



"Match Profiling Analytics" technology Finds Match Problems Vendors' Reports Miss

"At DataDelta we don't make the match engine, we make your current match engine work better!"

DataDelta is a vendor-neutral **"Match Profiling Analytics"** software tool (also available as a consulting service, such as a subcontractor to your current SI). DataDelta can save time, lower risk and add value in as little as **1 week for \$10k**

DataDelta was included in the Gartner **"2009 MDM Cool Vendors"** report
www.DataDelta.com

Example Case Detail Report: "Twins matching to incomplete record with only a First Initial"

Vendor Match Scores: - min = 11.3 max = 24.9

LINKS		2	0	2	0	2	2	2	2	2
UNIQUE		1	3	1	3	1	1	1	1	1
	Group#	Lname	Fname	DOB	Gender	Phone	Street	City	ST	ZIP
	36098	SMITH	MARIO	12/25/06	M	(303) 699-0606	123 ELM	DENVER	CO	80210
	36098	SMITH	M	12/25/06	U	(303) 699-0606	123 ELM	DENVER	CO	80210
	36098	SMITH	MARIA	12/25/06	F	(303) 699-0606	123 ELM	DENVER	CO	80210

- "Mario" & "Maria" often considered to be identical when phonetic compare algorithms are used
- Even if first names don't match via phonetics, they might still match to a central record with only a First Initial

DataDelta Scans your Entire Database! (vendors' tools rely only on tiny data samples)

- "Match Query Language" (MQL) scans **over 1 Billion records** in minutes!
- Vendors' "match scores" and "confidence codes" can also be used
- OLAP-style drill-down analysis isolates segments of suspicious matches
- Business users save time by focusing on high-value suspicious matches

DataDelta Determines EXACT Change Impact! (vendors' tools can only report "net" changes)

- "Top Down" analysis can also compare output between match iterations
- Users can now see a **reliable audit trail** of match logic change impact
- Even small "net" match changes can involve over 25% of the database!

DataDelta Fine-Tuning Optimizes Match Logic! (vendor fine-tuning can create new problems)

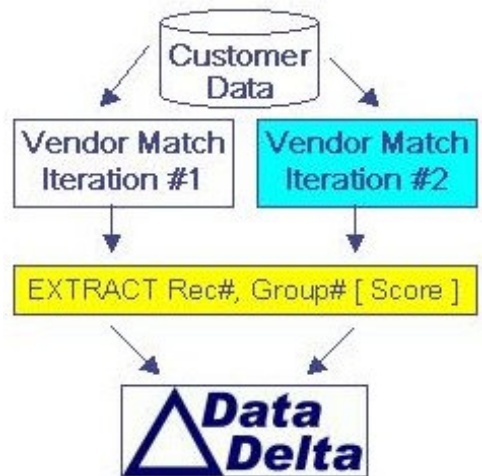
- DataDelta **"Match Data Governance"** determines **"Match Success Criteria"**
- Fine-tuning process analyzes multiple match iterations by the vendor:
 1. Execute New Match Iteration – Using ALL data (or as much as possible)
 2. Old Problem Analysis – Confirm old match problems were fixed
 3. New Problem Analysis – Identify any new match problems
 4. Business User Review – Review & prioritize new & old problems.
 5. Match Rule Refinement – Vendor uses findings to update match logic
 6. Repeat

DataDelta Compares Different Vendor Output!

- DataDelta also compares different vendors & determines exact differences
- Manage match vendor **sales evaluations** more thoroughly & objectively
- Manage old to new match **solution upgrades** via change impact analysis

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

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



*Match profiling analytics & fine-tuning can execute **in parallel** with the main project (or before to build the business case)