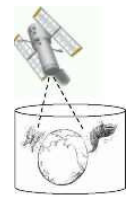




# DataDelta™ – Maximize Your Match Accuracy

Optimize Merge/Purge, Householding, DeDupe & CDI-MDM “Single Customer View” Accuracy



## Value

DataDelta’s patent-pending, vendor-neutral technology maximizes CDI-MDM match accuracy of by enhancing (not replacing) your **current** vendor’s match engine – or by helping you evaluate & safely transition to a new match engine.

## Match Accuracy = Competitive Advantage

Accurate Customer Identification & Differentiation is critical for effective CRM, Direct & 1to1 Relationship Marketing. Data Quality and CDI-MDM systems use sophisticated merge/purge, householding and dedupe engines controlled by “Business Rules” that must be precisely fine-tuned to maximize 360-degree view accuracy – a major challenge when these systems often have over 100,000 rules!

## Optimizing with Match Accuracy Analytics

Accurately fine-tuning these match engines is an impossible challenge today because they provide little information about the true impact of the rule changes – did they help or hurt overall match accuracy in the entire data warehouse? This is because current tools & techniques allow only tiny samples of data to be visually inspected for changes. This is as futile as trying to solve a Rubik’s Cube when only seeing one side. Even small changes can cause amazingly extensive **Business Rule Butterfly-Effects** as record groups split, merge or completely reform in large networks. This problem is so challenging that MIT has been conducting an active research project in the field for over 10 years!



1 Side-No Help

In addition, real-world projects often have very little time and resources for the final business rule refinements. Even if refinements are attempted, is it impossible to measure true progress (if any) without reliable metrics. Tough questions your team should consider are:

- What percentage of time & effort was on rule refinement?
- How was accuracy measured & how confident is it?
- How many Business Rules exist & how accurate are they?
- **Can your current match accuracy be improved?**



DataDelta Optimizes Match Engines

Without key metrics, users are currently forced to attempt rule changes by “gut instinct” using manual procedures that are **more art than science** -like trying to tune car engines only by ear. Special computers are used to analyze & tune modern car engines today. Conceptually, the DataDelta tool allows users to analyze & tune their current Data Quality & CDI match engine.

DataDelta executes Match Accuracy Analytics on **entire Data Hubs (not just tiny samples)**, even **over one billion records in size**. Technical staff can now collaborate with business users to precisely refine match logic, field weightings & business rules. When you can finally measure the total change impact, you can reliably improve the results.

## Easily Compare Different Vendors

DataDelta’s universal compatibility can also quickly **compare match accuracy between different vendors** & service bureaus of Data Quality & CDI-MDM. DataDelta’s reports and record level drill-down analysis reveal vendors’ true strengths & weaknesses. For example, match accuracy could be evaluated (or re-evaluated for ongoing due-diligence) amongst four major vendors such as Oracle, IBM, DataFlux, and Initiate Systems:

**Report 1:** Oracle – vs – IBM

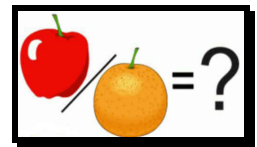
**Report 2:** Oracle – vs – DataFlux

**Report 3:** Oracle – vs – Initiate

**Report 4:** IBM – vs – DataFlux

**Report 5:** IBM – vs – Initiate

**Report 6:** DataFlux – vs – Initiate

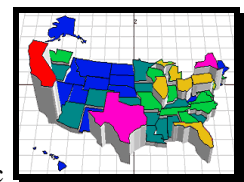


Easily Compare Initiate “Apples” to Oracle “Oranges”

## Metrics & Drill-Down Reports

DataDelta unlocks a treasure trove of previously hidden information from two strategic perspectives:

- **Summary & “Change Distribution” Reports** – Concise impact analysis metrics provide global views of butterfly-effect changes and allow users to quickly isolate the most important changes for deeper analysis.
- **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. For example, Change Distribution reports can be generated within the context of ad-hoc selection criteria (such as for “Most Valuable Customer” data segments that had MERGE changes). Individual change cases can also be quickly isolated to view the actual record data (name, address, etc.).



“Big Picture” Views

## Universal Compatibility

**Platforms:** Windows 2000/XP/Vista (but C/C++ source code can be quickly ported to other platforms).

**Data:** US & international, Customer (B2B & B2C), Product, Supplier & all others used for matching

**Vendors & Service Bureaus:** Every Data Quality, CDI-MDM vendor’s match engine, **(and custom home-grown match engines!)**

## Pricing & Source Code Escrow

Pricing is based on data warehouse size & number of users. DataDelta’s full C/C++ source code is also available for escrow services. For more information, please contact your sales representative or DataDelta, Inc. directly at: [www.DataDelta.com](http://www.DataDelta.com)