

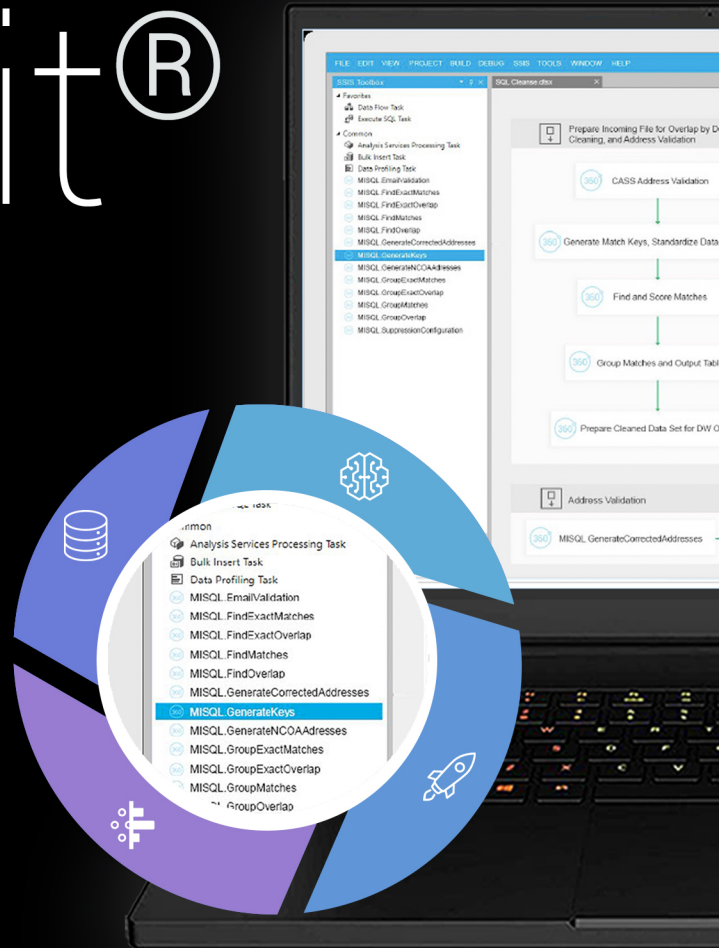
matchit®

FOR MICROSOFT SQL SERVER

The Path to Perfect Customer Data

Customer data is unique. matchit for Microsoft SQL Server is designed specifically to address the nuances of customer data, providing a full spectrum of data quality capabilities, including cleansing, matching, verification, enrichment, and standardization.

matchit for Microsoft SQL Server integrates into your existing operations, removing the need for insecure and error-prone import/export of data to/from other systems. The result: tighter access control, increased auditability, and a greatly improved throughput.



Unrivaled Matching Engine.

Match, dedupe, and consolidate your customer data with unparalleled accuracy.



Bring Your Data As-Is.

Messy data? No problem. Extract, standardize and enrich your data. Automatically.



Speed, Scale, & Performance.

Multi-threaded processing delivers results in minutes and scales with your business.



Persistent Keys & Scoring.

Match keys and scoring logic is an absolute game changer.

Powered by matchit®

The foundation of our matching software, matchit has been designed specifically to deliver matching results that mirror human-like perception, at scale, without preprocessing.

Artificial Intelligence, a proprietary algorithm, lexicons, and a contextual scoring engine work together to defeat the errors, inconsistencies, and challenges commonly found in contact and business data.

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Mr. A Knotten	Operations Director	Palmr Air Charters, Inc.	North Carolina				anaughton@pac.com	910 418 7300 #207

The 360Science Difference.

In competitive analysis, matchit found more accurate matches than any other solution on the market. Unlike competing applications or scripted SQL queries – matchit for Microsoft SQL Server doesn't require data standardization, correction or manipulation prior to matching. That's the 360Science difference.

Scoring

The scoring state determines the actual likelihood of two records being the same.

matchit scans through the record, field by field, and works out how similar they are.

#secretsauce

Phonetics

- Bower
- Bauer
- Hernandez
- Hernades
- Muhammad
- Mohammad

Non-Phonetic Similarity

1, No. 1, First, One, 1st

Street, St, Str.

Misalignment

500 Main St., S

Abbreviations

- United States Postal Service
- USPS
- U.S. Postal Service
- U.S.P.S.

Transliteration

السيسي أس أت ل ا, Altaasis, Incorporation

Noise

Inc, Incorporation, LLC

Parsing & Restructuring

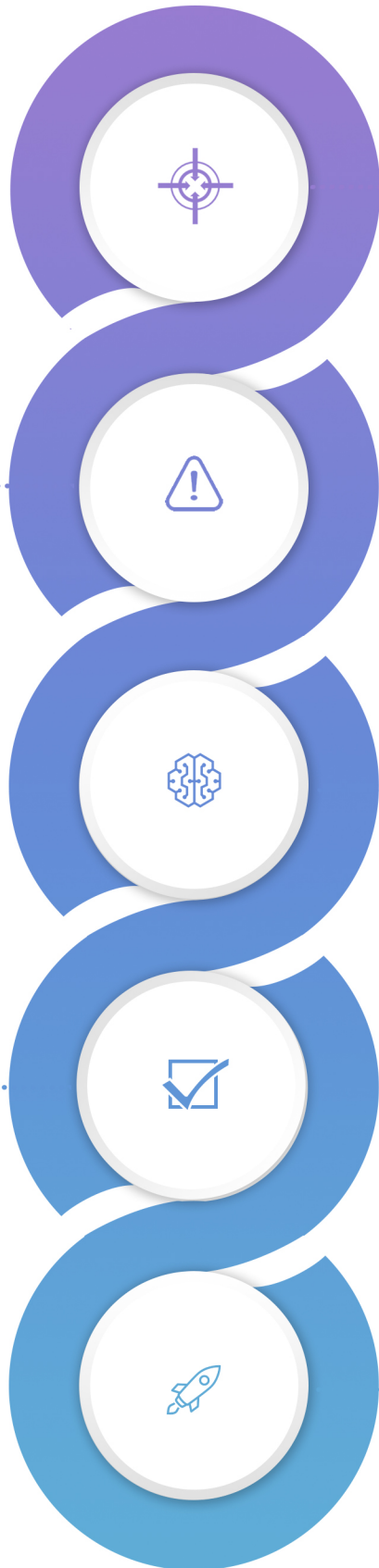
Inc, Incorporation, LLC

Synonyms

Michael, Mike, Michel

Typographic

Wilson, Wislon, Wilsn, Willsom



CLEAN

Correct, Enrich,
and Verify.

matchit is tuned to recognize and rectify a wide range of customer quality issues—ensuring that your data is always clean and accurate.

CRITICAL

Built for
Better Business.

Customer data is the lifeblood of your business. matchit enhances this data to enable smarter marketing, accurate analytics, better alignment, and ensure cross-organizational success.

RELIABLE

Unrivaled Quality to
Power Your Apps.

matchit automates data quality integration in your native apps and systems. Reliable data for real-time applications.

COMPLETE

360-degree View of
Customers & Activity.

matchit creates a central customer view to ensure that the data in your CRM, Marketing Automation, and other mission-critical systems is complete at all times.

FAST

Quick, Easy,
and Accurate.

matchit makes manual analysis a thing of the past. To the DBAs and data stewards of the world who are constantly processing databases and tables — you're welcome.

COMPANION PRODUCT

matchit Web

Real-time Webservice Toolkit

Respond Quickly to GDPR Requests

matchit Web enables you to respond to Subject Access Requests quickly by finding all the information you hold about a person across all your SQL databases – even if there is duplication that you didn't know existed – and writing their data out to a file.

matchit Web can be deployed as a local or remote web service that connects to Microsoft SQL Server.



Contact data verification at the point of capture.



Prevent entry of duplicates and incorrect data.



Intelligent inquiry for rapid and reliable customer lookup.

The 1-10-100 Rule

An error that might cost \$1 to prevent, costs \$10 to correct, but \$100 in remedial action if you rely on it for fulfilling an order, for example.

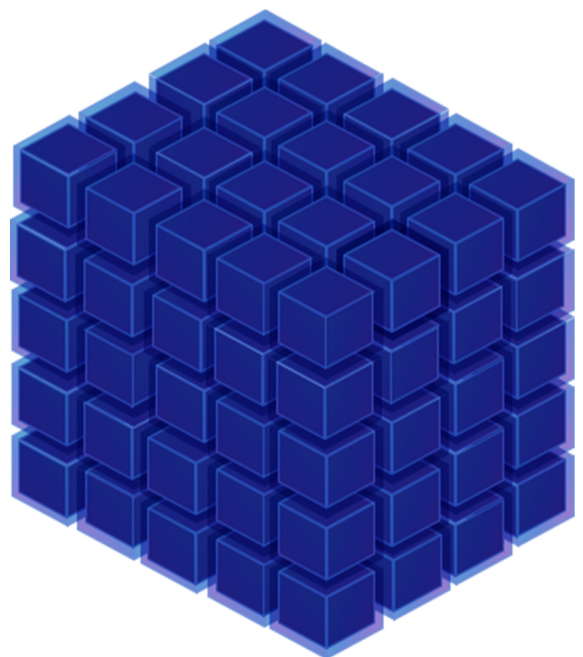
It's not only cheaper but also better practice to capture data correctly in the first place, as it leads to far better customer satisfaction and reduces compliance issues.



Prevention



Correction



Failure