

ORACLE DATA QUALITY

KEY BENEFITS

Oracle Data Quality offers,

- Complete solutions for all customer data quality needs that covers full spectrum of data quality functionalities
- Best-in-class matching engine with superb accuracy on all types of name, address and identification data, flexible and adaptive to suit any customer situations.
- Unprecedented, industry leading global coverage for all data quality needs including matching library for 52 languages and address cleansing/validation capability across 240 countries, 40 character sets and 100+ address formats
- Proven scalability and high-performance
- Tight integration with Oracle MDM and CRM applications to help customers understand the data quality status, address the data quality problems, and achieve single view of the customers

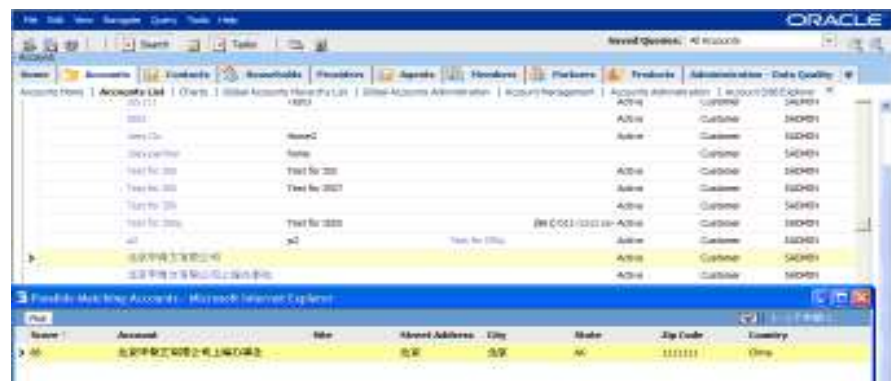
Oracle Data Quality offers two new solutions, Oracle Data Quality Matching Server and Oracle Data Quality Cleansing Server. Using hybrid matching algorithms, Oracle now provides a highly accurate matching server. This, together with a cleansing server with unprecedented support for more than 240 countries, provides a complete solution covering the full spectrum of data quality needs in any enterprise, delivering in terms of both performance and scalability, on a truly global scale.

OVERVIEW

Oracle Data Quality provides users with the capability to identify duplicate customer records with very high matching accuracy. By embedding best-in-class data quality tools provided by Identity Systems, Oracle now allows users to search, match and identify duplicate customer records based on key customer attributes. This new offering also includes a pre-built integration with the cleansing server, an address validation tool covering more than 240 countries. Likewise, the matching server offers capabilities across 52 languages, enabling Oracle Data Quality with an unprecedented global coverage. In addition to this, the solution has a proven track record in terms of scalability and performance, handling large volume, highly-scalable, critical applications.

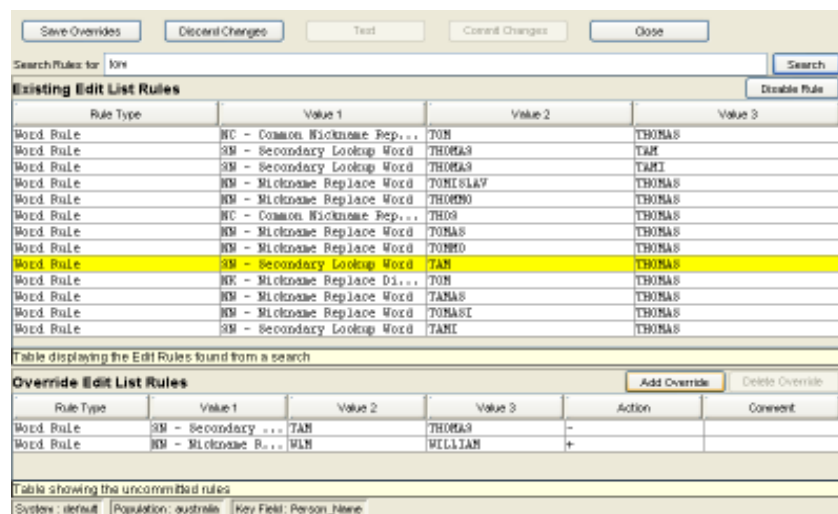
Oracle Data Quality Matching Server

Oracle Data Quality Matching Server performs high-quality search, match, duplicate identification, and relationship linking on all types of name, address and identification data. The solution includes highly-flexible search strategies, which can be selected based on the data being searched for, the level of risk and the need that the search must satisfy, allowing users to balance performance and comprehensiveness of search/match.



The solution also uses advanced fuzzy logic to mimic an expert’s ability to match across many attributes, offering best-in-class match accuracy based on hybrid matching algorithms. Using smart indexing and key building, Oracle Data Quality Matching Server cuts through error and variation (including spelling, phonetic, transliteration and multi-country data errors, as well as any missing or out-of-order words and other variations), to help enterprise discover duplicates and establish relationship both in real time and batch.

Oracle Data Quality Matching Server delivers industry leading global coverage with language/locale specific matching libraries for 52 languages/locales. Also included is an easy to use admin console which enables enterprise to adapt matching rules and algorithms for their specific scenarios, or to extend matching to additional languages and/or locales.



Oracle Data Quality Matching Server is preintegrated into Oracle CRM/MDM solution to enable quick deployment of data quality and data management capabilities within an enterprise environment. Additionally, it is a highly-scalable solution with proven performance on systems with billions index entries on one database and millions real-time transactions in an hour.

Oracle Data Quality Cleansing Server

Oracle Data Quality Cleansing Server provides capabilities to parse, standardize, transliterate, deduplicate and validate all address data, resulting in improved address data quality, which in turn would help enterprise in integrating international customer information, preventing against identity loss, and assisting in fraud detection and prevention, as well as directly reducing mail based marketing costs.

Oracle Data Quality Cleansing Server can parse both structured and unstructured address data, identifies address components and residues, and formats and standardizes the data — all without the need for reference data.

Oracle Data Cleansing Server performs validation of address data against published standards and directories by utilizing reference data. As postal codes change in different countries due to settlements, system changes or name changes, reference

KEY FEATURES

Oracle Data Quality Matching Server allows users to:

- Add real-time search for people, companies, contacts, addresses, households, titles and products
- Discover duplicates and establish relationships in real time
- Build relationship link tables
- Match external files and databases

Oracle Data Quality Cleansing Server offers,

- Quick validation and correction of worldwide postal addresses
- Lower direct marketing and CRM costs
- Address coverage in more than 240 countries

tables for each country can also be updated on a monthly, quarterly or biannual basis. Oracle leverages arrangements with leading postal reference data provider to enable customers to receive the updates on a periodical basis. These reference tables are provided in a separate, platform-independent database making it easily updateable at any time.

Oracle Data Quality Cleansing Servers comes with unparalleled international support with coverage of address data from over 240 countries. Moreover, the particular challenges from transliterating different languages back and forth, especially in Asian languages, are overcome by performing string mapping for 40 character sets and 7 alphabets

All these features are also integrated into a single, easy-to-use interface, which allows users to add new countries without additional programming.

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