

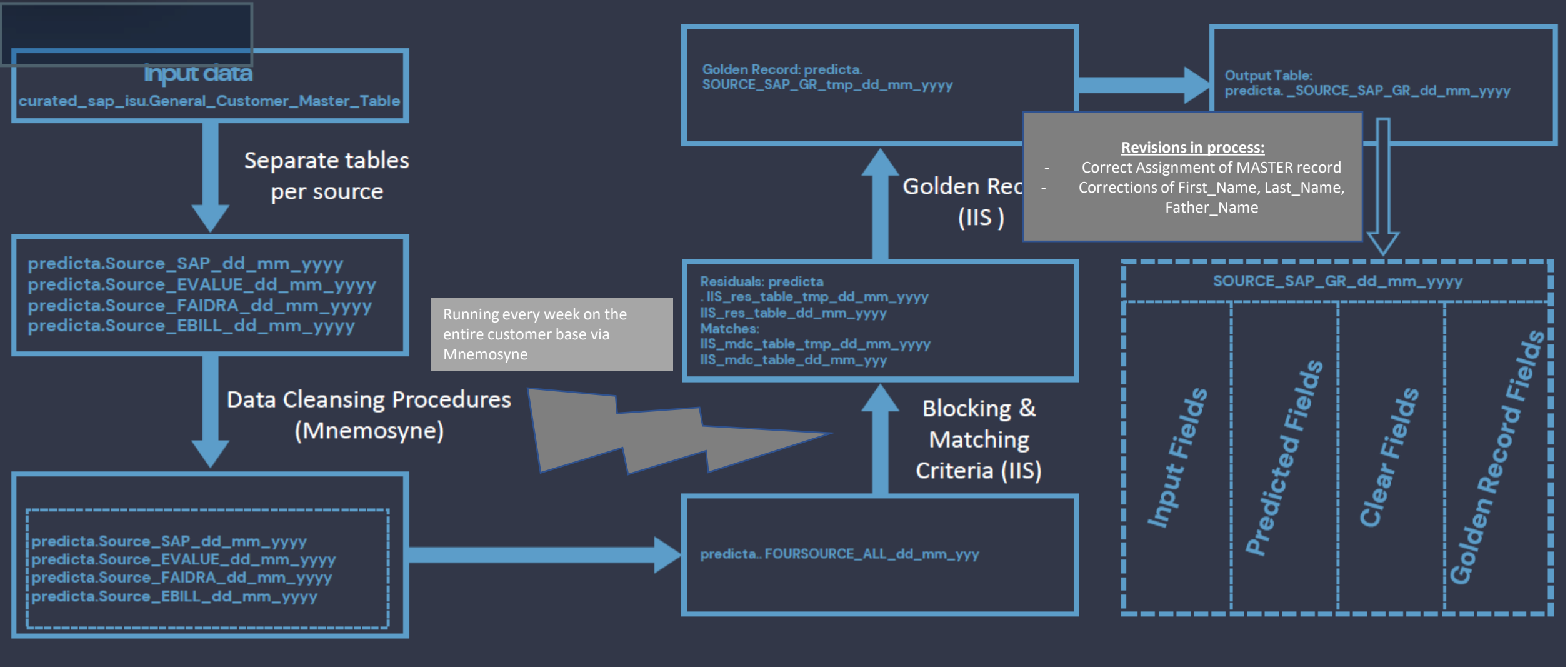
# Data Cleansing: *Functional Diagram of As-Is Golden Record Process (Predicta)*



AS-IS FUNCTIONALITY

SUMMARY

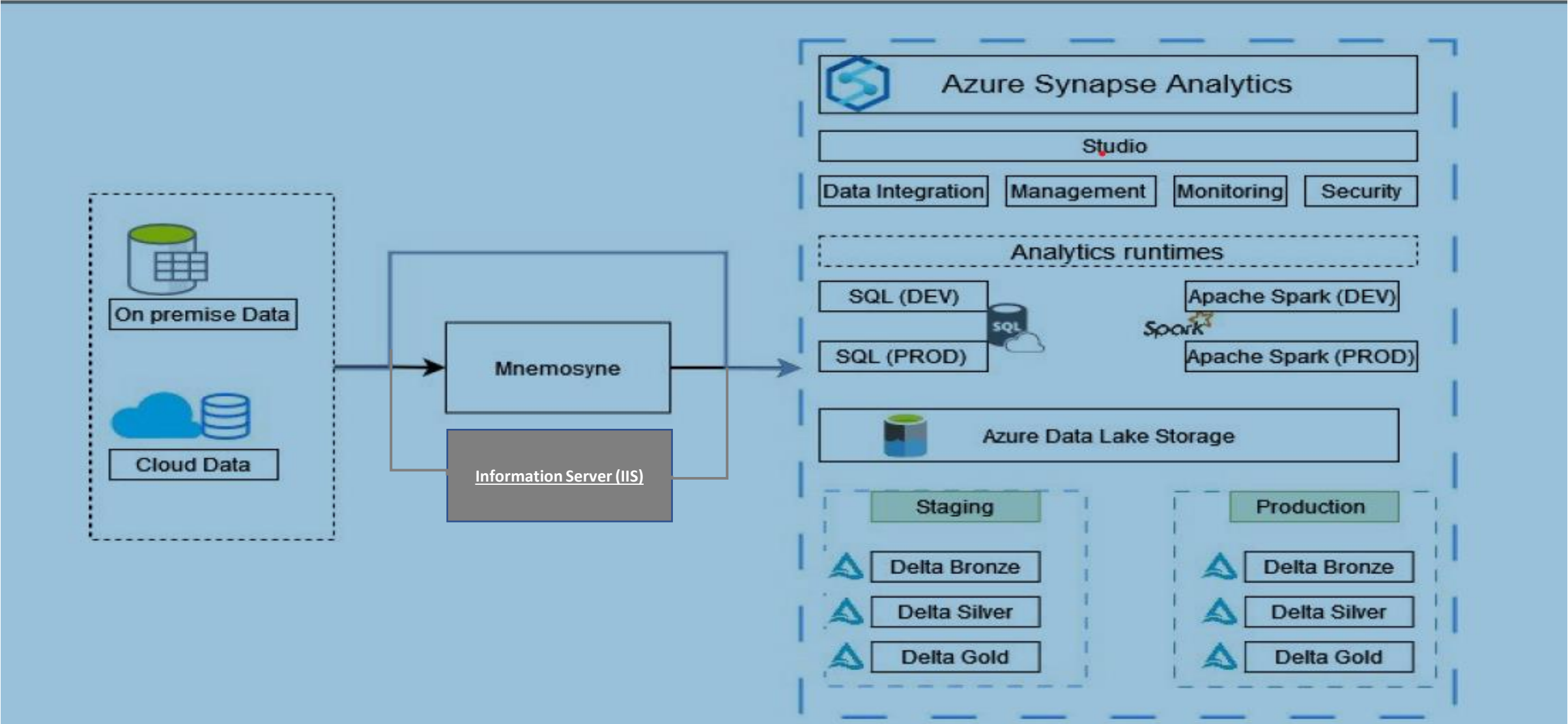
The following process runs weekly and lasts for ~ 40hrs



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



## PROPOSED FUNCTIONALITY ARCHITECTURE

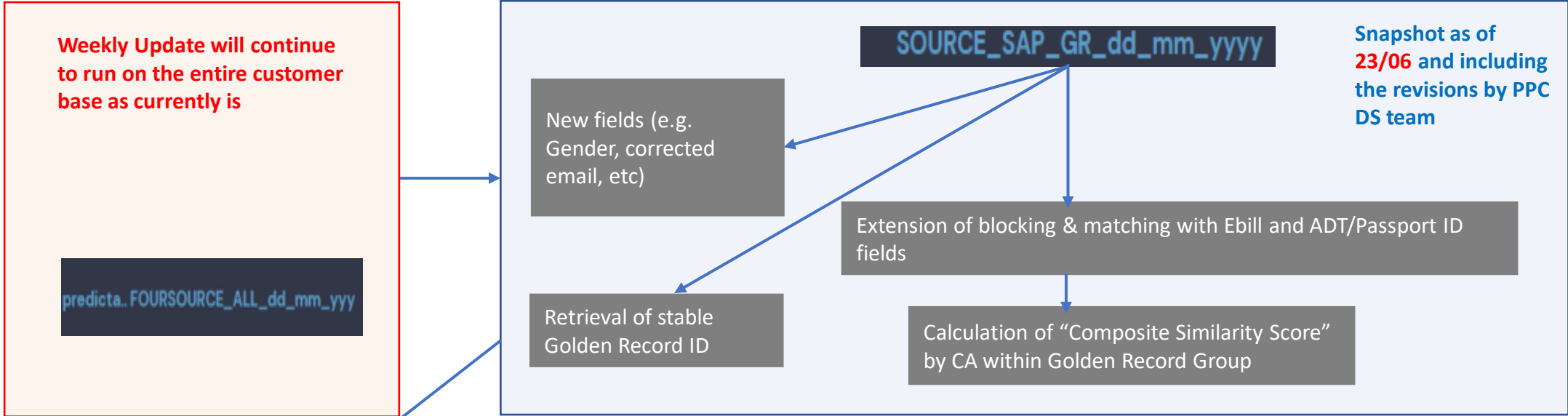


# Data Cleansing: Functional Diagram of “To-Be” Golden Record Process (Requested by PPC)

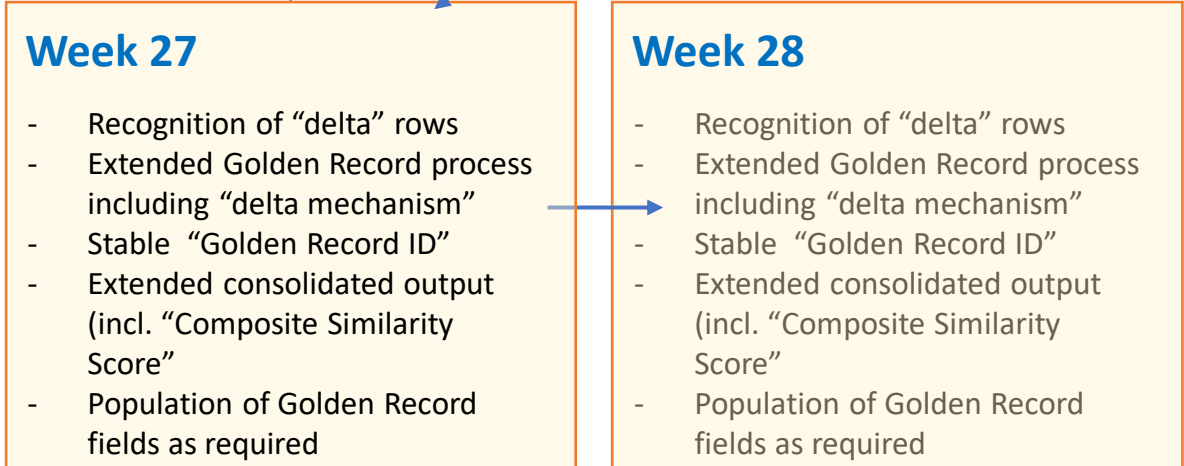


## PROPOSED FUNCTIONALITY COMBINATION

— Predicta  
— Wemetrix



### Delta Mechanism



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Until CRM Data Migration & Launch