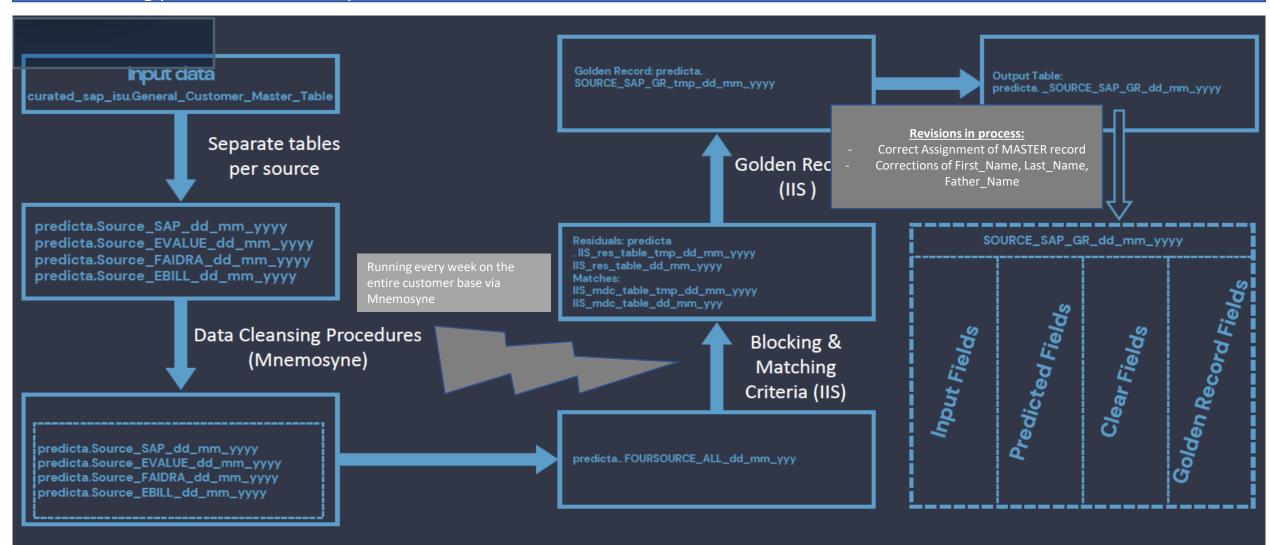
Data Cleansing: Functional Diagram of As-Is Golden Record Process (Predicta)



AS-IS FUNCTIONALITY

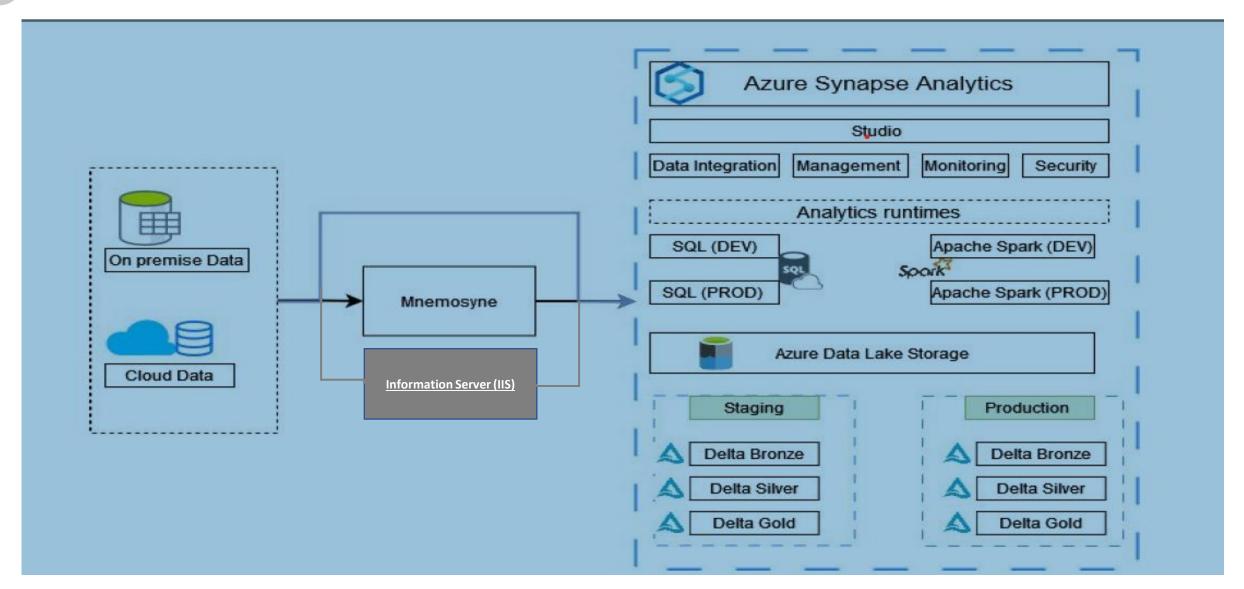
SUMMARY

The following process runs weekly and lasts for ~ 40hrs



Data Cleansing: Functional Diagram of Proposed Golden Record Process (Wemetrix)

PROPOSED FUNCTIONALITY ARCHITECTURE



Data Cleansing: Functional Diagram of "To-Be" Golden Record Process (Requested by PPC)

Snapshot as of SOURCE_SAP_GR_dd_mm_yyyy **Weekly Update will continue** 23/06 and including to run on the entire customer the revisions by PPC base as currently is New fields (e.g. DS team Gender, corrected email, etc) Extension of blocking & matching with Ebill and ADT/Passport ID fields predicta.. FOURSOURCE_ALL_dd_mm_yyy Retrieval of stable Calculation of "Composite Similarity Score" Golden Record ID by CA within Golden Record Group

Week 27

- Recognition of "delta" rows
- Extended Golden Record process including "delta mechanism"
- Stable "Golden Record ID"
- Extended consolidated output (incl. "Composite Similarity Score"
- Population of Golden Record fields as required

Week 28

Delta Mechanism

- Recognition of "delta" rows
- Extended Golden Record processincluding "delta mechanism"
- Stable "Golden Record ID"
- Extended consolidated output (incl. "Composite Similarity Score"
- Population of Golden Record fields as required

Until CRM Data
Migration & Launch