



"Match Profiling Analytics" technology optimizes Match, Merge & Search Engine accuracy

"At DataDelta we don't make the match engine, we make your current match engine work better!"

DataDelta is a vendor-neutral **"Match Profiling Analytics"** software tool (also available as a consulting service, such as a subcontractor to your current SI). DataDelta can save time, lower risk and add value to every stage of your project:

DataDelta was included in the Gartner **"2009 MDM Cool Vendors"** report www.DataDelta.com

Project Start

- **Vendor Eval & Comparison** – **Scientific & objective vendor evaluation** is now possible by comparing real-world results more quickly & efficiently between more vendors & data (DataDelta can analyze entire databases even **over 1 Billion records** in just minutes to find match / merge / search errors!)
- **User Conflict Identification** – Business users often disagree on the "correct" record matching business rules that define customers. For the first time users can precisely quantify the scope, nature, and magnitude of these conflicting opinions along with their business impact. Now that you can effectively measure differences you can finally resolve them efficiently.
- **Business Rule Prioritization** – Determine each business rule's impact to effectively focus resources on rule definition, refinement & conflict resolution.

Project Execution

- **User Conflict Resolution** – Quantified "Gap Analysis" enables business users to more productively collaborate on resolving the "correct" record matching business rules that define customers.
- **Match Accuracy Optimization** – Business user consensus alone does not ensure optimal "Single Customer View" accuracy. DataDelta enables users to maximize the match accuracy & Return On Investment of their current MDM, CDI & Data Quality systems by helping **efficiently "fine-tune" match logic**.
- **Problem Resolution Process** – It is vital to be able to quickly & effectively respond to match accuracy problems that are identified, otherwise project progress can become stalled as each "fix" creates new problems.

Project Maintenance

- **Match Profiling Analytics** – Data Warehouses are continuously growing and evolving, especially as components of highly complex MDM & CDI "ecosystems". Just as a race car's engine needs regular fine-tuning for maximum performance, so too does the record match accuracy of your data warehouse. DataDelta enables you to finally be able to monitor the health of your match accuracy utilizing our proprietary **"Match Query Language" (MQL)**.
- **Business Rule Fine-Tuning** – When match problems are identified, it is common for quick "fixes" to create new match problems when record matching business rules are changed. DataDelta enables you to reliably adjust record matching business rules while ensuring new problems are not being created as you do so.
- **Change Impact Analysis** – When business rule changes are contemplated, DataDelta gives you the ability to proactively see & analyze the full **scope, nature & magnitude of match changes to the entire data warehouse** – not just tiny data samples. This gives you reliable facts so that you can execute match changes with confidence, or partition changes into smaller, more manageable phases that can be safely, incrementally implemented over time.
- **Change Audit & Mgmt** – Track the impact of your match changes over time so that you have a reliable audit trail that enables you to analyze past changes for potential problems, and then isolate the changes for reliable correction.

Match Vendor Transition

- **"Competitive Trade-In" Eval** – Are you considering a new record match vendor solution? Is it safe? Is the risk manageable? DataDelta can help you in all aspects of that process: from evaluation, to building your initial business case, to implementation planning, to successful project execution, and then reliable maintenance.
- **Match Improvement Analysis** – How significant of an improvement & ROI can you realize by switching to a new vendor? DataDelta enables you to do comprehensive business-impact analysis in the context of your real-world data.
- **Legacy Match Compatibility** – Organizations can only absorb so much change so fast, especially for something as far reaching as record matching changes. DataDelta can smooth the transition process by helping to adjust the new vendor's match results to be **initially as identical as possible to the previous vendor** – then you can incrementally phase in match rule enhancements in a safely reliable, controlled change management process over time.
- **Cutover Impact Analysis** – What will be the full impact when you cutover? Now you can find out BEFORE doing so.
- **Cutover Audit & Mgmt** – What exactly are the cutover results? Now you can track & audit them with confidence.



DataDelta Optimizes Match Engines (& custom home-grown engines!)

- Acxiom
- Back Office Associates
- DataFlux / SAS
- Dun & Bradstreet / Purisma
- Equifax / Austin-Tetra
- Health Market Science
- IBM/DWL/Ascential/Initiate Sys
- Informatica/Identity Sys/Siperian
- iWay / Information Builders
- Microsoft / Zoomix
- Oracle / Siebel
- SAP/Firstlogic/Business Objects
- Trillium / Harte-Hanks