



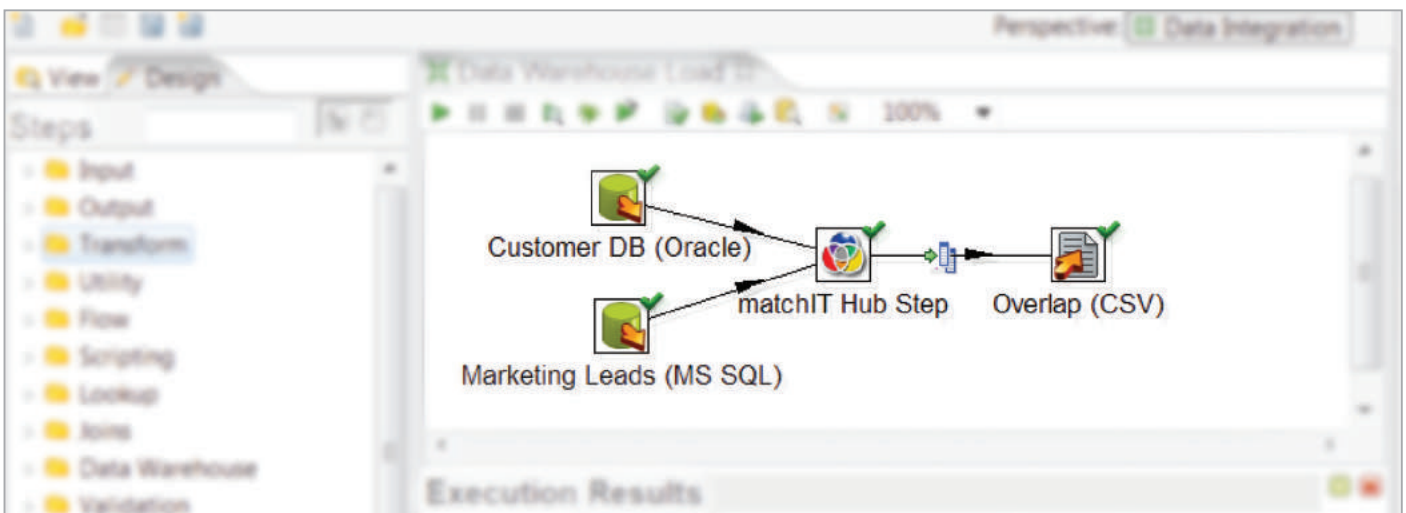
DATABASE-INDEPENDENT **IN-MEMORY MATCHING API**

- Easy integration into existing systems and third party packages
- Integrated into major data preparation/integration and analytics tools
- Lightning speed due to processing entirely in-memory
- Scales automatically across multiple processors and nodes
- Maximises the number of matches that can be automated for batch processing
- Handles individual records and enables streaming of data for real-time matching

Database-independent, in-memory matching

matchIT Hub is the only solution on the market that delivers intelligent contact data matching quickly on billions of records. Because it automatically standardizes and restructures data in memory and effectively matches unstandardized records, its AI-driven matching rules enable ordinary users to get optimum

matching results quickly without upsetting their normal workflow. And matchIT Hub is designed for contact data – so it finds more matches that can safely be automated than any other solution.



matchIT Hub key functionality

- Intelligent parsing and fuzzy matching of contact data, business or personal
- Granular scoring to allow automation for any use case
- Matches using name (individual or company), address, telephone, email, date of birth, account number, or any other item of data that helps identify the customer
- Match structured or unstructured data
- Name splitting, genderisation and salutation generation to enable accurate personalisation
- Match at multiple levels simultaneously (individual, family, household, company, custom)
- Screen for poor quality, incomplete, meaningless or garbage names, addresses and emails

High performance

Due to its in-memory architecture, matchIT Hub is many times faster than any other contact data fuzzy matching solution. It scales automatically across multiple processors and is available integrated into Apache Spark for distribution across multiple nodes – so it can process billions of contact records in tight operational windows.



- Deduped 1 million record client file with an 11% match rate in 12 seconds!*
- Found overlap between 100,000 records and 50 million preloaded records with a 20% match rate in 11 seconds*

* using a 10-core hyper-threaded Windows PC

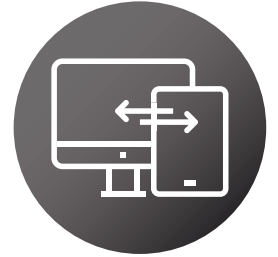
Eliminate doubt from your data

- Easy connectivity allows you to establish an accurate Single Customer View across any type and number of data sources
- Real-time matching on streams of data matching to large files removes the reliance on nightly updates

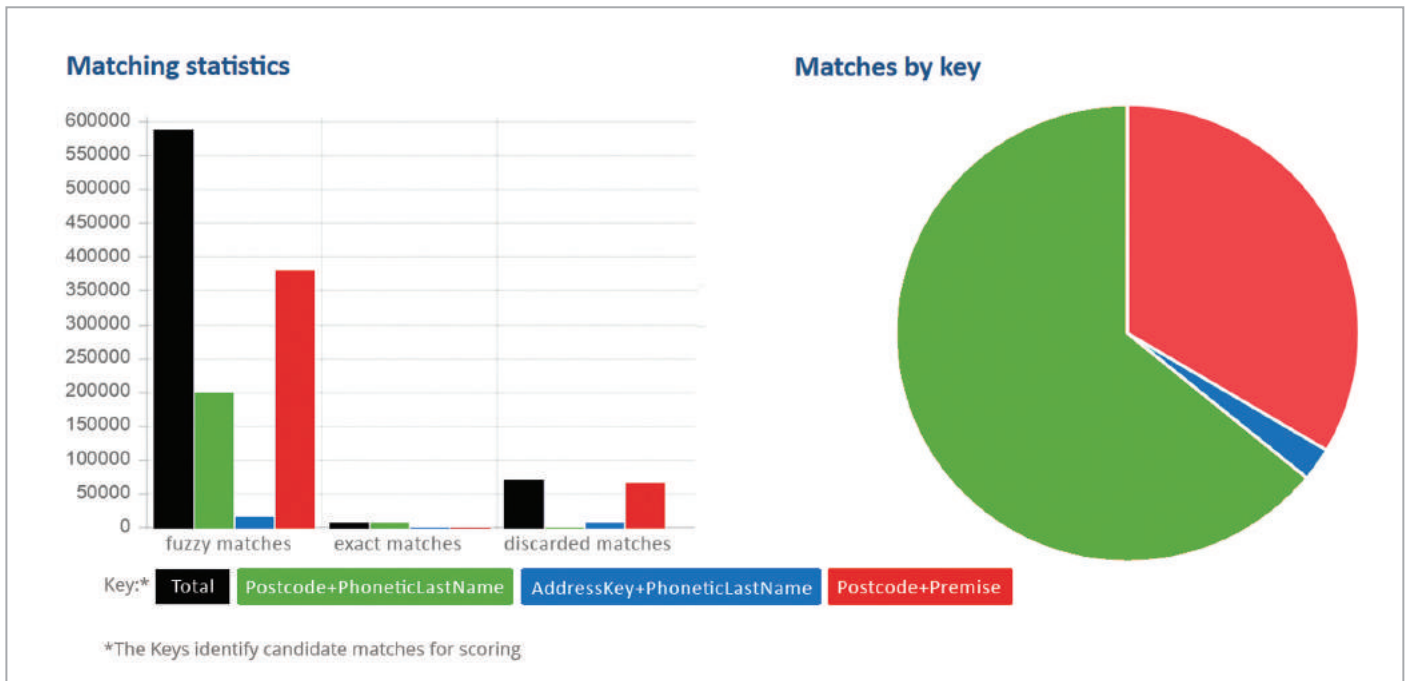
Counts		
	table 1	table 2
Input records	30,000,000	1,000,000
	individual	address
New records	919,535	690,385
Matched records	80,465	309,615
Match rate	8.0%	31.0%

Easily integrates with existing systems

matchIT Hub offers greatly improved control over your data quality, while allowing you to keep your existing solutions. It is integrated into several widely-used data management platforms including Alteryx, Talend and Pentaho and can easily be integrated into others.



matchIT Hub will also handle multiple names, addresses, emails and phone numbers etc. per record, as are common in CRM and ERP systems.



Testimonials

"In a monthly process merging 17 data sources to create a single file of over 8 million records, matchIT Hub has reduced the time from roughly 2½ days to a mere 20 minutes. Merging multiple large data sets to create accurate, consistent and dependable data went from being a resource-heavy process to a relatively simple activity."

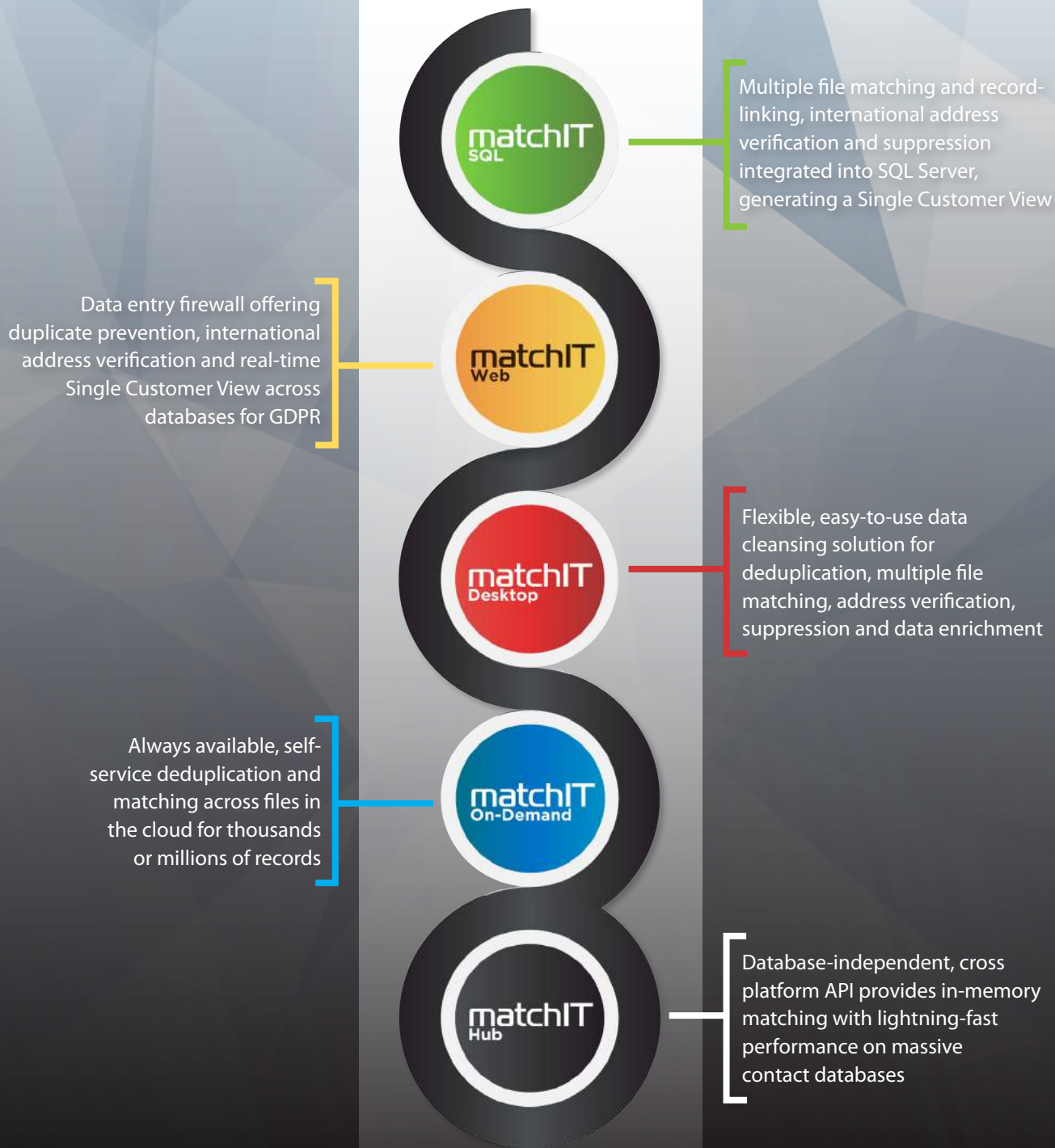
Major UK Data Agency

"The matching process reduced from 4 hours to about 6 minutes using matchIT Hub. These were with big numbers... with 1 million records on input matched against 160 million records."

Leading US Marketing Services Provider

"It's a pleasure dealing with a supplier that is so responsive and with such good understanding of the products!"

Major UK Data Agency



Successful business decisions demand accurate data *(and so does GDPR!)*

The EU General Data Protection Regulation (GDPR) requires organisations to be “accountable for accuracy of personal data and, where necessary, keep it up to date. Every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay.”

Fines can be levied for a level 1 breach up to €10 million or 2% of global gross revenue (whichever is higher).

For over 20 years helpIT systems has developed tools that companies rely on to achieve data accuracy. With over 2,000 clients in 25 countries across 5 continents, helpIT systems is a true leader in developing effective and accurate data cleansing packages.

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