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 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

Pitney Bowes Spectrum™

Enterprise Data Quality Solution

ADVANCED MATCHING MODULE

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG

main: 44.1753.848200
fax: 44.1753.621140

www.pbbusinessinsight.co.uk

UNITED STATES

One Global View
Troy, NY 12180-8399

main: 800.327.8627
fax: 518.285.6070

www.pbinsight.com

ASIA-PACIFIC/AUSTRALIA

Level 7
1 Elizabeth Way
North Sydney NSW 2060

main: 61.2.9437.6255
fax: 61.2.9439.1773

www.pbinsight.com

**PITNEY BOWES BUSINESS INSIGHT
IS HEADQUARTERED OUT OF
THE UNITED STATES**

PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximising the value of customer data, Pitney Bowes Business Insight helps organisations more effectively locate, connect with and communicate to their customers in today's global markets.

---

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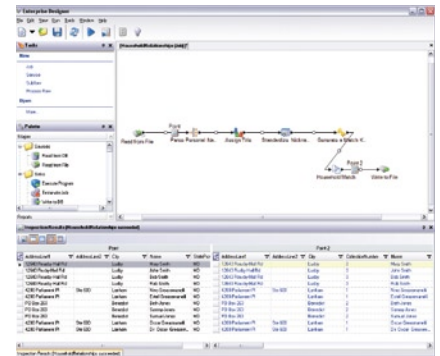
Full range of business applications
Deploys in real time or runs in batch mode. Can identify matches or suppress duplicates. Ability to set up sample runs makes it easy to validate rules and criteria before you execute an entire job.

Get a more complete picture of your customers

Knowing your customers is the key to growing revenue. Our 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 organisation.

For more information, call us today at +44.1753.848.200 or visit www.pbinsight.com.

The Pitney Bowes Spectrum™ Solutions and Business Services

Spectrum Enterprise Data Quality Solution
- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalisation
- Universal Name

Spectrum Enterprise Location Intelligence Solution
- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

Spectrum Enterprise Data Integration Solution
- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Data Flow

Spectrum Enterprise Data Governance Solution
- Profiler Plus
- Monitor Plus

Spectrum Business Services
- Spectrum OnDemand
- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
  - Sales & Use
  - Payroll
  - Personal Property
  - Insurance Premium Tax
- Business Application Connectors
  - Data Quality Connector for:
    - MySAP CRM v.5.0, v.6.0
    - MySAP ERP v.5.0, v.6.0
    - Siebel Enterprise Apps v.7.8, v.8.0
    - Siebel Industry Apps v.7.8, v.8.0

Pitney Bowes
Business Insight