

Datactics Single Customer View utilises high-performance fuzzy-matching across multiple data sets and sources to provide a single golden record for regulatory reporting (GDPR, Deposit Guarantee Schemes (FSCS) etc.) and optimising data for utilisation in analytics models or transformation programmes.

Avoid the penalties and problems of messy data

Financial firms face an increasing challenge to produce a genuine single, reliable view of their customers from the multiple source systems and versions of customers held across locations and data silos.

This view is critical when it comes to answering the question of whether or not you can really rely on your data for accurate and compliant reporting, or when you're using it to outstrip the competition in business growth.

Introducing Single Customer View:

- ✓ Simple, non-disruptive addition to existing master database
- ✓ Scalable and flexible entity matching platform with a central GUI hub
- ✓ Fuzzy-match disparate data sets to return match results with scores of likely matches
- ✓ Easily ingest, normalise and augment entity reference data sets including 'open' sources
- ✓ Build powerful search methods, configure API access and integrate with external applications
- ✓ Consolidate & enhance reference data from multiple sources e.g. Companies House, GLEIF, Bloomberg FIGI, Thomson Reuters Open PermID and Royal Mail PAF
- ✓ Highly performant even when running on commodity hardware.

In Brief:

Who is it for?

- Heads of Data, Regulatory Reporting Managers, Compliance Officers

What does it do?

- ✓ High-performance profiling, matching, de-duplicating and cleansing of records to single golden copy
- ✓ Enables compliance with regulations including Deposit Guarantee Schemes where SCV is mandatory
- ✓ Prepares data ahead of analytics activity to "sweat data assets"
- ✓ Returns data in breach of regulations or standards to data owner(s) with simple integration to ticketing systems or client workflow tools



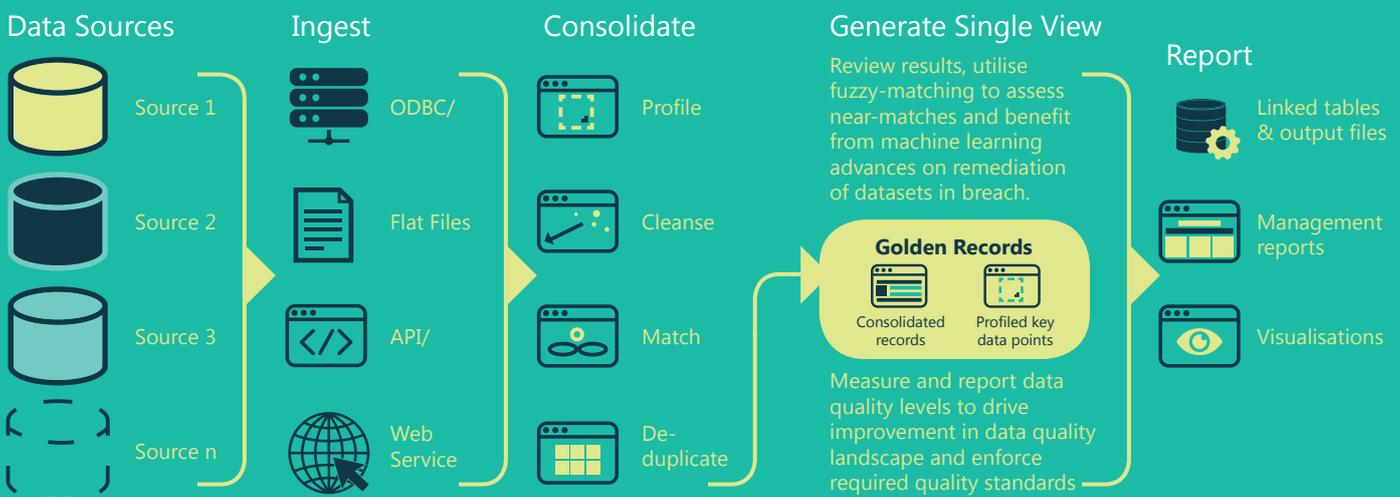
DATACTICS™ Single Customer View

Interrogating the results

Below is a typical SCV workflow from a Datactics implementation. Our software tools sit on top of the client's data warehouses or silos, ingesting data via a variety of connectors and file formats, before the client uses our intuitive tools to build a consolidated view of the customer across all datasets.



Creating a Single Customer View with Datactics



The software ships with hundreds of out-of-the-box rules for data quality which are easily configured, amended or added to by our specialist engineers or the client's subject matter experts. From there, the golden records are created and results output to the client's preferred visualisation tools (e.g. Qlik, PowerBI, Tableau etc.). We also help to fix the bad data, integrating seamlessly with ticketing systems or other remediation processes the client may operate.

Benefits:

- ✓ Easily ingest multiple sources of data across a variety of formats
- ✓ Build, modify and maintain rules in drag-and-drop rules engine
- ✓ Schedule and automate processes using the built-in workflow tool
- ✓ Generate a true single view of customers from across the entire enterprise for downstream benefits, including regulatory compliance, analytics and machine-learning based decision-making



To find out more about how we can help you gain a Single Customer View from across all your data, visit our website at www.datactics.com or give Kieran Seaward, Head of Sales, a call on +44 7828 953368.

