

The Most Advanced Identity Resolution Technology

Increase Efficiency and Effectively Manage Data with Infoglide Software's Identity Resolution Engine™ (IRE)

“Identity resolution will get its due... companies are recognizing that they may have unique customer data-matching needs... and they'll be looking at smarter, more specialized ways to automate them.”

– Jill Dyché, Baseline Consulting
1/15/09 edition of TDWI Newsletter

BENEFITS

- Improves the efficiency and effectiveness of your operations by providing a single view of an entity through the use of Similarity Search technology as well as uncovering related entities through relationship resolution
- Integrates seamlessly with your data by connecting to any modern data source and including an option for searching extremely large volumes of data, leveraging only common database indexing schemes
- Improves business decisions by utilizing customizable rules that apply business logic to current, incoming data as well as search results
- Evolves with your organization and adversaries by providing an engine that is highly configurable, tunable, and adaptable to your data and needs
- Minimizes resources needed by providing a single, easily deployable software engine that returns automated, accurate results using a proven approach to identity resolution
- Addresses enterprise-level challenges by supplying the needed scalability and performance to manage volume and maximize efficiency

Today's technology has made collecting data easier than ever, resulting in ever-growing data sources. The key is to make sure quality isn't sacrificed for quantity. Whether you work in government, law enforcement, banking, gaming, insurance, healthcare, etc., reliable data drives your success. You need a solution that ensures your data is accurate and does so in a way that is non-intrusive.

Then there are factors such as fraud, deliberate attempts to deceive, that are designed to take advantage of the inefficiencies in data and compromise data integrity. You need a solution that offers a single view of your data and enables you to effectively fight fraud and intercept possible threats before they affect operations.

When you have so much data at your fingertips, the relationships that exist between data become very interesting. You need a solution that uncovers hidden relationships in data thereby increasing operational efficiency and offering significant financial gains.

You need Infoglide Software's Identity Resolution Engine.

Faster Time to Richer Solution

IRE is the next generation of entity resolution software to come out of Infoglide Software, an established leader in entity analytics with successful deployments worldwide.

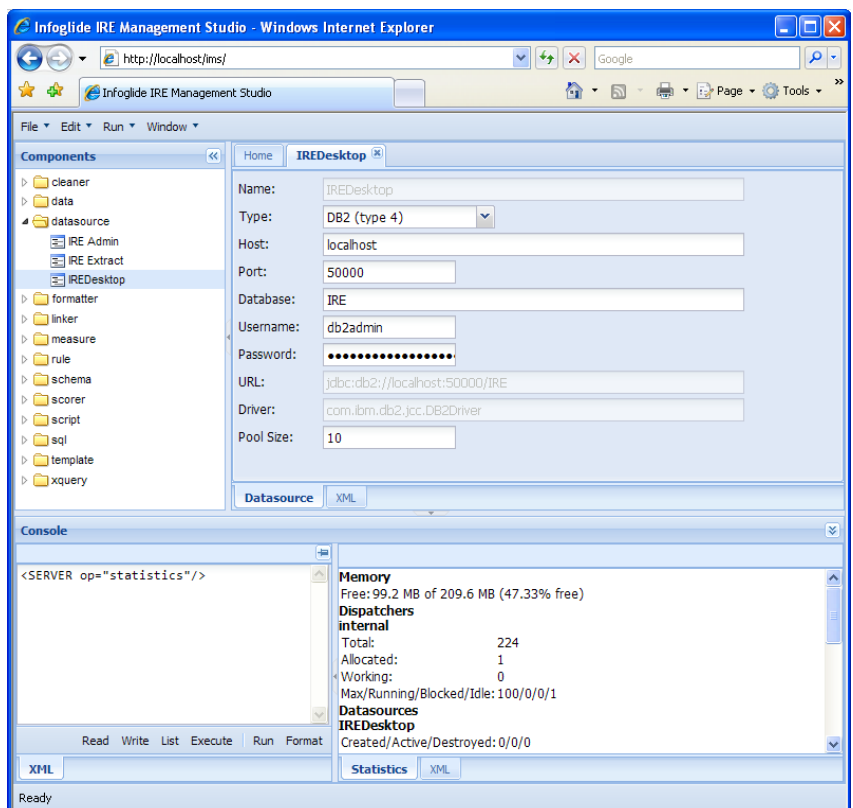
IRE was designed with flexibility and ease of configuration in mind. Its architecture includes multiple integration options and technology that readily adapts and evolves with your needs.

IRE includes an interactive, end user, web-based application called IRE Desktop with which you can search data and view detailed match results, discover hidden relationships and view results in a pictorial format, automate decisions based on customized criteria, and create and manage cases.

The IRE Management Studio, IRE's web-based administrative tool, provides an intuitive interface for configuring and managing IRE, which includes a user-friendly means to connect to your existing data sources as well as add new data sources.

Why is IRE the best solution for providing an accurate and current view of your data?

- Fully integrated end-to-end solution
- No data warehouse, data cleansing, or ETL required
- Connects to internal and external data sources
- Utilizes more than 50 proprietary Similarity Search algorithms
- Standards-based architecture utilizing technologies like SOAP web services, Java Script, XML, LDAP, and JDBC.
- Easy to use and administer
- Highly trained and experienced Support team
- Easily tunable and extensible
- Scales with your needs



The IRE Management Studio application provides a user-friendly environment to configure and administer IRE.

Key Features

Accurate Identity Matching

- 50+ Similarity Search (inexact) matching measures (algorithms) that adjust to matching precision (“exactness” or “fidelity”) and recall (“completeness”)
- Works on scrambled data (e.g., street name and number reversed)
- Accommodates missing and sparse data fields
- Synonym tables
- Analyzes ‘dirty’ data in its native format
- Incorporates multiple languages and cultural differences in data
- Component weighting (e.g., street name versus number)
- User-configurable matching algorithms
- Context-based attribute matching algorithms
- Does not require data standardization

Sophisticated Relationship Detection / Resolution

- Captures and leverages ambiguous identity information
- Derives non-obvious relationships deterministically
- Displays relationships pictorially in a link chart

Easy to Integrate, Easy to Use

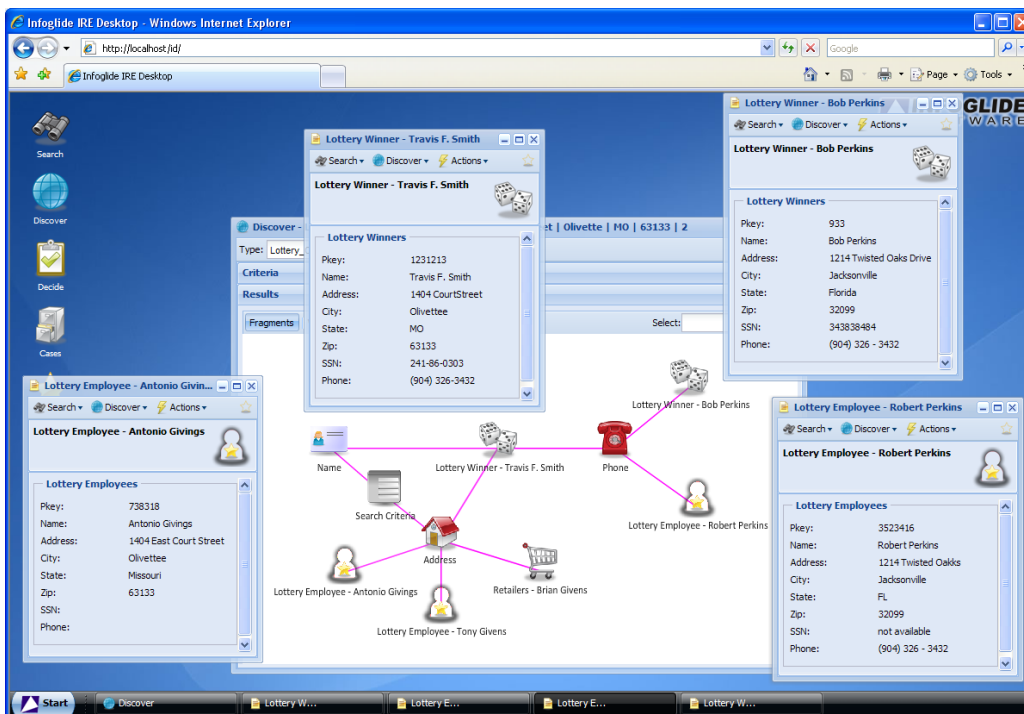
- Performs well on a wide variety of commonly-available hardware
- Live remote access to disparate data sources; separate repository not mandatory
- Uses existing data model – you do not need to build an expensive warehouse
- Flexible licensing models
- Integrates into existing infrastructures - Multiple integration points, including Web Services (SOAP and REST), raw sockets, and native code
- Standard DBA administration/no special training
- Captures interesting information for latter reference with Favorites feature

Configurable Business Solution

- Embedded business / domain-specific rules engines permit customization of results and implementation of business rules
- Data mapping mechanisms offer consistent searching, relationship detection, and identity resolution across disparate systems; No data warehouse, data cleansing, or ETL required
- Extensive hook points and flexible pre-processing of source and input data and post-processing of results to adjust to specific business needs with minimal effort
- Multiple search strategies, including in-memory and database-oriented options, for optimal results
- Adjustable weighting and tuning to eliminate false negatives or false positives

Enforced Security

- Authenticate using existing enterprise LDAP, Active Directory, or CAS infrastructure, database tables, or configuration files
- Monitor using JMX and remote logging
- Alert-based exception reporting



With the IRE Desktop application you can create link charts to display relationships between entities and use the results for further investigation.

A Solution like No Other

Shorter Time to a Richer Solution

From its user-friendly IRE Desktop web application where you can perform searches, discover relationships, automate decisions, and manage cases to its interactive IRE Management Studio where you can configure and administer IRE with ease, IRE provides the necessary tools to get you quality results faster.

Extract, Transform, Load (ETL) Not Required

IRE does not require a time consuming and costly ETL process in order to connect to your data. IRE connects to both internal and external data sources by setting up JDBC or ODBC connections to any standard Relational Database Management System (RDBMS). IRE can also connect to third party data sources via Web Services or custom APIs.

Flexible Platform

IRE supports multiple database platforms and performs well on various types of operating systems. Its architecture was specifically designed to adapt to varying environments, resulting in a solution that evolves with your business and provides endless value.

Tunable, Extensible Algorithms

Built into IRE are over 50 Similarity Search algorithms that calculate the distance between search and target attributes. Algorithms are available for all types of data being matched and can be tuned and customized to meet specific business needs.

Multiple Delivery and Integration Options

With IRE, you get a choice when it comes to deciding the best means for deploying the solution. IRE is available as a hosted solution, or you can choose to have IRE deployed at your location. With numerous integration points like SOAP, REST, JMS, and Java embedding, deploying IRE has never been easier.

LEARN MORE

Learn more about Infoglide's Identity Resolution Engine by visiting <http://www.identityresolutionengine.com> or email us at ire@infoglide.com.

Also check out our Identity Resolution Daily blog at www.identityresolutiondaily.com.

ABOUT INFOGLIDE

Infoglide Software Corporation is a premier provider of entity resolution software and services for commercial and government organizations. Incorporated in 1996, Infoglide is a privately held company headquartered in Austin, Texas.

To learn more about Infoglide and our entity resolution, fraud detection, data de-duplication, and risk management solutions visit www.infoglide.com.

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