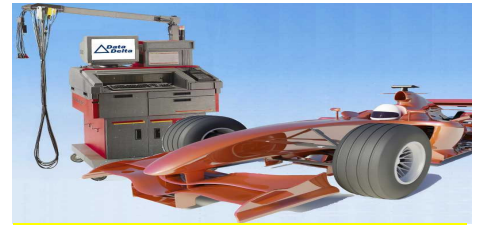


DataDelta™ – Single Customer View Accuracy Analysis Service
Software Purchase NOT Required!

Problem: Bad Information From Good Data

Even after major Data Quality & CDI-MDM (Customer Data Integration-Master Data Management) projects, errors in Record Matching Business-Rules are still generating wide-spread, systemic **errors in Single Customer Views** that in turn:

- Distort critical Business Intelligence & analytics information.
- Contaminate key customer segments and “*Know Your Customer*” data.
- Hurt ROI & operational efficiencies in advanced marketing systems.
- Corrupt corporate governance & compliance systems (SOX, Basel II, etc.)



DataDelta Optimizes Match Engines (& custom home-grown engines!)

- Acxiom
- Ascential / DWL / IBM
- DataFlux / SAS
- DataMentors
- Firstlogic/Business Objects/SAP
- Health Market Science
- Identity Systems / Informatica
- Initiate Systems
- Microsoft / Zoomix
- Purisma / Dun & Bradstreet
- Siebel / Oracle
- Siperian
- Trillium / Harte-Hanks

What is the Scope & Severity of Errors Impacting Your Business Today?

Traditional tools, techniques and “best practices” for optimizing match business rules cause many **match accuracy problems to remain hidden** because they:

- Limit analysis to tiny samples of data instead of the full data warehouse.
- Force users to rely on manual reviews of random chance results.
- Fail to provide reliable, detailed metrics on the full impact of rule changes.
- Restrict users to “Bottom-Up” analysis that misses “Big-Picture” trends.

“Match Accuracy Analytics” Provide Fast, Reliable Answers!

DataDelta’s patent-pending, vendor-neutral “Match Accuracy Analytics” software enables our Analysis Service to provide unique, critical information about the scope, nature & severity of these errors. Once you can measure it, you can fix it!

Unique Metrics & Drill-Down Reports

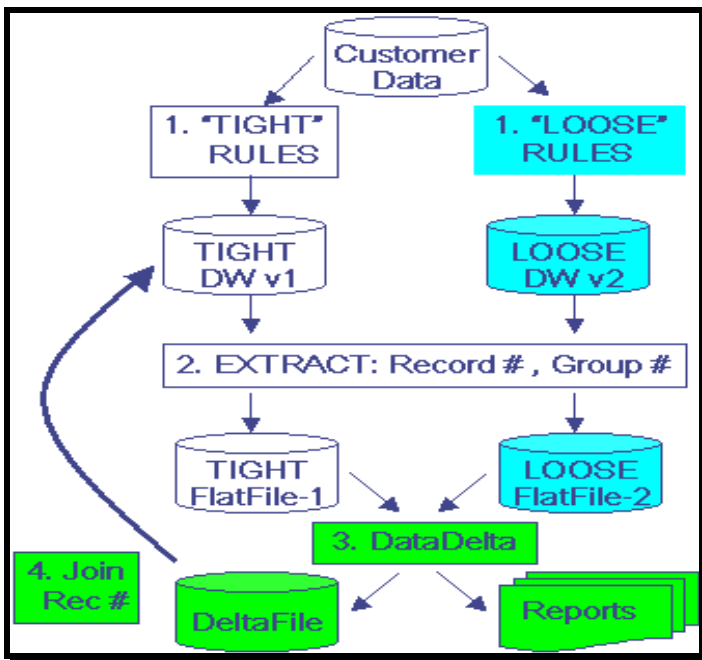
By doing fundamentally different “Top-Down” analysis, DataDelta unlocks previously hidden information in two forms:

- **Summary Reports** – MS-Excel compatible metrics & “big picture” results to identify systemic trends & key cases.
- **True Drill-Down Analysis** – DataDelta’s “**Match Query Language**” (MQL) tool enables sophisticated analysis to find match problem trends and “needle in the haystack” examples in the context of business problem scenarios.

Enhancing, Not Replacing, Your Current Systems

DataDelta’s analysis tool works with your current Data Quality, CDI & MDM system to generate unique information such as:

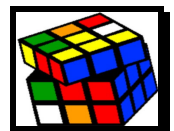
- Key metrics to quantify your degree of accuracy & level of risk (overall & by customer segment).
- Exactly which of your most valuable customers are most at risk for inaccurate “single views”?
- What is the scope & severity of match accuracy problems in your key customer segments?
- Which database fields are causing the most match damage?
- Which data sources have the greatest risk?
- Which business rules have the most impact?
- Quantified impact of conflicting business rules.



DataDelta Works With Your Current Systems

Optimizing “Business-Rule Butterfly-Effects”

Optimizing business rules is like solving a Rubik’s Cube: each change to fix one problem can cause ripple effects with new problems. But instead of 54 squares, optimizing today’s huge data warehouses is like solving a cube with millions of squares! The DataDelta analysis system finally makes this possible.



Start getting answers in **as little as one day!** Contact DataDelta today at: www.DataDelta.com