that use different alphabets—Latin, Arabic, or Cyrillic, for example.

The Informatica® Data Quality Identity Match Option provides prebuilt identity matching rules for more than 60 countries, which can be applied to customer data. This option improves the accuracy of matching identity data. By configuring identity data match components within Informatica Data Quality, business information owners can easily build precise, multilanguage search-and-match functionality into data quality and data integration processes.

With the Identity Match Option, duplications in mailing lists can be screened and eliminated, leading to more cost-efficient and effective marketing campaigns and customer service. Business decisions can be based on complete, accurate, consistent, and current customer data. And since this option ensures that systems are populated and maintained with high-quality identity data, it maximizes the value of your technology investments and your return on data.

The Identity Match Option delivers highly accurate match results using prebuilt rules that support all identity attributes.

The screenshot displays the Informatica Identity Match configuration interface. The main workflow area shows a process flow from a 'CSV Match Sou...' source through an 'IdentityMatch' component to a 'DB Target' destination. A configuration dialog for the 'IdentityMatch' component is open, showing 'Identity Match - USA' selected in the country dropdown and 'Household' in the household type dropdown. The 'Inputs' tab is active, displaying a table of input fields and available inputs:

InputFields	AvailableInputs
Person Name 1	Person Name 1
Person Name 2	Person Name 2
Address Part1 1	Address Part1 1
Address Part1 2	Address Part1 2
Address Part2 1	
Address Part2 2	
Postal Area 1	
Postal Area 2	
Telephone Number 1	
Telephone Number 2	
Attribute1 1	

The right-hand sidebar contains a list of matching algorithms: IdentityM..., Similarity, Edit Dista..., Jaro Dist..., Weight B..., Bigram, and Hamming ...

Key Features

Accurate Identity Data Matching

This option delivers highly accurate match results using prebuilt rules that support all identity attributes. It emulates a human expert's ability to determine a match based on many fields and attributes. A smart indexing strategy with a range of multiple keys scales to search billions of records. Comprehensive keys to limit search criteria can be built to better define the record set and avoid overlooking candidates.

Multilanguage Support

This option provides prebuilt data matching rules for more than 60 countries and out-of-the-box identity and compliance match rules (e.g., OFAC, AML) for multiple countries. Key-building algorithms overcome unavoidable variations in identity data—regardless of country, language, or character set. It generates sophisticated “fuzzy logic” keys that are population-aware to overcome phonetic transliteration, missing or out-of-order words, and other data errors or variations.

Easy to Deploy, Easy to Use

This option makes it easy to access, build, and configure powerful identity data-matching algorithms into any data quality strategy. It eliminates the need to learn complex algorithms.

Key Benefits

Improve Operational Efficiency and Customer Service

With the Identity Match Option, you can enhance the “single view of the customer” and supply the business with high-quality data to streamline operations and better serve your customers. With accurate name and address data, you can screen and eliminate duplicates in mailing lists to execute more cost-efficient and effective marketing campaigns. You also reduce customer turnover and improve customer contact processes, such as mailing and telesales/service, while creating more sales opportunities.

Maximize the Value of Technology Investments and the Return on Data

This option helps you to increase return on investments in master data management (MDM), customer relationship management (CRM), and customer data integration (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 that business applications contain high-quality identity data.

Drive Growth with High-Quality Customer Data Fueling Business Decisions

This option improves the accuracy of customer intelligence reporting and analysis by ridding your customer data hub of name and address errors, duplicates, or inconsistencies. The business can make better business decisions faster by basing those decisions on complete, accurate, consistent, and current customer data.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



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