

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.

OVERVIEW

Marketing and business processes rely on accurate data. Equally important is the ability to identify and understand the relationships between records. Recognising 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 Synchronisation:** 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 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 Knowledge Base

Compares records against referential data that includes millions of name variations across 143 cultures. Considers different spellings and nicknames based on country of origin (e.g. Michael, Mikhail, Mykolas) to identify duplicates.

