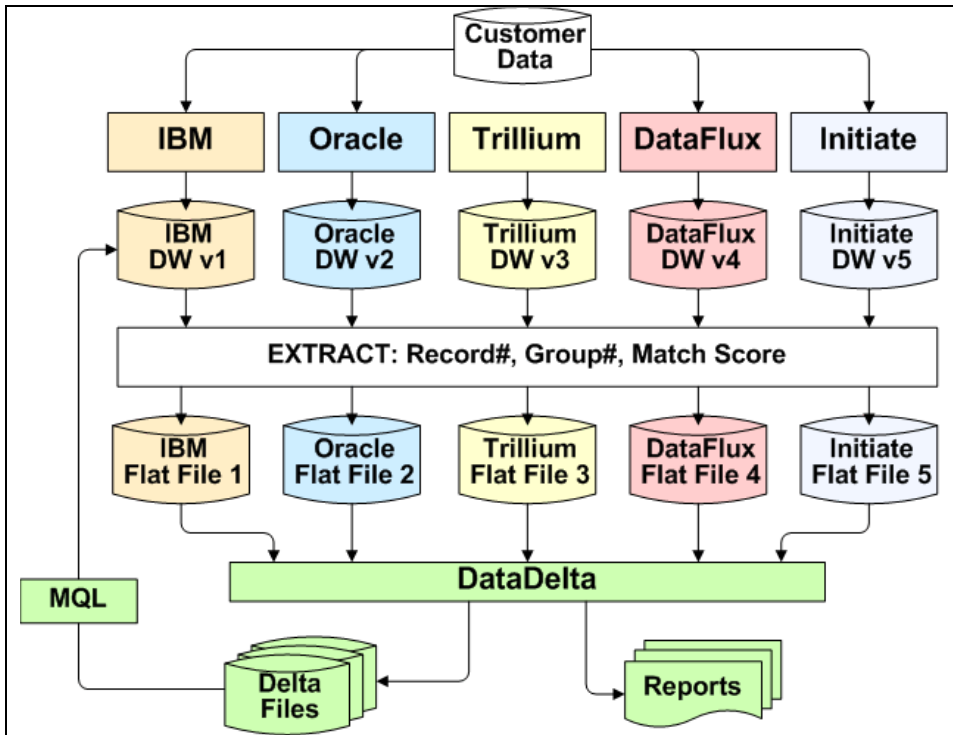




Safe MIGRATION from Old / Custom Match Engines To New Match Vendor Minimizing Match Changes!

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 & add value in as little as **1 week for \$10k**

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



Compare More Vendors Efficiently

- **“Vendor Neutral”** – compare match results between competing vendors (or a **custom, in-house match engine** to Commercial Off The Shelf engine)
- DataDelta’s patent-pending tools allow **comprehensive due-diligence** to be done with more vendors using larger volumes of more diverse, real-world data
- See match differences (“delta”) in **ENTIRE DB (even 1 Billion+ recs)** not just tiny samples
- True slice ‘n dice, drill-down analysis on entire DB uncovers previously **hidden vendor weaknesses**

Ensure Safe Cutover to New Match Engine

- **Comprehensive Match Change Impact Analysis** prevents surprises and enables SAFE cutover
- If the **“Match Delta”** is too large & disruptive, just configure the new match engine to reduce the delta
- If the Match Delta still risks being too disruptive, DataDelta enables you to optimize the new match engine configuration to generate match results **IDENTICAL AS POSSIBLE** to the old match engine
- For the first time one can safely, reliably cutover to a new match engine vendor by clearly demonstrating that **no disruption will occur to the business process**
- Then in a reliably managed change control process you can **incrementally enable match improvements** by ensuring only small, safe changes are introduced in a controlled manner with a detailed audit process that enables changes to be “rolled back” if needed

No More “Better the Devil You Know...”

With DataDelta you finally have a **safe, reliable migration** path to improve your “Single View of the Truth” accuracy

