



GOLDEN RECORD MANAGEMENT

A central aim for any MDM solution is the creation and management of golden records, manifesting a single view of your master data. The Golden Record Management (GRM) engine provides out-of-the-box cleansing, verification, matching, and survivorship, with performance that scales to hundreds of millions of records.

Golden Record Management provides the foundation for your solution.

Cleansed, verified, and de-duplicated data. Single views of customer, product, vendor, patient, provider, etc. Cross-application analytics, providing 360° views of your business. These are some of the key value propositions for MDM. Profisee delivers the promise of GRM via industry leading technology and purpose-built stewardship.

GRM begins with the cleansing and verification of key identifying attributes, such as addresses, names, phone numbers, and email addresses. Profisee makes this simple with out-of-the-box configuration that leverages the collective knowledge of multiple third party data quality services.

With data cleansed and verified, the Profisee platform's in-memory matching engine provides matching and survivorship, identifying and grouping duplicate records into matched groups, and creating golden records. Purpose-built matching stewardship allows ongoing management of matching results, providing transparency as business users review, verify, and even override the results of automated matching and survivorship.

With golden records created and your true single view established, leverage the same matching engine to enable look-up-before-create, preventing costly duplicates from being created on an ongoing basis.

Key Features



Matching

Blazing fast in-memory index
Robust matching stewardship



Survivorship

Mastering to create ideal golden records
Harmonization to improve source records



Address Verification

Location geocoding
Global mailing verification



Parsing and Standardization

Name, email, and phone parsing
Data quality analytics dashboard