

DATA SHEET

Pitney Bowes Spectrum™

Enterprise Data Quality Solution

ADVANCED MATCHING MODULE – MATCH ON ANY DATA AND IDENTIFY THE TRUE EXTENT OF YOUR RELATIONSHIPS



Summary

The Advanced Matching Module matches records between and within any number of input files, giving you a powerful rules-based engine to identify unique products, unique locations and unique customers.

Benefits

- User-determined match level and flexible matching options lets you merge and consolidate records based on your business needs
- International knowledgebase includes millions of name variations across 143 cultures
- Deploys in real time or runs in batch mode

OVERVIEW

Marketing and business processes rely on accurate data. Equally important is the ability to identify and understand the relationships between records. Recognizing customers, products, duplicates and households across data sources is critical for success.

Improve Your Matching Capabilities

The Advanced Matching Module, part of our Spectrum Enterprise Data Quality Solution, offers unrivaled matching capabilities. So you can consolidate records, eliminate redundant activities and improve communications.

Key Components

- **Interflow Match:** Identifies matches between similar records across multiple input files.
- **Filter:** Specify criteria that duplicate records must satisfy to be retained or removed.
- **Match Key Generator:** Creates a non-unique key shared by like-records, so they can be grouped together for comparison.
- **Candidate Finder:** Obtains the candidate records that will form the set of potential matches to be evaluated using Transactional Match.
- **Transactional Match:** Matches suspect transactions against a database to query and return potential candidate records.
- **Best of Breed:** Selects a best-of-breed record from the duplicates cluster by selecting a primary/template record. Uses this record to

build a best composite record, which is returned as the survivor record.

- **Duplicate Synchronization:** Specify which fields from a collection of records will be copied (posted) to the corresponding fields of all records in the collection.

Flexible Matching Options

Advanced Matching Module lets you to determine the most appropriate match level. You can combine deterministic algorithms with probabilistic rules to help eliminate false positives – giving you the confidence to merge and consolidate records based on your business needs.

Robust Capabilities

Users have complete control to define criteria and can match on any data. Or, select from pre-defined rules and best practices in areas such as name-address matching, householding and firm matching.

Sophisticated Name and Address Matching

Identifies matches using sophisticated algorithms that engage in complex consumer address issues, including apartment numbers and resident occupants, with options to match on either a household or individual basis.

International Knowledgebase

Compares records against referential data that includes millions of name variations across 143 cultures. Considers different spellings and

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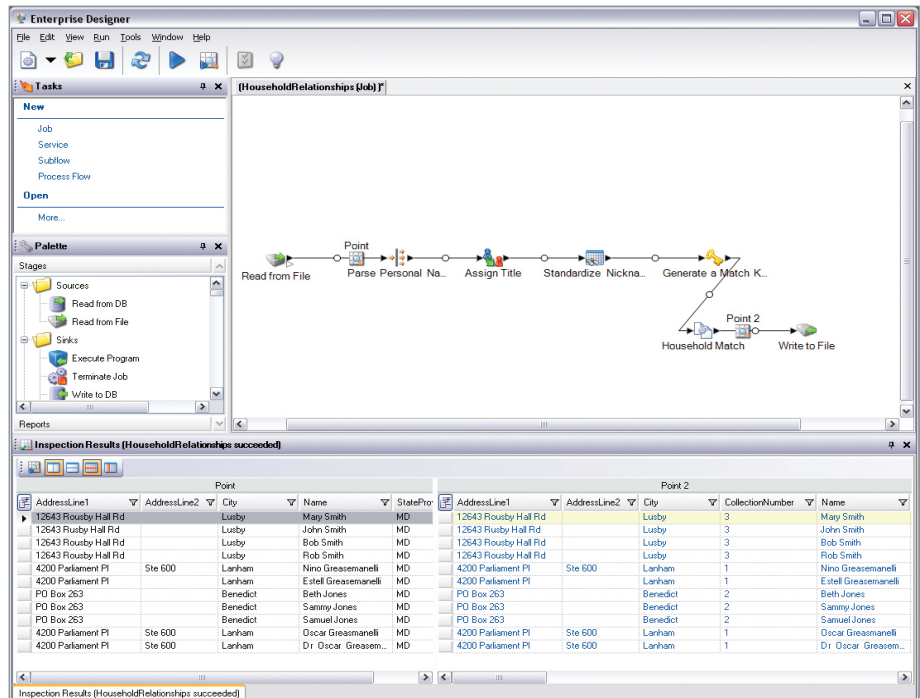
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Spectrum Advanced Matching Module Dataflow

nicknames based on country of origin (e.g. Michael, Mikhail, Mykolas) to identify duplicates.

Best of Breed Consolidation

Provides the highest degree of flexibility and control in determining how to link or merge matched records, so you can create the most accurate and complete record from any collection of customer, product or entity information.

Full Range of Business Applications

Deploys in real time or runs in batch mode. Can identify matches or suppress duplicates. Ability to set up sample runs makes it easy to validate rules and criteria before you execute an entire job.

Get a More Complete Picture of Your Customers

Knowing your customers is the key to growing revenue. And advanced matching capabilities

give you the means to identify the full extent of your relationships.

Consolidate records. Improve communications. Understand relationships. The Advanced Matching Module allows you to identify which product, entity, individual or household records are the same. So you can make better decisions, identify sales opportunities and serve your customers better.

The Pitney Bowes Spectrum Enterprise Data Quality Solution provides all the customer data quality tools you need to create and maintain accurate, rich customer information. With our customer data quality solution, you can clean, match and consolidate customer data to leverage the most up-to-date, complete view of your customers across your organization.

FOR MORE INFORMATION ON SPECTRUM ENTERPRISE DATA QUALITY SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.

SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:
<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-data-quality/spectrum-advanced-matching-module/>