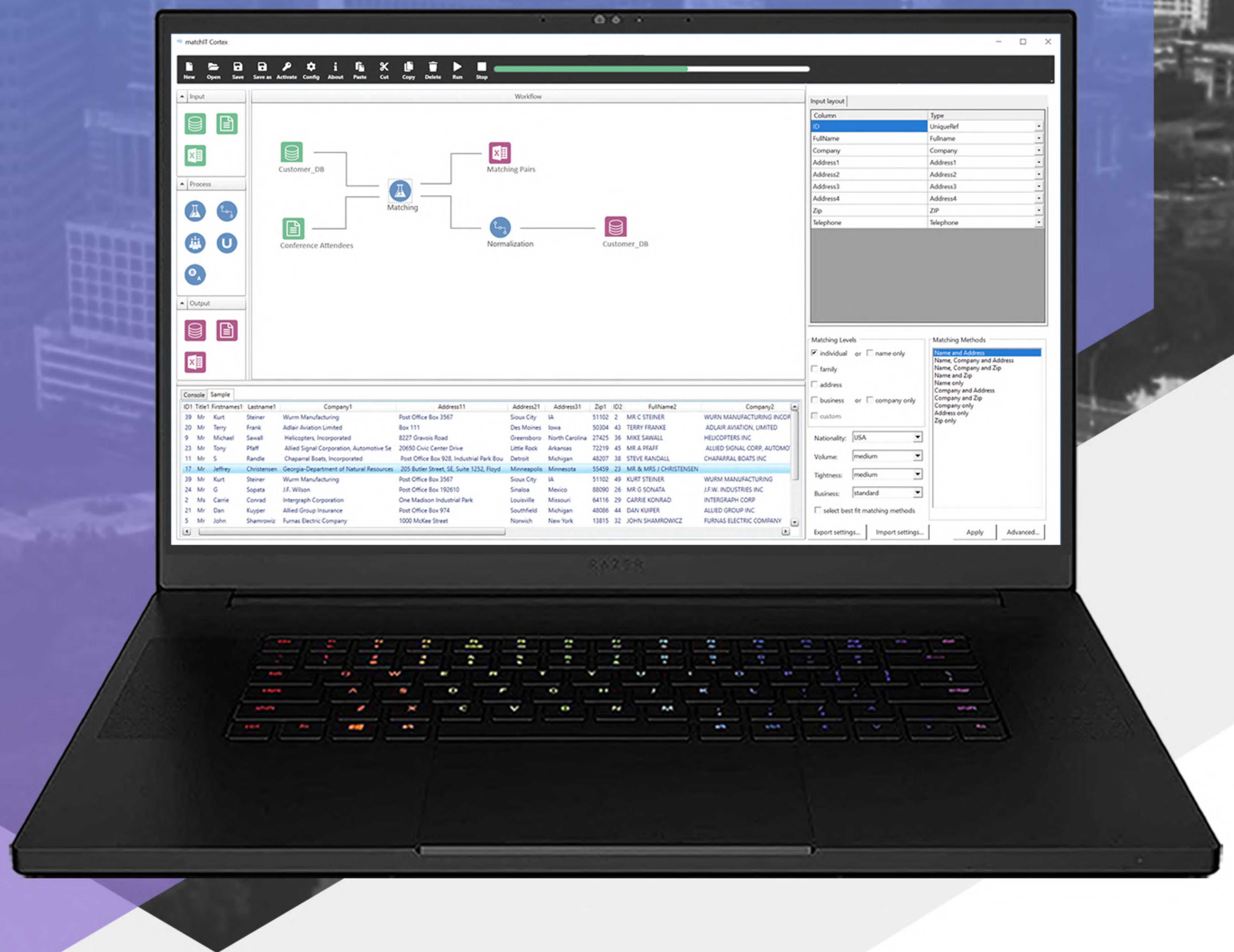




C O R T E X



Until now, advanced data matching solutions were reserved for Data Scientists, Analysts, and Database Administrators.

Today, fewer organizations are relying solely on centralized information services for insights. Instead, access to data is being democratized in the pursuit of data-driven decision making across the business.

People from all backgrounds with all skill sets need a simple and effective solution to match, dedupe, and unify contact and business data.

Human-like
Perception,
Superhuman
Scale.

Raw Data,
Meet
Raw Power.

Cortex brings together the world's most advanced matching engine with a user interface forged in simplicity. Cortex includes a collection of features and tools that make complex data matching as easy as pressing a button.

At last, matching software that's powerful enough for the most discerning Data Scientists while intuitive enough for everyone.

When time is valuable and accuracy matters, the world's premier brands choose matchit.

Powered by **matchit**

360Science has built a matching engine that effectively replicates the natural intelligence humans use when forming comparisons. matchit uses AI, a proprietary phonetic algorithm, customizable lexicons, and a totally unique contextual scoring engine to defeat the inconsistencies and challenges commonly found in contact and business data.

This means you no longer need to choose between under-matching or spending hours scouring results for good matches among a forest of false positives.

For a closer look at our matching engine, please download the matchit datasheet.

NAME	COMPANY	ADDRESS 1	ADDRESS 2	CITY	STATE	ZIP	EMAIL	PHONE
Tony Naughton	Palmer Air Charters	Suite 106	1989 Eastwood	Wilmington	NC	28401-4273	info@pac.com	(910) 418-7300
Anthony Norten	PAC	189 Eastwood #106	Rd	NC	28403	28410	anaughton@pac.com	910 418-7307
AR Naughton Jr	Palma Air	1989 Eastwood Rd	Wilmington	Willmington	28042		tnaugh@gmail.com	
Mr. A Knotten	Operations Director	Palmr Air Charters, Inc.	North Carolina				anaughton@pac.com	910 418 7300 #207

Learn Quickly, **Act Faster**

Fortune 1000 executives agree that reducing time-to-insight is the primary driver for their investment in data technologies. Doing so enables their firms to act faster when analyzing the business, extracting intelligence, making critical decisions, and bringing new capabilities to market.

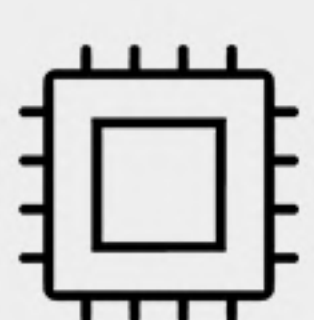
The three biggest barriers to improving your time-to-insight are processing times, ease of use, and data preparation. Everything about Cortex was designed to remove these barriers and provide users with the most accurate results quickly and easily.



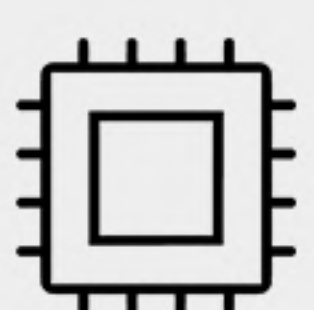
Built for **Speed**

Architecture

Whether you're dealing with a few thousand records or more than a billion, Cortex was built for speed and scale.



In-memory Processing is significantly faster than competing solutions that rely on sluggish disk storage.



Multi-threaded Processing enables many functions to process concurrently, making a much more efficient use of available hardware.



Smart Settings

Utilizing purpose built AI, Cortex configures itself based on the nature of your data and the focal point of your matching.



No Preprocessing

Cortex automatically normalizes your data so preprocessing is no longer a barrier to results.



User Experience

The Cortex Workflow Builder enables users to easily create, save, and share workflows.

Performance **Power**

Hardware: 10-Core hyper-threaded Windows PC with 64GB of RAM.

49 : 10
m s

SINGLE FILE **DEDUPE**
49 million records



05 : 03
m s

TWO FILE **MATCH**
1 million records to
30 million records



Better
Results,
Faster
Answers.

Editions

As well as being the ideal vehicle to deliver data quality control to users in every department, Cortex is an excellent companion to Hub, our matching API.

Hub can be integrated into core production systems, backend dataflows, and MDM processes. Because both solutions use the same matching engine and configuration settings, business rules can be consistent for all deployments and extensibility no longer a concern.



WORKSTATION

Single User



SERVER

Multi-user (RDP)
Virtual Installation
Command Line Automation



HUB CONFIGURATOR

Companion App for
Hub API