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Reltio Match IQ

Using Machine Learning to Accelerate the Journey to Excellent Data Quality

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Match IQ : Overview

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This will be a good session if:

- Participants understand the challenges in the data matching process
- Participants understand how Match IQ addresses these challenges
- Participants learn about the Match IQ features and capabilities

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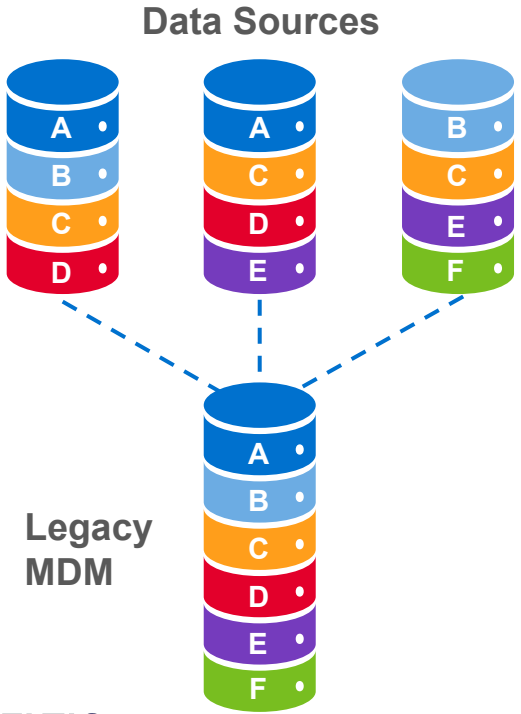
What is data Matching?

- Matching is the task of finding records in a data set that refer to the same entity across different data sources
- Matching can also be used to find records that are related

Data matching challenges

Unifying Data Silos Is Cumbersome



- Aligning data sources to merge duplicate records is **cumbersome** and **time consuming**
- A match-and-merge process using traditional methods **can take weeks or months**
- Those methods can **cause errors and incorrect matches** leading to **unreliable data**

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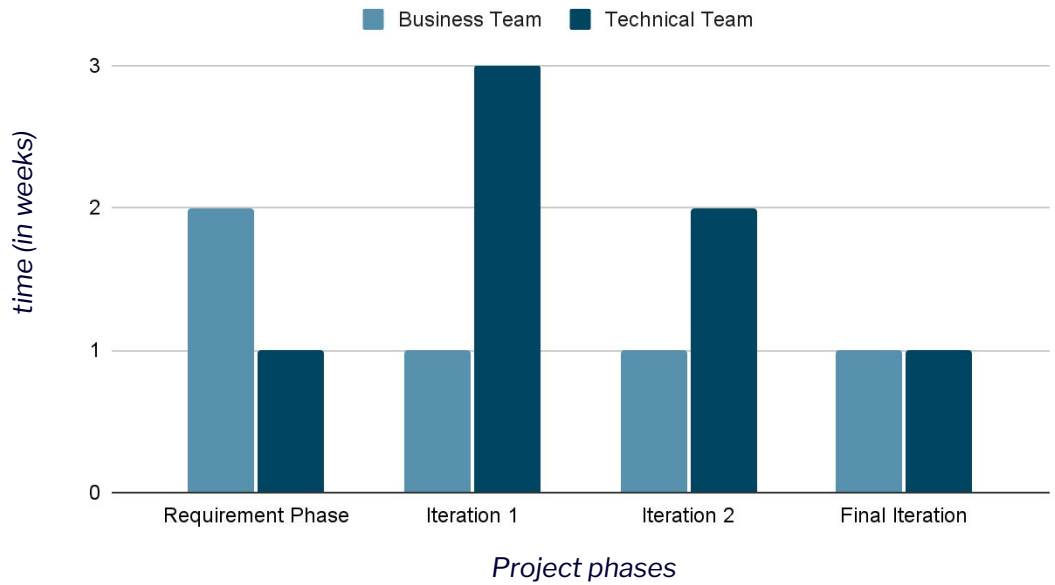
Data matching challenges

Time to value



(Avg.) Total setup time

8-12 weeks

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Data matching challenges

Handling change in business requirement

First Name	John	Johnny
Last Name	Smith	Smith
Address	101 Main Str, Chicago, IL	101 Main Street, Chicago, IL

First Name	John	Johnny
Last Name	Smith	Smith
Address	101 Main Str, Chicago, IL	101 Main Street, Chicago, IL
Suffix	Sr	Jr

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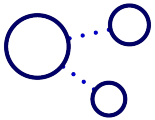
What are we set out to do?

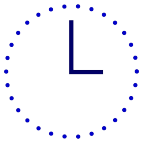
Build the best in class matching engine that enables our customers to **effortlessly** set up the matching for finding **accurate and relevant** matching records that adapts to the **changing business requirements**

Solving data matching Challenges

Introducing Match IQ



Leverage machine learning for data matching



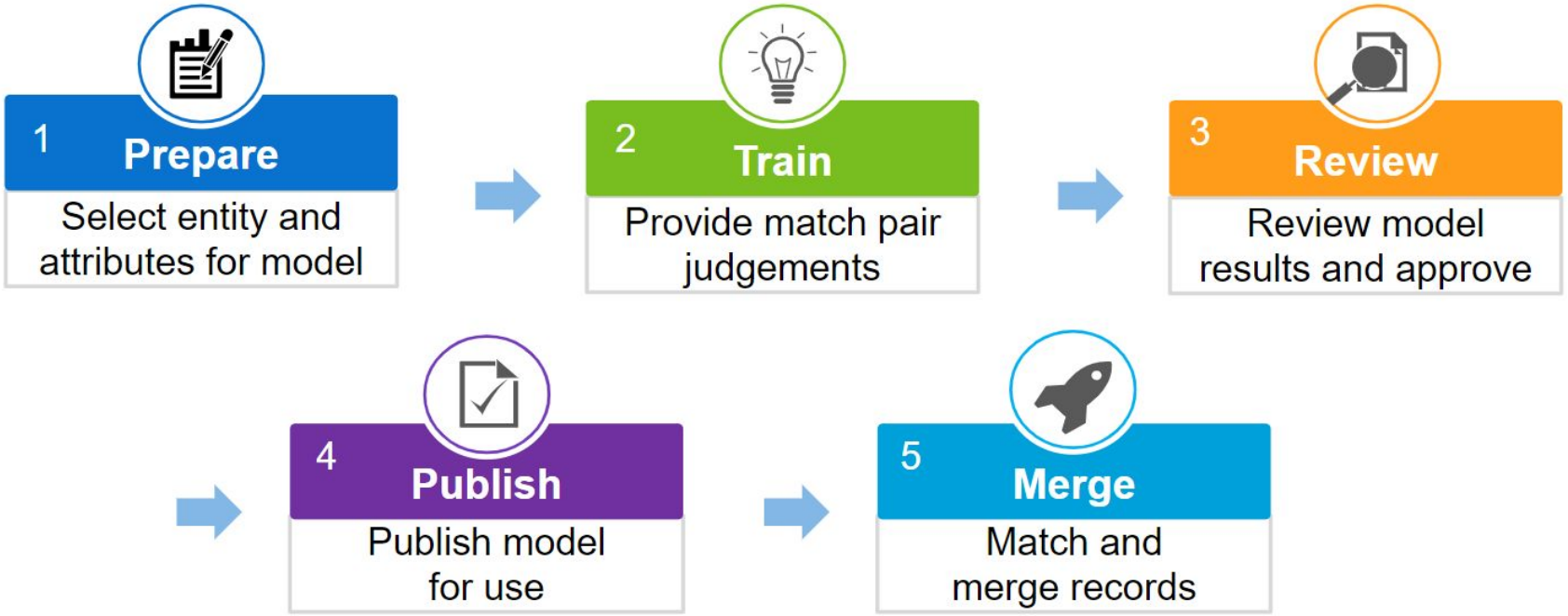
Reduce the time needed to setup the matching process and increase the matching accuracy

Business user friend application for creation and management of ML models

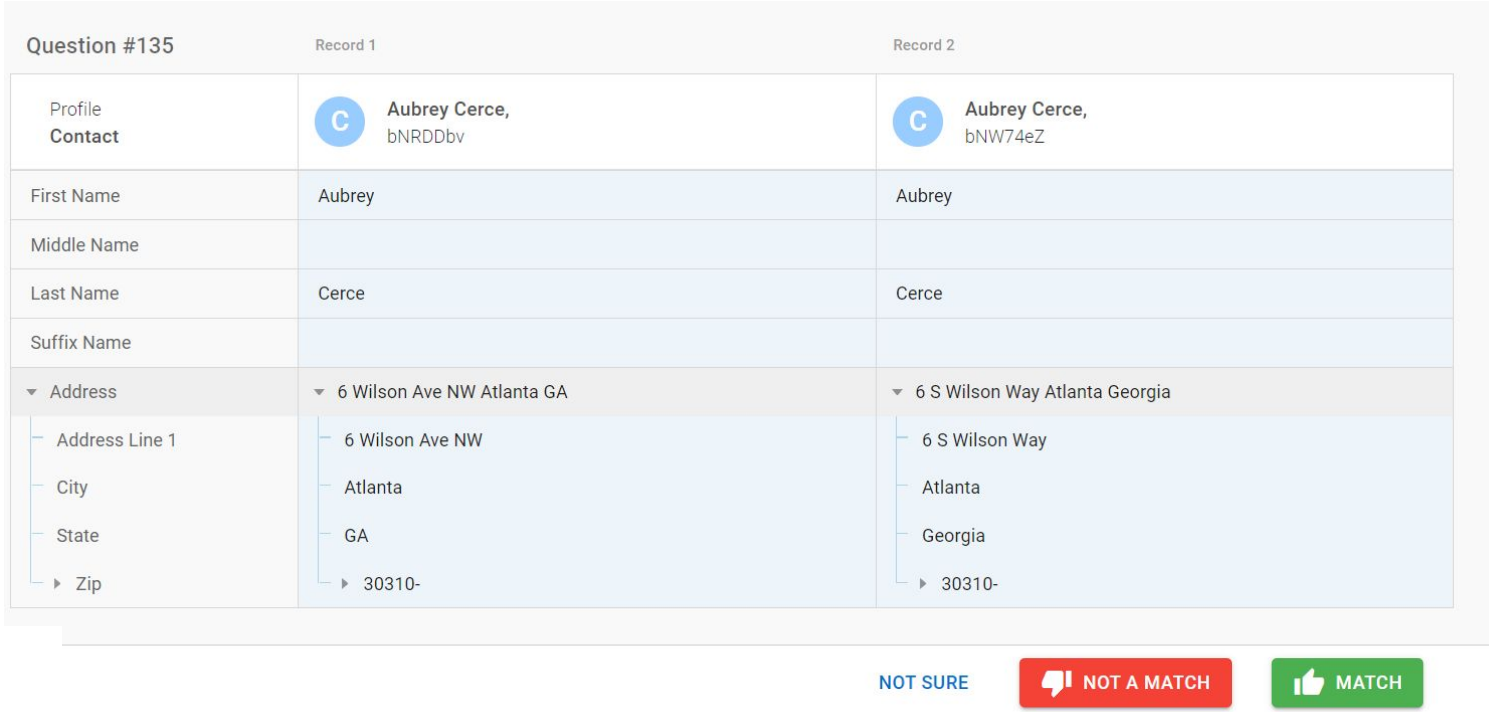
Reltio Match IQ overview

- Data Matching by leveraging the power of machine learning
- Empowers business user to build models
- Easy to create and deploy models for matching
- No coding or configuration needed to setup
- Derive matching requirements from the model training session
- Perform match action based on the match score

Reltio Match IQ process flow



Training a ML Model



Reltio Match IQ use cases

External Match

Leverage Match IQ models for matching external data against the Reltio tenant data

Match Recommendations

Review and resolve pending potential matches using match action recommendations

Entity Resolution

Standalone matching engine for the end to end matching and merging process

Accelerate the journey to unified and reliable data

Accelerate Time to Value

Build the end-to-end matching process in a short time with no coding and configuration

Match at the Scale and Speed of Business

Enhance matching process by simply training with additional data and patterns

Ensure Data Quality for a Trusted Data Foundation

Accurate and relevant profile matching & consolidation process

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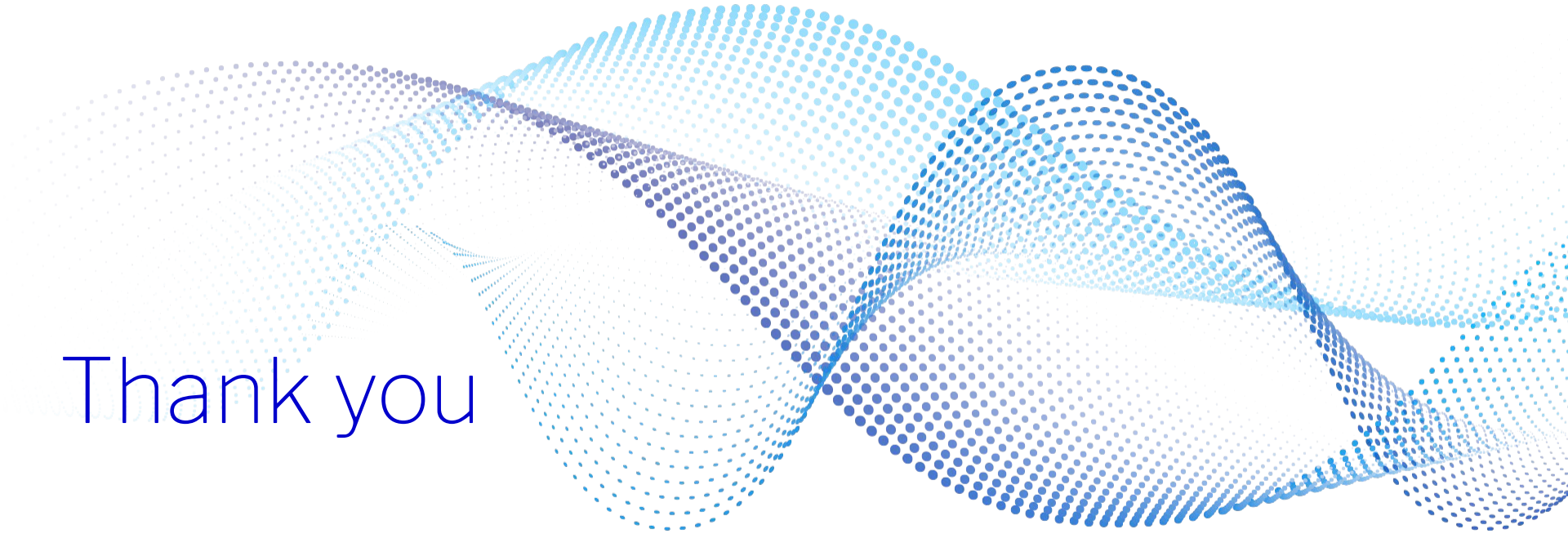

Thank you

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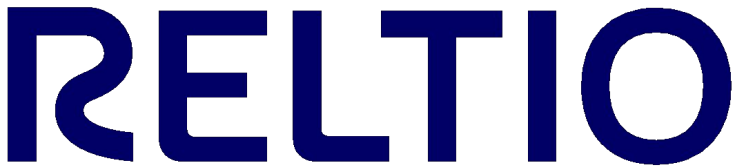
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