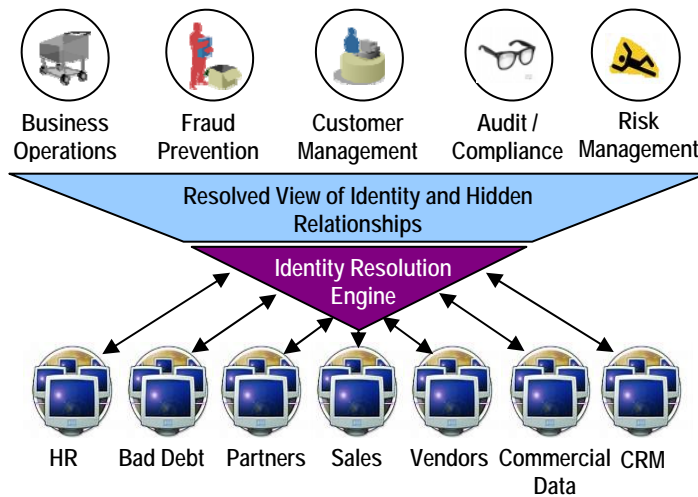


Based on expertise developed in working with the Department of Homeland Security, Infoglide Software Corporation has introduced a fundamentally different approach to managing operational intelligence affected by identities. Identity Resolution Engine™ (IRE) aggregates information in existing data stores to form a clear, composite depiction of the identity of an individual or other entity. The IRE architecture is specifically designed to meet the unique requirements posed by multiple and hidden identities encountered by businesses and governments. IRE glides across multiple data sources, applies sophisticated similarity search techniques to resolve multiple identities, and presents a single view of an individual or entity that highlights otherwise hidden relationships based on the similarity of multiple attributes.



IDENTITY FOCUSED OPERATIONS

Top executives are increasingly aware that the effectiveness and security of their business processes are profoundly affected by the availability of information about the individuals with whom they do business. Knowing the true identity of consumers of their products and services in real time vastly improves decision-making; however, providing a trustworthy view of reality about identities using existing systems can seem an impossible challenge. Most organizations are not hindered by a lack of data; the challenge is how to cost-effectively tap into and combine the data in real time to enhance operational decisions.

Certainty about the identity of individuals dramatically improves decision making during each business process. Improving business execution is a direct path to more effective operations and higher margins. A new class of software technology has emerged to address the growing problem of identity resolution, and IRE is at the top of the class.

Unique Capabilities

Similarity Search

- Patented algorithms with the ability to uncover previously hidden identity information that exceeds exact match, pattern-based matching, and soundex
- Ensures that misspellings or intentional data manipulations are detected to reduce false negatives
- Searches across multiple attributes to disregard irrelevant matches and reduce false positives that waste valuable investigative resource time

Identity Aggregation

- Performs identity analysis across “siloes” data sources
- Expands the breadth of analysis by utilizing data sources regardless of type or physical location
- Incorporates commercial data sources to validate identities

Flexible Integration

- Designed to quickly integrate with solutions to provide advanced identity-focused analysis and results
- Integrates easily with existing legacy systems leveraging IT investments
- Quickly interfaces with third party analytics and data sources

IDENTITY RESOLUTION ENGINE (IRE)

Many industries share the need to resolve identities quickly and accurately:

- Financial – Has this person created multiple identities to overextend the financial risk to the institution?
- Government – Is the person seeking entry at the border a known fugitive or deportee?
- Insurance – Has the same person submitted multiple claims using numerous slightly varied identities?
- Retailing – Is the person making an unreceipted return a known shoplifter or an employee?
- Telecommunications – Does this person already have an account closed for nonpayment?
- Transportation – Does the person about to board this airplane have a connection to a known terrorist?

Organizations typically have existing data available to solve identity problems, but the data is distributed across many systems and geographies. The challenge is how to cost-effectively tap into and combine the data in real time to enhance operational decisions.



The IRE architecture rests upon a foundation provided by patented Similarity Search algorithms. Multiple identities are resolved into one, and hidden connections are exposed through advanced identity resolution and relationship detection techniques. Decisioning and rules processing features allow users to configure how identity resolution affects business decisions. The entire entity resolution process can be integrated into existing business processes and systems.

IRE combines data from traditional sources to provide a unified picture and expose hidden relationships. Going beyond simply assembling and analyzing the data to deliver operational business intelligence, IRE applies sophisticated similarity algorithms to multiple sources of data in real time, ascertains the identity-based risks and opportunities of each entity during each process, and ultimately enables better decision-making in every aspect of business operations.

Existing Approaches

Traditional software solutions (see below) apply the power of data to increase operational effectiveness, yet identity resolution remains a complex, unsolved problem:

BI – Business intelligence systems extract, cleanse, transform, and load data from multiple sources into data warehouses and data marts to improve decision making through subsequent mining and analysis.

CRM – Customer relationship management successfully enables organizations to track activities of clients to maximize revenue and profit.

CDI and MDM – Customer data integration and master data management systems address the need to remove redundancy and duplication within existing data sources.

Data Warehousing – Data warehouses extract, cleanse, and combine information to provide integrated information to support multiple operational functions within an organization.

IRE leverages the data created by these systems, resolves multiple identities into one, and detects hidden relationships. The net result is better business decisions.

Contact

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