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Customer Identity resolution software

Customer identity resolution software is a type of software that helps businesses accurately identify their customers across various channels and touchpoints. It uses advanced algorithms and data matching techniques to unify disparate customer data from different sources and create a single, comprehensive view of each customer. This view includes information such as demographic data, purchase history, interactions with the company, and more. By leveraging customer identity resolution software, businesses can gain deeper insights into their customers and provide more personalised experiences, which can lead to increased customer satisfaction and loyalty.

What is identity resolution?

Identity resolution is the process of accurately identifying and linking different data records that belong to the same entity. These entities can be people, organisations, or any other type of entity. Identity resolution involves consolidating data from different sources, identifying common attributes, and using algorithms to determine which records refer to the same entity.

Why is identity resolution important?

Identity resolution is essential for maintaining accurate and reliable data. Without identity resolution, data can become fragmented and duplicated, leading to inconsistencies and errors. Accurate identity resolution also enables businesses to provide better customer experiences by ensuring that customer data is up-to-date and relevant.

How Does Identity Resolution Work?

Identity resolution involves several steps, including data ingestion, data matching, data consolidation, and data mastering. Data is first ingested from various sources and then matched using different algorithms that compare attributes like name, address, and phone number. Once matched, data is consolidated to create a single, comprehensive view of the entity. The consolidated data is then mastered to ensure that it is accurate, complete, and consistent.

What is Identity resolution platform?

An identity resolution platform is a software solution that automates the identity resolution process. It provides tools for data ingestion, data matching, data consolidation, and data mastering. An identity resolution platform enables businesses to efficiently manage large volumes of data and maintain accurate and reliable records.

Who are Identity resolution vendors?

Identity resolution vendors like Posidex are companies that provide software solutions to help businesses and organisations manage and identify customer data across multiple systems and touchpoints. Identity resolution vendors offer technology platforms that use machine learning algorithms and artificial intelligence to match, merge, and consolidate customer data from various sources into a single, accurate and complete customer profile. These vendors play a critical role in helping businesses improve their customer data management, gain a 360-

degree view of their customers, and enhance their overall customer experience.

Identity resolution challenges?

One of the biggest challenges of identity resolution is dealing with data inconsistencies and errors. Different data sources may use different formats and spellings for the same entity, making it difficult to match records accurately. Another challenge is ensuring that data is up-to-date and relevant. Customer data can change frequently, and businesses need to have processes in place to update records accordingly.

What benefits can be achieved with Identity resolution solutions?

Implementing identity resolution solutions can provide several benefits, including improved data quality, better customer experiences, increased operational efficiency, and reduced compliance risk. Accurate and reliable data achieved with the help of identity resolution solutions enables businesses to provide personalised and relevant experiences to their customers, while also reducing the risk of fraud and other types of financial crime.

Conclusion

Identity resolution is an essential component of data management, providing a way for businesses to maintain accurate and reliable records. An identity resolution platform can help businesses automate the identity resolution process, enabling them to efficiently manage large volumes of data and maintain accurate and up-to-date records. With an identity solution in place, businesses can provide better customer experiences, increase operational efficiency, and reduce compliance risk.

Related Products & Solutions

[![Prime360](https://www.posidex.com/images/landing/prime360-desktop.webp%20%22Go%20to%20Prime360%22)](../products/prime360/)

Prime360

[![PropEx](https://www.posidex.com/images/landing/propex-desktop.webp%20%22Go%20to%20PropEx%22)](../products/propex/)

PropEx

[![PrimeMDM](https://www.posidex.com/images/landing/mdm-inside.webp%20%22Go%20to%20PrimeMDM%22)](../platform/master-data-management/)

PrimeMDM

[![Entity Match](https://www.posidex.com/images/landing/entity-match-desktop.webp%20%22Go%20to%20Entity%20Match%22)](../solutions/cloud/entitymatch/)

Entity Match

[![PrimeView](https://www.posidex.com/images/landing/primeview-desktop.webp%20%22Go%20to%20PrimeView%22)](../solutions/point/primeview/)

PrimeView

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PrimeBoard

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First Name

Last Name

Email

Phone

Company

What would you like to talk about?

****CANADA****

****Posidex Insights Inc.****

BHive, 6th Floor, 8 Nelson St W,
Brampton, Ontario, L6X 1B7,
Canada.

****DUBAI****

****Posidex Technologies L.L.C.****

Level 27, Unit 2705,
Marina Plaza, Dubai Marina,
Dubai, United Arab Emirates.
Tel: +971 4 424 5135
Fax: +971 4 455 8556
Mobile: +971 55 9808417

****MUMBAI****

(For Sales Enquiries only)

74 Techno Park, "C" Cross Road,
Opp Gate No 2, MIDC, Seepz, Andheri East,
Mumbai - 400 093, Maharashtra.
Phone No: +91 93220 60009

****Regd. & Corporate Office****

Unit No: 601, 6th Floor, Block-III,
My Home Hub, HITEC City, Madhapur,
Hyderabad - 500081. Telangana State.

Phone No: +91-40-4854-6826, 27
+91-40-4853-6828

Information

Mail to info@posidex.com

Support

Log in to [submit a support ticket](http://www.posidex.net/PosidexHelpDesk/Login.aspx)

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We're offline

Leave a messageGet Data - All Data - and Better Insight

As your enterprise grows, customers begin to interact with you across channels and businesses more than ever, leading to their data being stored in silos. The result? It becomes harder to acquire, grow, and retain customers. On top of it, customer experience, risk, compliance, and fraud become difficult to manage.

The Contextual Customer Insights Platform (CCIP) makes you an expert on your customers.

The cloud-native, AI, and ML-based platform helps you reach new levels of understanding of your customer based on the context of business requirements and stage of the customer life cycle. You get better-quality answers, enabling multiple business requirements through a single platform.

Customer Insights On Tap

The Contextual Customer Insights Platform is designed to efficiently address diverse business needs. A single platform gathers, analyses, and derives actionable insights from customer data, all while maintaining a lower Total Cost of Ownership (TCO) compared to using multiple separate tools or solutions.

![[Single Source of Truth]](<https://www.posidex.com/images/landing/Contextual%20Customer%20Insights%20Platform-01.webp>)

****BUSINESS GROWTH -**** Make effective decisions on expansion, market penetration, customer experience, compliance with regulations, due diligence, and more

****CUSTOMER LIFECYCLE -**** Build tailored strategies, communications, and actions for the acquisition, onboarding, retention, and engagement of customers

****REAL-TIME OR BATCH -**** Real-time insights for immediate action and batch processing for analysis of larger datasets over time

****FIRST OR THIRD-PARTY DATA -**** Insights from both internal data collected directly from customers and external data sources

****CUSTOMER NETWORK & RELATIONSHIPS IN DATA -**** Insights on individual customers and their networks, including non-obvious and hidden relationships reveal valuable patterns for better cross-sell & upsell and better credit risk mitigation

How Contextual Customer Insights Platform Works

Fit-For-Purpose Customer Insights

CCIP analyses enterprise-wide customer data from multiple sources and connects them so that you can operate efficiently and innovate. Quickly. It provides a comprehensive view of customers establishing linkages and relationships across products and lines of business and within the customer, generating excellent value for enterprises.

If you're struggling to stay ahead of fast-moving consumers, our platform lends you game-changing ability. You can manage customer data in real-time, with great accuracy and integrity.

Built to fit into any tech stack, CCIP strengthens the scope of processes from business operations to marketing, from fraud to risk.

Gain the confidence to stand behind your decisions,
every single time with CCIP

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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We're offline

Leave a messageOur cloud-native Customer Master Data Management (MDM) enables a single, accurate trusted source of master data to address the most complex business data management solutions into synchronized golden data for confident implementations and decision-making.

As the enterprises grow, the customers begin to interact with the organization across more business channels than ever, leading to their data being stored in silos.

The challenge is to consolidate all interactions of a single customer down to just one record, which is the “golden record” of the customer or single version of the truth, and that which is available to consume by all the connected business systems.

An error-free customer master is of paramount importance for organizations to become agile enterprises. Entity resolution becomes a fundamental aspect of building a customer master. The growing emphasis on regulatory compliance has made the creation and maintenance of accurate and complete master data a business necessity.

Posidex Prime Customer Golden Record (MDM) Platform provides our clients to align all enterprise-wide customer data from multiple sources and connect them together so that businesses can operate efficiently and innovate quickly. It provides a 360 degree view of a customer establishing linkages and relationships across products and lines of businesses and generates excellent value for large and complex enterprises.

Our clients now have a game-changing ability to manage customer data in real-time with great accuracy and integrity thereby strengthening the scope of the processes in CustomerOnboarding, KYC Due Diligence, Operations, Marketing, Fraud Detection, Risk Management, Compliance, and Customer Experience.

Your Customer's identity is the foundation for all your business.

We ensure it is.

![MDM Graphic](<https://www.posidex.com/images/platform/mdm-graphic-desktop.webp>)

Highlights of the Customer Golden Record

- * Backed by Powerful entity resolution engines from Posidex - Posidex indigenous products - [Prime 360](../products/prime360/) & CLIP - Mathematical Models based on number theory - In-memory Analytics
- * Yielding High Recall & High Precision - Key measures required by an efficient Entity resolution engine
- * Tested and validated on Hundreds of Millions of records - Highly scalable
- * Highly Configurable - Flexibility in defining the rules for defining the scope, tolerance & degree of matching
- * Blazing speed - High performance - Can process millions of data in a few hours. Quick Response time and high Throughput
- * Lower Hardware sizing compared to many other products
- * Low TCO & High ROI
- * Implemented and Validated by Industry giants across different verticals- Govt & Non Govt / Corporates
- * Database & OS agnostic

Posidex Prime MDM Platform

![Prime Master Data Management Platform](https://www.posidex.com/images/platform/highlevel-diagram.webp)

Features of Modern Customer Mastering Solutions

- * Ability to load data from a wide variety of data formats viz., Flat files, Databases (SQL, NoSQL)
- * Perform Data Profiling - Drawing Data insights- Data discrepancies
- * Data Cleaning & Standardisation - Data Enrichment
- * Data Matching for entity resolution, Relationship Discovery - Data Zero data deduplication- Incremental data matching
- * Configure Rules - Matching Rule Profile (MRP), highly configurable to define the scope & tolerance of search, Survivor ship Rule Building

- * Grouping & Cluster formation
- * Comprehensive view of customer / Beneficiary across Schemes / departments / Accounts / Lines of businesses etc.
- * Graphical representation of relationship hierarchy
- * [Network analytics](../../solutions/point/primelink/)
 - entity level, linking relationship, non-obvious linkages
- * Golden Record building & Updating
- * Data Stewardship - Case Management - Merging & Splitting of Clusters
- * Analytics - Segmentation- Ownership - Gap analysis
- * Reports - Data Governance reports - Custom reports
- * UI for User Access Management (UAM), Admin activities, Rule building, etc
- * Integration with GraphDB - Graphical Visualisation
- * Big Data Ready solution and addresses High Availability and Horizontal scalability (HA&HS)
- * Platform independent and neutral to database
- * The platform supports file-based processing
- * Enables Data-driven Governance, Otherwise, it would not be possible with typical differences / incomplete data sets across departments / Lines of Businesses in absence of Unique ID across data sets

Components of Customer MDM Solutions

Components of Customer MDM Solutions

Data Loading and Data Integration

- * Ability to load data from a wide variety of sources like excel, flat files, XML files, relational databases, JSON databases, HDFS (Hadoop Distributed File System), Bigdata, and Streaming Data(JSON text format).
- * Ability to extend the metadata repository with customer-defined metadata attributes
- * Automated discovery and acquisition of metadata from data sources

- * UI for end-user to facilitate work with metadata
 - * Facilities for carrying out custom transformations
 - * Ability to split text fields based on delimiters, such as space and commas
 - * Would provide extract, transform and load capabilities
 - * Physical data model to logical data model mapping and rationalization
 - * Simple transformations such as data-type conversions, string manipulations, and simple calculations
 - * Bulk data extraction and loading
 - * Creation and maintenance of data models. Configurable, customizable, and extensible, as well as upgradable
-
- * Connectivity and access data stored in relational DBMS engines (for example, Oracle, IBM DB2, MySQL, and Microsoft SQL Server)
 - * Connectivity to message queues, including those provided by application integration middleware products (such as Oracle AQJMS) and standards-based architectures (such as Java Messaging Service)
 - * Ability to move data in bulk between data repositories
 - * Event-based acquisition (time-based or data-value-based)
 - * Execution of data delivery based on event triggers
 - * Execution of data delivery in a batch, scheduled mode
 - * Domain values of certain attributes captured and masters created for those attributes
 - * Support integration with different latency characteristics and styles (for example, real-time and batch)
 - * Predefined and customizable approaches for implementing standard error-handling processes
 - * Support to accept data for new insertion, updates, partial data augmentation
 - * Tools and facilities for monitoring and controlling runtime processes

Data Profiling

- * Ability to carry out data profiling, data quality assessment, determine data anomalies, and metadata discovery
- * Range of prebuilt analyses on individual attributes/columns/fields, such as minimum, maximum, frequency distributions of values and patterns, and others
- * Determine the high-frequency values, outliers, seemingly exceptional values
- * Identify the junk, exclude values, and generate a list for cleaning
- * Ability to run business rules that check for specific quality issues

- * Packaged processes, including steps used to perform common quality tasks (for example, providing values for incomplete data, resolving conflicts of duplicate records, specifying custom rules for merging records, profiling, auditing, and more)
- * Ability to perform parsing operations
- * The user interface in which quality processes and issues are exposed to business users, stewards, and others
- * Ability to present profiling results in a graphical manner (for example, various chart formats)
- * Ability to present profiling results in textual report format
- * Prebuilt graphical dashboards presenting profiling results (for example Junk values, Out of format PAN, Suspicious DOBs, etc)
- * The scheduled execution of profiling processes (via built-in or third-party scheduling functionality)
- * Standard reports for exposing profiling results

Data Cleansing and Standardization

- * Simple transformations, such as data-type conversions, string splitting, and concatenation operations
 - * Moderate-complexity transformations, such as look-up and replace operations
 - * Higher-order transformations, such as sophisticated parsing operations
 - * Prebuilt rules for common standardization and cleansing operations, such as formatting addresses or telephone, Common Identifiers like Tax ID numbers
 - * Facilities for developing custom transformations and extending packaged transformations
 - * Merging fields to achieve completeness
 - * Packaged functionality to address specific requirements of customer data quality issues, such as standardizing names, addresses, and telephone numbers, and merging duplicate customer records
 - * Ability to split text fields by matching character strings against packaged knowledge bases of terms, names, and more
 - * Facilities for adding to, or customizing terms in, packaged knowledge bases, and the ability to create new knowledge bases
-
- * Validate pin codes using Pincode Data
 - * Validate Phone number/Mobile using the standard specification available
 - * Regular monitoring and dictionary updates happen in the product and will be passed
 - * Extraction and Enrichment of State, District/City, Taluk, Village, and Pincode

- * Validation of standard identifiers with a specific pattern like PAN and nullify them if invalid
- * Date standardization
- * City/District standardization
- * Standardization of Corporate entity's acronyms to expand
- * Cleaning/standardization of keywords like Public/private limited etc
- * Clean noise contributing characters, unwanted special characters
- * Clean the excluded values identified from data profiling
- * Extraction/Enrichment can happen in real-time as well as in batch mode

Matching and Clustering

- * Matching is based on Posidex Proprietary algorithms CLIP (for Bulk) & Prime 360 degree view (For Real-time) which converts strings to numbers and uses mathematical algorithms to determine the extent of match between the compared attributes
- * Have strong facilities, in batch and real-time mode, for cleansing, matching, identifying, linking reconciling customer master data from different data sources to enable the creation and maintenance of the customer's golden record
- * High Precision & High Recall
- * High Performance
- * The matching is done on all the combinations of attributes defined and thus would address data inadequacies and target high recall
- * Ability to classify and grade the matches into perfect / authentic / System / MPC or Probable / Suggestive / referral / LPC thus targeting high Precision
- * Would take care of data inconsistencies/nonuniformity of attribute availability
- * Supports multi-threading
- * Simultaneous running of all matching rules
- * Clustering is the linking of records belonging to the same entity
- * The linking is done to the nth degree
- * Undirected weighted graph
- * Dual clustering is supported. Clusters are based on MPC. However, on manual verification, the clusters based on LPC will survive over MPC clusters
- * Ability to extend the clusters by relating those with user-determined properties

- * Network analysis

Data Stewardship and Case Management

![Data Stewardship and Case Management](https://www.posidex.com/icons/case-management.svg)

- * Support a "data steward" role, enabling it to manage customer data throughout its life cycle and provide data governance
- * UI manual remediation for linking and delinking the customer records with full audibility and survivability
- * Maker Checker facility
- * User Access Management & Role creation
- * Ability to customize the user interface and workflow of the resolution process

API and Integration Channels

![API and Integration Channels](https://www.posidex.com/icons/api.svg)

- * Supports multi-mode integration
- * Web services interfaces built on SOA environment
- * SOAP & REST services
- * File exchange through sftp
- * Table level integration

Merging and Customers Golden Record Generation

![Merging and Customers Golden Record Generation](https://www.posidex.com/icons/unique-record.svg)

- * Customers' Golden record is a single source of truth derived from multiple source systems within the ecosystem
- * The golden record is cast based on the survivorship rules
- * The golden record is based on MPC clusters (Most Probable Clusters)
- * The golden record will get recast due to the incremental data
- * Handoff file generation to share the Golden record information with source systems

Matching Rule Configuration and Survivorship Rule Building

- * UI for building matching rules
 - * Provision for multiple Matching Rule Profiles (MRP) and the option to choose one before submitting a request. MRP will constitute multiple rules with 'OR' relation
 - * Matching Rules support AND/OR operations between the attributes
 - * Provision to apply an attribute optional. Match if available, else treat it as a match. Match with 'NULL', accept NULL input
 - * Multi-value parameters can be applied for criss-cross matching or match specific types
 - * Tolerance of matching set for each attribute. Even DOB, Contact No, and Identifier can be searched for approximate match
 - * The tolerance of matching for an attribute can differ from rule to rule
 - * Ability to search on complete data or subset of data (Confinement)
 - * The confinement can be done at the rule level or at the MRP level to apply all rules
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- * Certain attributes can be set as Residual attributes. The residual attributes while will not participate in matching but can help in assessing the confidence of the match
 - * Weightages can be assigned to attributes that would help in arriving at the match score
 - * The results can be classified and labeled into different buckets based on business rules
 - * The results can be graded for match quality. The grading is done for each class
 - * The results can be ranked to display the best match on the top. The lower the rank the better the quality
 - * Provision to maintain a log of rule creation
 - * UI for defining the Survivorship rules
 - * An attribute can assume a value based on the survivorship rules. It can be based on the source of the attribute, the aging (timestamp) viz.,

the latest surviving over the older, the longest, Max, min, average, etc

- * The rules to assign preference to the most-dependable sources

Reports

![Reports Customers Golden Record](https://www.posidex.com/icons/reports.svg)

- * MIS reports
- * Data governance reports
- * Data matching statistical reports

Deployment and Infrastructure

![Deployment and Infrastructure](https://www.posidex.com/icons/deploy.svg)

- * Ability to deploy the run-time via cloud-based infrastructures such as Amazon EC2 and Microsoft Azure
- * Hosted, off-premises software deployment (SaaS model)
- * Support for deployment in Linux environments
- * Support for deployment in IBM infra
- * Support for deployment in Solaris
- * Support for deployment in Unix-based environments
- * Support for deployment in virtualized server environments
- * Support for deployment in Windows environments
- * Support for deployment in Wintel environments
- * Support for shared, virtualized implementations
- * Traditional on-premises (at customer's site) installation and deployment of software
- * Support for HA & HS

Customer Master Data Management Tools

![Customer Master Data Management Tools](https://www.posidex.com/icons/technology.svg)

- * [Prime360 V2.2](../products/prime360/)
(Real Time Search and Matching Engine) with Relationship Discovery Module (for identifying obvious and non-obvious linkages between records) with customer 360 degree view
- * [Clip V2.0](../products/clip/)
(Creation of Golden Records and Unique Customer Identification) With RCA

Previous Next

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- * Provision to maintain a log of rule creation
- * UI for defining the Survivorship rules
- * An attribute can assume a value based on the survivorship rules. It can be based on the source of the attribute, the aging (timestamp) viz., the latest surviving over the older, the longest, Max, min, average, etc
- * The rules to assign preference to the most-dependable sources

Reports

- * MIS reports
- * Data governance reports
- * Data matching statistical reports

Deployment and Infrastructure

- * Ability to deploy the run-time via cloud-based infrastructures such as Amazon EC2 and Microsoft Azure
- * Hosted, off-premises software deployment (SaaS model)
- * Support for deployment in Linux environments
- * Support for deployment in IBM infra
- * Support for deployment in Solaris
- * Support for deployment in Unix-based environments
- * Support for deployment in virtualized server environments
- * Support for deployment in Windows environments
- * Support for deployment in Wintel environments
- * Support for shared, virtualized implementations
- * Traditional on-premises (at customer's site) installation and deployment of software
- * Support for HA & HS

Customer Master Data Management Tools

- * [Prime360 V2.2](../products/prime360/)
(Real Time Search and Matching Engine) with Relationship Discovery Module (for identifying obvious and non-obvious linkages between records) with customer 360 degree view
- * [Clip V2.0](../products/clip/)
(Creation of Golden Records and Unique Customer Identification) With RCA

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[OK, Got it](javascript:acceptCookieConsent();) [What is a customer golden record?](#what-is-customer-golden-record)

[What is a Golden Record in Master Data Management?](#what-is-golden-record-in-master-data-management)

[Why is a golden record important?](#why-is-golden-record-important)

[How to choose the best Golden Record CDP?](#how-to-choose-the-best-golden-record-cdp)

[What is Golden Record vs Golden profile?](#what-is-golden-record-vs-golden-profile)

What is a customer golden record?

A customer golden record refers to a single, accurate, and complete view of a customer's data within an organisation. It is a consolidated record that contains all relevant information about a customer, such as contact details, transaction history, purchase behaviour, and interactions with the company. The record is considered "golden" because it serves as the authoritative source of truth for the customer's data, providing a consistent and reliable view across all systems and departments. The creation and maintenance of a customer golden record are critical to improving customer experiences, enhancing operational efficiency, and enabling data-driven decision-making within an organisation.

What is a Golden Record in Master Data Management?

A Customer Golden Record Master Data Management (MDM) is a single customer view - a consolidated, and accurate version of an entity's data that serves as the primary source of truth for that entity. The entity can be a customer, product, or any other type of data that is critical to an organisation's operations. The single customer view golden record data quality is created by combining data from various sources, such as internal systems, external databases, and third-party providers, and resolving any discrepancies or conflicts to produce a single, comprehensive view of the entity. The Golden Record Master Data Management is essential for ensuring data consistency, improving data quality, and enabling effective decision-making - all through a single customer view.

Why is a golden record important?

A MDM golden record is important because it provides a single, accurate and comprehensive view of a customer or entity's data across all systems within an organisation. MDM golden record eliminates data redundancy and inconsistencies, which can cause confusion and errors in decision-making processes. By creating a trusted and reliable MDM golden record, organisations can improve their customer relationships, increase operational efficiency, and drive better business outcomes. In addition, it also facilitates regulatory compliance and reduces the risk of fraud. Overall, having a golden record master data management is critical to ensuring the success of an organisation's data-driven initiatives - all through a single customer view.

How to choose the best Golden Record CDP?

Choosing the best Golden Record CDP (Customer Data Platform) for best golden record data quality requires considering several factors to ensure golden record data quality.

- * First, look for a solution that can handle large volumes of data and has the capability to create a unified view of your customer data across all touchpoints.
- * The platform should have advanced matching algorithms to ensure accurate data merging and provide a high-quality golden record.
- * It's also important to consider the platform's scalability, security, and flexibility to integrate with other systems.

- * Look for a CDP that has a user-friendly interface and provides comprehensive reporting and analytics to gain insights into customer behaviour.
- * Additionally, it's important to consider the vendor's reputation, support services, and pricing model.
- * The best approach towards achieving golden record data quality is to evaluate several options and choose the one that meets your specific business needs, goals, and budget.

What is Golden Record vs Golden profile?

A **Golden Record** in Master Data Management is a single, complete, and accurate representation of a customer's data across all systems and channels within an organisation.

On the other hand, a **Golden Profile** in [Customer Data Platform](../platform/customer-master-data-management/) (CDP) refers to a comprehensive and continuously updated profile of a customer that contains information about their preferences, behaviours, interactions, and transactions.

While both Golden Record and Golden Profile aim to provide a unified view of customer data, their focus and scope differ.

* _A Golden Record focuses on core customer data such as name, address, contact details, and transactional history, while a Golden Profile includes additional data points such as demographic information, browsing behaviour, and social media activity._

In summary, Golden Record and Golden Profile are both important concepts in data management, but they serve different purposes in different contexts.

Golden Record is a foundation for accurate and reliable customer data management, while Golden Profile helps marketers and sales teams understand and engage customers in a more personalised and effective way.

[Posidex](../..)

PrimeMDM is one of the leading customer data platforms which performs a complete 360 degree view of the customer and gives a unified and accurate single customer golden record that helps organisations to make better decisions in a quick time. For more details contact us to get a demo.

Related Products & Solutions

![Prime360](https://www.posidex.com/images/landing/prime360-desktop.webp%20%22Go%20to%20Prime360%22)](../..products/prime360/)

Prime360

![PrimeMDM](https://www.posidex.com/images/landing/mdm-inside.webp%20%22Go%20to%20PrimeMDM%22)](../..platform/master-data-management/)

PrimeMDM

![PrimeGID](https://www.posidex.com/images/landing/primegid-desktop.webp%20%22Go%20to%20PrimeGID%22)](../..solutions/point/primegid/)

PrimeGID

[![Screen](https://www.posidex.com/images/landing/screen-desktop.webp%20%22Go%20to%20Screen%22)](../../products/screen/)

Screen

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[OK, Got it](javascript:acceptCookieConsent();)#### What We Do

Our Main Services

[More Services](#)

Financial Planning

Meet Experts

How all this mistaken idea of denouncing pleasure & praising pain was born and I will give you a completed.

[Read More](#)

Financial Planning

Meet Experts

Saving & Investing

Meet Experts

How all this mistaken idea of denouncing pleasure & praising pain was born and I will give you a completed.

[Read More](#)

Saving & Investing

Meet Experts

Mortgage Advice

Meet Experts

How all this mistaken idea of denouncing pleasure & praising pain was born and I will give you a completed.

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Mortgage Advice

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Retirement Planning

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Retirement Planning

Meet Experts

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[OK, Got it](javascript:acceptCookieConsent();)The Sentinel of Asset Integrity

Prime Collateral 360 is a groundbreaking deduplication solution tailored for assets in vehicular or home loans. Going beyond conventional boundaries, this state-of-the-art solution examines transactions and collaterals in real time, ensuring unparalleled precision. It doesn't just stop at identifying duplicates; it scrutinizes subtle data variations that often elude traditional deduplication capabilities.

Prime Collateral 360 reshapes the landscape of risk mitigation. It fortifies the risk management strategies for financial companies by detecting

if collateral has a history of prior financing or pledges.

How Collateral360 Risk Assessment Works

Rooting out fraud & bust-out schemes

In the intricate landscape of fraud detection, Collateral360 is a formidable force, simplifying complexity. The robust solution enables businesses to distinguish between legitimate customers and potential defaulters without compromising the customer experience.

Fueled by state-of-the-art technologies, Prime Collateral 360 thrives on centralized data processing, delivering a unified platform for seamless operations. Its adaptability shines as it integrates into any existing technology environment, boasting high performance and scalability to handle massive datasets with unparalleled precision.

![Posidex Collateral360 in-action](https://www.posidex.com/images/landing/collateral-360-inaction.webp)

![Banking and Financial Serices](https://www.posidex.com/icons/standard.svg)

Highest Standards

Experience complete system processing with zero manual intervention

![Banking and Financial Serices](https://www.posidex.com/icons/nil-operational-risk.svg)

Nil Operational Risk

Say goodbye to operational risks by removing discretion from the equation

! [Banking and Financial Services] (<https://www.posidex.com/icons/accountability.svg>)

Systemic Accountability

Enhance transparency and reliability in loan disbursements through foolproof processes

Your Defence Against Fraud

Establish trust from the start with genuine customers and thwart fraudsters at the entry point with Prime Collateral 360

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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We're offline

Leave a messageThe Sentinel of Asset Integrity

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Highest Standards

Experience complete system processing with zero manual intervention

Nil Operational Risk

Say goodbye to operational risks by removing discretion from the equation

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Enhance transparency and reliability in loan disbursements through foolproof processes

Your Defence Against Fraud

Establish trust from the start with genuine customers and thwart fraudsters at the entry point with Prime Collateral 360

Name *

Email *

Mobile *

Get in touch

Your message was sent.

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(;;\)\)](#)A Common ID to Remove Volatility, Uncertainty, Complexity, and Ambiguity

Profitability is possible when the customer is at the center of all business processes. To reach customer centricity, you need customer data, which is often fragmented, duplicated, inaccurate, and siloed. It hides more information than it provides.

Posidex customer centricity helps you find clarity in the murky data landscape.

Much like refining oil, the solution refines customer data, breaking down silos and creating an aggregated, consistent, and holistic representation of the data held by your organization that can be viewed in one place, such as a single page.

How Customer Centricity Works

Consolidate customer data from different touchpoints

Customer centricity enables a more precise understanding of the true needs of a customer. It creates a one-time unique customer identifier, unifying all records of a customer across lines of business. It seamlessly integrates both permanent anchors (name, father's name, DOB) and dynamic elements (address, phone number), offering an interconnected view of customer data.

This powerhouse solution doesn't just stop there—it performs real-time searches across millions of unique personal details, government IDs, and contact information, propelling data unification to unprecedented heights.

![How Posidex Customer Centricity Works](https://www.posidex.com/images/landing/customer-centricity-in-action.webp)

![Insurance](https://www.posidex.com/icons/Customer-Centricity_Cross-Sell.svg)

Cross Sell

Seamlessly and efficiently, offer a spectrum of products to your customers

![[Insurance]](https://www.posidex.com/icons/Customer-Centricity_Redefine-Experience.svg)

Redefine Experience

Delight customers with every interaction personalized to their unique needs

![[Insurance]](https://www.posidex.com/icons/Customer-Centricity_Mitigate-Risk.svg)

Mitigate Risk

Create a shield that reduces vulnerabilities & safeguards against uncertainties

![[Insurance]](https://www.posidex.com/icons/Customer-Centricity_Meet-Compliance.svg)

Meet Compliance

In some countries, it is compliance mandate set up by the Central Banks

Achieve Customer Centricity

Get everything you need from one source of truth

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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We're offline

Leave a messageSimplify Customer Onboarding

With customer entity resolution and matching, customer onboarding gets a turbo boost. The solution automatically compares the demographic information and other information provided by the customer during onboarding to KYC information. It not only authenticates and validates the provided information but also assigns a comprehensive score, allowing for a nuanced customer onboarding experience.

How Customer Entity Resolution & Matching Works

A real-time entity resolution solution

Customer entity resolution & matching locates every occurrence of a customer across all enterprise systems, applications, and knowledge bases, whether on-premises or in the cloud. It automatically validates the customer details by cross-referencing them with multiple sources.

The solution implicitly addresses data quality concerns, seamlessly matching numerous parameters and accounting for various possible variations. With effortless management of match rules, it allows a high level of customization in defining match scores. Integration is a breeze, facilitated through a straightforward API.

![How Posidex Customer Entity Resolution & Matching Works](https://www.posidex.com/images/landing/Entity-Match-01.webp)

![Insurance](https://www.posidex.com/icons/Prime-Entitymatch_Precision-Unleashed.svg)

Precision Unleashed

Experience real-time validation with unrivaled precision through our cutting-edge matching algorithm

![[Insurance]](https://www.posidex.com/icons/Prime-Entitymatch_Limitless-Batch-Power.svg)

Limitless Batch Power

Upload batches of records effortlessly, with no constraints on the number of fields, ensuring seamless scalability

![[Insurance]](https://www.posidex.com/icons/Prime-Entitymatch_Transcend-Limitations.svg)

Transcend Limitations

The solution is agnostic to hardware, applications, and operating systems

![[Insurance]](https://www.posidex.com/icons/Prime-Entitymatch_Unmatched-Cost-Effectiveness.svg)

Unmatched Cost-Effectiveness

Witness lower Total Cost of Ownership (TCO), higher Return on Investment (ROI), and optimized resource utilization

Simplify and accelerate customer onboarding with Customer Entity Resolution & Matching

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)Singular, Accurate, and Most Trusted Data at The Enterprise Level](#)

Customers interact with you across departments, businesses, and platforms. That's why their data is scattered across multiple systems within

your enterprise. The consequence? Your sales, marketing, and customer service are disjointed, bleeding revenue and letting opportunities slip.

Picture this: customer a purchases car insurance and a home loan from you. But because the records are not exact matches and business lines differ, you have two versions of the customer account.

Enter customer golden record— a solution that helps you introduce products faster, improve marketing campaigns, seize every sales opportunity, and deliver prompt after-sales, collections and a truly personal experience by combining the scattered customer records into one cohesive entity.

![Banking and Financial Serices](https://www.posidex.com/icons/ENTITY-RESOLUTION.svg)

Powerful Entity Resolution Engine

Number theory-based mathematical models & In-memory analytics

![Banking and Financial Serices](https://www.posidex.com/icons/EXCEEDINGLY-SCALABLE.svg)

Exceedingly Scalable

Tested and validated on hundreds of millions of records

![Banking and Financial Serices](https://www.posidex.com/icons/HIGHLY-CONFIGURABLE.svg)

Highly Configurable

Flexibly define scope, tolerance & degree of matching

![[Banking and Financial Services]](<https://www.posidex.com/icons/BLAZING-SPEED.svg>)

Blazing Speed

Quick response time and high throughput, processing millions of data in hours

How Customer Golden Record Works

Consolidate customer data from different touchpoints

Customer Golden Record consolidates all accounts of a customer into one single source of truth based on survivorship rules. Using proprietary and advanced machine learning and mathematical models on multiple data sets, it detects duplicate records and then merges them into one golden record based on survivorship rules, which are highly configurable.

It employs a discerning eye to identify the best pieces of information (or attributes), sculpting a single, well-defined profile that encapsulates the essence of each customer.

Customer Golden Record raises the bar by making updation of Golden record in real time. It guarantees accurate linkages of records which are consistently updated whenever there are changes in source systems, providing you with the most comprehensive and precise customer

information, always & anytime.

![Posidex Customer Golden Record](https://www.posidex.com/images/landing/customer-golden-record-01.webp)

![Single Source of Truth](https://www.posidex.com/images/landing/Process%20of%20building%20Golden%20Record-01.webp)

![Single Source of Truth](https://www.posidex.com/images/landing/Process%20of%20building%20Golden%20Record-02.webp)

The Customer Golden Record is your strategic advantage, capturing all the necessary information you need to know about a customer with precision. It doesn't just provide an edge; it delivers a competitive advantage by enhancing customer relationships and refining marketing methods with unprecedented accuracy and great capability for collections.

Infinite inputs. One record.

The Customer Golden Record is your strategic advantage, capturing all the necessary information you need to know about a customer with precision. It doesn't just provide an edge; it delivers a competitive advantage by enhancing customer relationships and refining marketing methods with unprecedented accuracy and great capability for collections.

![Single Source of Truth](https://www.posidex.com/images/landing/single-source-of-truth.webp)

![Banking and Financial Serices](https://www.posidex.com/icons/More-Sales.svg)

More Sales

More understanding of customer needs allows you to pitch products relevant to their circumstances, increasing up- and cross-selling

![[Banking and Financial Services]](<https://www.posidex.com/icons/More-Retention.svg>)

More Retention

Relevant products and personalized experiences make customers feel valued, increasing loyalty and making them less likely to switch

![[Banking and Financial Services]](<https://www.posidex.com/icons/More-Compliance.svg>)

More Compliance

Compliance becomes challenging with multiple versions of each customer record, while a golden record streamlines regulatory adherence

![[Banking and Financial Services]](<https://www.posidex.com/icons/Skip-Trace-Collections.svg>)

Help in Collections in Skip Trace

The customer may not be available at the phone number mentioned in one source system. Golden Record provides other contact numbers through which customers can be reached.

See your customers and the opportunities in full with Customer Golden Record!

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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[OK, Got it](javascript:acceptCookieConsent();)Effective AML/EDD Compliance

Through Accurate Screening With Least False Positives

In BFSI Industry Compliance to AML/EDD regulations is critical to protecting your reputation. Prime Screen fortifies your customer base and protects your firm by raising flags during onboarding, about prospective as well as existing Customers from Anti-Money Laundering (AML), Enhanced Due Diligence (EDD), Combating of Financial Terrorism (CFT) perspective which is a compliance mandate from Central banks across the world.

The solution assesses customer data against thousands of global watchlists, including Dow Jones and Reuters Data, UNSC/OFAC, RBI, SEBI, and MCA.

How Global Watchlist and Sanctions Screening Works

Powerful protection by effective screening

The solution does the name screening of prospective customers as well as existing customers against Global Watchlists to check against sanctions, watchlists, negative lists, politically exposed persons (PEP), and state-owned companies (SOC) to identify high-risk customers.

The solution allows us to define rules, including names alone, with high accuracy and least false positives, which is the biggest advantage of our solution.

![Screening Customer](https://www.posidex.com/images/solutions/point/primewatch/screening-customer.png)

Completely automated compliance and risk management

![Robust compliance](https://www.posidex.com/images/solutions/point/primewatch/robust-compliance.svg)

Robust compliance

Establish rigorous protection practices to comply with AML/EDD/CFT regulations using 3rd party Global Watchlists.

![Simplified Screening](https://www.posidex.com/images/solutions/point/primewatch/simplified-screening.svg)

Simplified Screening

No additional hardware requirements and simple transaction-based pricing make the total cost of ownership very low.

![Eliminate False Positives](https://www.posidex.com/images/solutions/point/primewatch/eliminate-false-positives.svg)

Eliminate False Positives

Prevent false matches by applying specialized rules and null parameter matching and get accurate matching

![Customized Reporting](https://www.posidex.com/images/solutions/point/primewatch/customized-reporting.svg)

Customized Reporting

Versatile reporting with customizable reports in PDF, XLS, DOC, or your preferred format

![[Real-Time Resolution]](<https://www.posidex.com/images/solutions/point/primewatch/real-time-resolution.svg>)

Real-Time Resolution

Instant screening response and quick risk identification for proactive risk mitigation

![[Seamless Integrations]](<https://www.posidex.com/images/solutions/point/primewatch/seamless-integrations.svg>)

Seamless Integrations

Effortlessly integrate with major business source systems for streamlined operations

Achieve effective compliance with global watchlist and sanction screening

=====

Available in On-premise and Cloud

=====

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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[OK, Got it](javascript:acceptCookieConsent();)Get the full context with group-level customer ID

The customer experience is the next competitive battlefield. To conquer it, enterprises need to analyze customer data for all their group companies in near real-time. That's how you deliver a superior, innovative experience across multiple channels.

The solution creates group-level customer ID and household ID, giving enterprises a clear, integrated view of their customers and their households, overcoming the 3 V problem of data, i.e., Volume, Variety, and Velocity.

This is especially useful for customer-facing businesses like BFSI, telecom, and retail to create targeted and focused opportunities to cross-sell products to customers across the enterprise leading to business growth, a higher ROI on marketing spend, and better conversion from prospects to customers.

The pain and power of harnessing customer data from multiple sources

Conglomerates often face a common dilemma: recognizing potential customers within their own subsidiaries. Consider a scenario where an umbrella firm has a financial services business, a health insurance business, a retail business, a telecom business, and more.

If the financial services business wants to expand, it'll view all customers of other group companies as prospective customers. While seemingly straightforward, this perspective introduces an intricate efficiency problem. Some of the customers the financial services business thinks of as leads may already be its customers. They're just not aware of it.

Data Source: Health Insurance Name: S R Tendulkar Relationship: Applicant DOB : 10/12/1973 AccountID: 465758879 TaxID : AP6X98798
Nominee : Anita Tendulkar Address : 12/123 Javeri Road, Bombay, India

Data Source: Retail Name: S Ramesh Tendulkar Relationship: Guarantor DOB : 12/10/1972 AccountID: 102567453 Beneficiary : Anita Tendulkar
Address : 12/ Javeeri Road, Bombay, India

Data Source: Telecom Name: Sachin Tendoolkar Relationship: Nominee DOB : 12/10/1973 TaxID : AP6X98789 Address : 12-10-123 Javeri Road, Mumbai, India

![Intro to Posidex group] level customer ID](<https://www.posidex.com/images/landing/GCID-01.webp>)

How Group Level Customer Centricity Works

Doesn't matter if it is SR, S. Ramesh, or Sachin R. we'll link it

Customer Centricity for Conglomerates identifies and links records of the same customer from multiple data sources. From cases where only partial information is available to inaccurate or duplicate data, the solution excels at handling diverse scenarios.

It traces relationships between customers with accuracy, even in instances where data is soiled or fragmented.

![Posidex group level customer ID](https://www.posidex.com/images/landing/GCID-02.webp)

Know Who's Who

Group Level Customer Centricity is the candle that changes the density of the customer data darkness. Assigning a group customer ID, helps you distinguish between existing clientele and potential leads.

It strategically excludes your own customers from the target pool, ensuring that your efforts are focused and resource-efficient. By doing so, the solution not only saves valuable time and resources but also provides a laser-focused strategy for customer engagement, optimizing your outreach initiatives.

![Retail](https://www.posidex.com/icons/Targeted-Marketing-ROI.svg)

Targeted Marketing ROI

Precise customer identification ensures campaigns hit the bullseye, delivering a superior ROI on your marketing spend.

![[Retail]](<https://www.posidex.com/icons/Maximized-Conversion-Power.svg>)

Maximized Conversion Power

Focusing on high-potential leads makes the transition from prospects to customers seamless & propels conversion rates to new heights.

![[Retail]](<https://www.posidex.com/icons/Cross-Selling-Impact.svg>)

Cross-Selling Impact

Drive revenue with laser-focused cross- or up-selling using a single, comprehensive customer view.

Transform your approach, Amplify your results

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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[OK, Got it](javascript:acceptCookieConsent();)Making Invisible Patterns Visible

Network Relationship Discovery is an advanced customer non-obvious, hidden relationship discovery & network analysis solution. The solution identifies all individuals or entities within the organization connected to the person of interest, the nature of their relationship through intelligence built into the solution. in a non-obvious and hidden way.

The solution goes beyond surface-level associations, peeling back the layers to find disguised ties between customers, making it much easier to identify critical connections and potential pitfalls.

In the world of data, knowledge is power. Network Relationship Discovery empowers you to know more about your customers and their intricate associations, allowing you to unearth potential threats and vulnerabilities cleverly concealed in customer data.

Go beyond the surface with Network Relationship Discovery

****Risk Reduction:**** Network Relationship Discovery becomes your shield in navigating complex web of entities. It safeguards against potential risks by exercising caution when dealing with relatives or associates of individuals with a fraudulent history or NPAs.

****Hyper Personalized Cross- or up-sell:**** Identify linkages such as family, household, co-workers, business associates, accomplices and expand by extending suitable products to associates.

![[Posidex Network Relationship Discovery]](<https://www.posidex.com/images/landing/network-relationship-discovery.webp>)

How Network Relationship Discovery Works

Know everything you need to know about your customers

Network relationship discovery uses in-memory processing, ML, and proprietary mathematical models to give an aggregated view of interrelationships. It examines data from all sources within your enterprise and unearths every person or entity related to or connected to that individual.

It delivers powerful search results with high precision and recall by matching various demographic attributes. Network Relationship Discovery offers real-time insights at any volume, velocity, or variety of data.

!Posidex Network Relationship Discovery in work](<https://www.posidex.com/images/landing/network-relationship-discovery-02.webp>)

!Banking and Financial Serices](<https://www.posidex.com/icons/Identifying-Relationships.svg>)

Identifying Relationships

Identifies and Offers a comprehensive view of all connected entities

!Banking and Financial Serices](<https://www.posidex.com/icons/Grouping.svg>)

Grouping

Deductively links records based on common attributes, using cris cros comparison of the data elements

!Banking and Financial Serices](<https://www.posidex.com/icons/Graphical-Family-Tree.svg>)

Graphical Family Tree

Graphical representation of hierarchy of relationships, allowing N tier mining

Uncover collusion, criminal activity, boost marketing, optimize due diligence, and reduce risk with Network Relationship Discovery!

Name *

Work Email *

Phone *

Company *

Source

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)Maximize Selling Opportunities For Your Team](#)

Expanding customer reach is not a simple task. It makes existing customers a company's most valuable asset, and their data is the oil that propels your business forward. However, harnessing that data for maximum value is a daunting challenge.

For every dollar spent on marketing, 21 cents are wasted because of poor customer data. It hides more information than it shows, which makes identifying and driving upsell and cross-sell opportunities a struggle.

And that's the problem, customer cross sell addresses. It eliminates duplicates from the data and reveals selling opportunities.

![Posidex Customer Cross sell step 1](https://www.posidex.com/images/landing/Customer-Cross%20sell-01.webp)

How Customer Cross Sell Works

Supercharge sales performance with data dedupe and linking

Customer Cross Sell uses proprietary and advanced bulk deduplication and record linkage technology. Detecting duplicative data with human-like perception but at super-human speed and scale, the solution works in two ways.

Firstly, for enterprises with diverse business lines, it identifies common customer records within internal databases, eliminating redundancies. This means each business line can seamlessly cross-sell its products to a broader prospect base without interference.

Secondly, customer cross sell goes beyond your enterprise walls. By comparing internal customer data with external prospect data, it eliminates duplicates and refines information. This ensures that your cross-sell and up-sell offers are tailored specifically to prospects, avoiding redundancy with existing customers.

![Posidex Customer Cross sell step 2](https://www.posidex.com/images/landing/Customer-Cross-sell-02.webp)

![Banking and Financial Serices](https://www.posidex.com/icons/Prime-Cross-sell_UNIQUE-CUSTOMER-ENGAGEMENT.svg)

Unique Customer Engagement

Engage customers without repeating messages about products or services they already have

![Insurance](https://www.posidex.com/icons/Prime-Cross-sell_IMPROVE-DATA-QUALITY.svg)

Improve Data Quality

Empower your team to offer individualized experiences to customers and create more up- or cross-sells

![Retail](https://www.posidex.com/icons/Prime-Cross-sell_INCREASE-REVENUE-GROWTH.svg)

Increase Revenue Growth

Connect data across brands and businesses to uncover complementary products and services for customers

Customer or Prospect?

Rapidly find business opportunities within your customer data and optimize sales with Customer Cross Sell!

Name *

Work Email *

Phone *

Company *

Source

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Leave a messageMaximize Selling Opportunities For Your Team

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For every dollar spent on marketing, 21 cents are wasted because of poor customer data. It hides more information than it shows, which makes identifying and driving upsell and cross-sell opportunities a struggle.

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Improve Data Quality

Empower your team to offer individualized experiences to customers and create more up- or cross-sales

Increase Revenue Growth

Connect data across brands and businesses to uncover complementary products and services for customers

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Name *

Email *

Mobile *

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\)\);](#)A federated global customer search for enterprises with multi-country presence

Imagine an enterprise operating in India, US, Australia. If the organization wants to build a global Customer ID across the geographies for easy KYC, Cross sell/Upsell of different products, Risk mitigation, etc even as the customer data stays in respective countries and data privacy laws of respective countries are adhered to.

Federated Global Customer ID & Global Customer Search meets the above requirement.

!How Posidex Customer Due Diligence Works Step 1](https://www.posidex.com/images/landing/Prime-Federated-GCID-01.webp)

How Federated Global Customer ID Works

Search Less, Win Faster Globally

![How Posidex Customer Due Diligence Works Step 1](https://www.posidex.com/images/landing/Prime-Federated-GCID-02.webp)

Behind the scenes, our technology ingests and transforms customer data into binary object files, using one way irreversible anonymisation through a proprietary ML model developed by Posidex. The anonymised data stays in the respective country. Probabilistic search with fuzzy logic happens on an anonymised binary object file, thus ensuring both Data localisation and data privacy.

When you begin a search in country 1, it is sent to our central router application. The app forwards it to countries two and three (or more) and then collects the responses from each.

![Banking and Financial Serices](https://www.posidex.com/icons/DATA-LOCALIZATION.svg)

Data Localization

Customer data stays within the borders of a country, and search happens on binary object files (not plain text files) on the servers in the respective countries.

![Banking and Financial Serices](https://www.posidex.com/icons/LIGHTNING-SPEED.svg)

Lightening Speed

The response time of the solution is a few seconds at any volume.

![Banking and Financial Serices](https://www.posidex.com/icons/SUPERIOR-ACCURACY.svg)

Superior Accuracy

Recognized by the Indian industry that probabilistic search with fuzzy logic has the highest accuracy and the fewest false positives.

Build Global Customer ID: Use Customer data in multiple countries for easy KYC, Cross sell/Upsell and better risk mitigation meeting Data localisation and Data privacy.

Name *

Work Email *

Phone *

Company *

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Leave a messageCustomer Data Complexity: A Challenge Addressed by PrimeWatch Screening Solutions

Dealing with customer data has become increasingly intricate and disorderly due to its origins from both trusted and untrusted sources. This complexity poses significant obstacles in detecting fraud and managing risk. As the intricacy and scale of data expand, it becomes essential to enhance watchlist screening, identity verification, business verification, and the onboarding process.

PrimeWatch Screens: Thorough Customer Data Assessment

PrimeWatch Screens efficiently assess customer data against various watchlists, including sanctions lists, watchlists (WL), Politically Exposed Persons (PEP), State Owned Companies (SOC), and Adverse Media. This comprehensive screening process ensures compliance and risk management.

Posidex's PrimeWatch Screens: Offering Tailored Solutions

PrimeWatch Screens by Posidex provide robust solutions for a variety of screening needs, such as:

- * Global Watchlist Screening
- * [Bank Watchlist Screening](../../solutions/industry/banking-financial-services/)
- * OFAC Screening Vendors
- * Bridger Watchlist Screening
- * Crypto Watchlist Screening
- * Lender Watchlist Screening
- * Politically Exposed Persons (PEP) Watchlist Screening
- * Anti-Money Laundering (AML) Watchlist Compliance

These screenings are crucial components of the onboarding and transaction monitoring process, enabling effective compliance with Anti-Money Laundering (AML) regulations.

Integrated Protection: Watchlist Screening's Role

The Watchlist Screening process seamlessly incorporates data protection and compliance categories into your daily operations. It culminates in the creation of a secured file, ensuring comprehensive data protection.

Key Features of Posidex's Watchlist Screening Solution

![Flexibility and Configurability](https://www.posidex.com/icons/configurable.svg)

Flexibility and Configurability

- * UI-Level Customization: Easily configure matching rules and profiles through a user-friendly interface.
- * Adaptable Matching Rules: Define or modify rules swiftly, allowing for a variety of rule types.

![[Eliminating False Positives]](<https://www.posidex.com/icons/false-matching.svg>)

Eliminating False Positives

- * Accurate Matching: Prevent false matches by applying specialized rules and null parameter matching.

![[Seamless Integrations]](<https://www.posidex.com/icons/integrations.svg>)

Seamless Integrations

- * Business System Integration: Effortlessly integrate with major business source systems for streamlined operations.

![[Customized Reports]](<https://www.posidex.com/icons/reports.svg>)

Customized Reports

- * Versatile Reporting: Generate customizable reports in PDF, XLS, DOC, or your preferred format.

![[Enhanced Agility]](<https://www.posidex.com/icons/agility.svg>)

Enhanced Agility

- * Quick Risk Identification: Rapidly identify high-risk customers or entities, enabling proactive risk mitigation.

![[Streamlined Compliance]](<https://www.posidex.com/icons/faster-compliance.svg>)

Streamlined Compliance

- * Robust Data Protection: Establish rigorous data compliance and protection practices across the platform.

![[Real-Time Resolution]](<https://www.posidex.com/icons/real-time%20resolution.svg>)

Real-Time Resolution

- * Instant Screening Response: Provide swift real-time screening against watchlists, facilitating prompt resolutions for businesses.

In the face of escalating data complexity, PrimeWatch Screens and Posidex's Watchlist Screening Solution empower enterprises to navigate challenges with confidence, ensuring adherence to regulations and maintaining data integrity in real time.

Take the next step

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Email *

Mobile *

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[OK, Got it](javascript:acceptCookieConsent();)Digital onboarding solution from Posidex combines the best of breed of technologies for both demographic and photo verification including liveness checks during the digital KYC authentication process.

Digital KYC Solutions Process

![[Digital identity verification process]](https://www.posidex.com/images/solutions/point/primeboard/primeboard_graphic.webp)

Digital Identity Verification Solution Highlights

![[Contactless Digital Onboarding]](<https://www.posidex.com/icons/contact-less-onboarding.svg>)

Contactless Digital Onboarding

Contactless Customer digital onboarding process with state-of-the-art biometric and demographic checks.

![[Fast and accurate]](<https://www.posidex.com/icons/accurate.svg>)

Fast and Accurate

Fastest and most accurate response while handling very high throughput requirements.

![[Seamless Integration]](<https://www.posidex.com/icons/api.svg>)

Seamless Integration

API and SOA driven for Seamless Integration with existing workflows.

![Cloud Enabled](https://www.posidex.com/icons/cloud-subscription.svg)

Cloud Enabled

Cloud-Enabled and subscription-driven for high ROI.

Take the next step

First Name: *

Last Name: *

Email: *

Mobile Number: *

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find out more, click on [\[Privacy policy\]\(../../privacy-policy\)](#)
[OK, Got it](javascript:acceptCookieConsent();)Enabling Risk-Free Business Growth With Proper Due Diligence

Swift and meticulous due diligence of the customer is essential from business growth, customer experience, compliance, and risk perspective. The digital age necessitates a delicate balance between instant approval and risk mitigation in consumer finance loans using Straight Through Processing (STP). 12 years ago, for the first time, Posidex Customer Due Diligence enabled instant loans in India, helping the client grow scorching pace and becoming the largest consumer financing company.

Customer due diligence gives you the agility to meet both onboarding requirements and customer preferences. The solution, trusted by some of India's biggest consumer finance companies, excels by performing real-time demographic checks and vetting incoming prospect data against customer data, data from fraud, rejection, and negative databases.

How Customer Due Diligence Works

Instantly ensures customers are who they claim to be

Customer due diligence is not just a solution but a strategic investment for instant and correct due diligence about the prospects. Engineered to handle massive throughput requirements, it is a powerhouse solution for efficient, precise, risk-free lending and swift KYC compliance, enabling huge business growth.

Customer due diligence uses a two-step process to unlock customer growth while minimizing risk:

****Step 1:**** It performs real-time authentication of customer IDs like PAN, seamlessly fetching details through API integrations followed by demographic match.

![How Posidex Customer Due Diligence Works Step 1](https://www.posidex.com/images/landing/CDD-Step-1.webp)

![How Posidex Customer Due Diligence Works Step 2](https://www.posidex.com/images/landing/CDD-02.jpg)

****Step 2:**** A state-of-the-art entity resolution that tags incoming prospects as an existing customer or a new customer or a part of a fraud reject or reject database. Based on this specific tagging, the customer journey is directed in three different ways. All this is done in real-time in less than 1 second.

Engineered For Growth, Risk Management, and Compliance

![Contactless Digital Onboarding](https://www.posidex.com/icons/CDD_Real-time-and-low-bandwidth-environments.svg)

Real-time and low-bandwidth environments

![Fast and accurate](https://www.posidex.com/icons/CDD_Fewer%20drop-offs-while-onboarding-customers.svg)

Fewer drop-offs while onboarding customers

![Seamless Integration](https://www.posidex.com/icons/CDD_Digital-Onboarding.svg)

Digital onboarding

![Cloud Enabled](https://www.posidex.com/icons/CDD_Fastest-and-most-accurate-responses.svg)

Fastest and most accurate responses

Make The Right Diligence Call

With customer due diligence, onboard everyone, deserving, but not just anyone!

Name *

Work Email *

Phone *

Company *

Source

Detailed Source

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Leave a message### Sentinel Against Share Price Manipulation

In the dynamic, mercurial, and tempestuous world of stock markets, speed and precision are paramount. You need to be quick and accurate with surveillance to thwart share price manipulations. Posidex brings a new approach to surveillance.

Our cutting-edge technology goes beyond the limitations of current practices, addressing challenges related to share price manipulations orchestrated by groups or networks. Offering real-time insights, unparalleled accuracy, and global applicability, it provides robust support to regulators, stock exchanges, depositories, and brokerage entities worldwide.

Solutions to bring transparency to share market

Posidex uses an intelligent approach to identify relationships and networks, especially those involving individuals working in concert as a group, interconnected through familial ties, directorial roles in companies, or some other connection.

Traditional surveillance methods are centered around a unique number, like a PAN. These tools are suboptimal because you can't identify family members or a group from PAN. Moreover, the same person can have multiple PANs.

Our entity resolution uses probabilistic search with fuzzy logic to match many demographic attributes, such as names, fathers' names, addresses, and corporate details. It employs N-tier, non-obvious, and hidden relationship discovery to unveil hidden connections that traditional tools often miss.

Benefit

****REAL-TIME INSIGHTS:**** Instant view of an individual and their network at any volume, velocity, or variety of data

****ENHANCED SURVEILLANCE PRECISION:**** Accurate and swift detection of relationships and networks, providing comprehensive protection

****COST-EFFECTIVE:**** Lower Total Cost of Ownership (TCO) and higher Return on Investment (ROI) with an infrastructure-agnostic solution and seamless integration

THE POWER OF PRECISION SURVEILLANCE

Name *

Email *

Mobile *

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[OK, Got it](javascript:acceptCookieConsent();)PRIME RELATIONSHIP DISCOVERY

Discover non-obvious and hidden relationships among the customers, to know overall group exposure while lending and take up hyper-personalized cross-sell and up-sell.

Benefits

Uncover valuable connection not immediately evident

Increase Profits

Understand customers beyond surface-level information for a targeted approach.

Use case: banks can reduce revenue leakage and losses by uncovering if a customer is connected to NPAs and rejecting their loan application.

![image description](https://www.posidex.com/images/landing/increase-profits.png)

Enhanced Risk Mitigation

Discover anomalies for comprehensive risk assessments and identify potential issues.

Use case: Visa and immigration authorities can utilize Prime Relationship Discovery to track 1% of problematic and risky visitors. So can income tax departments to stop fraudulent activities and money laundering.

Compliance Adherence

Achieve relational intelligence, thorough customer due diligence, and adherence to regulatory standards.

Use case: For industries with stringent compliance obligations like stock exchanges, NOHRD can help track share manipulations, providing peace of mind and reducing the risk of non-compliance penalties.

Industries Served

Government

Banks

Financial Services

Gain a Deeper Understanding

of your data landscape for better business outcomes, lesser fraud, and fewer risks.

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[OK, Got it](javascript:acceptCookieConsent());!G T Venkateshwar Rao](https://www.posidex.com/images/about/team/G-T-Venkateshwar-Rao.JPG)

G T Venkateshwar Rao

Managing Director

Currently the Managing Director of Posidex Technologies, after more than three decades of service in the Indian Revenue Service, my expertise is in technology and data domains, driving impactful initiatives for Tax evasion detection and transparent & accountable Citizen service delivery.

Held positions in the Income Tax Department, Ministry of External Affairs of Government of India, and the State Government of Telangana.

The first person from the Income Tax Department to have been awarded the Prime Minister's Award for Excellence in Public Administration, the highest award for Civil Servants in India. He is also a recipient of other awards like the National e-Governance Award, Digital India Award, Chairman award in World Congress of Information Technology, NASSCOM AI Game Changer Award, Express IT Award, etc. Perhaps one of the very few Civil servants in India with so many awards.

As the Managing Director of Posidex, I am committed to solving complex business challenges for the Clients driving innovation with cutting-edge technologies. My vision is to transform Posidex as a Global product company through transformative solutions that empower businesses

worldwide.

His vision to foresee the scaling issues that would arise due to huge volumes of data motivated ****Venkat**** to arrive at a disruptive technique in data matching and de-duplication. This led the math savvy pioneer to invent a product, which uses very complex mathematical models to resolve a very complex problem. Approaching the task from an analytical angle and optimization perspective proved to be his biggest strength. ****Venkat**** derives immense pleasure and thrives in understanding client's problems and devising innovative ways to solve them.

Prior Experience

****Venkat**** served the Government in senior level positions and has set up several systems for digitisation, work flow automation, GIS & MIS platforms etc.

Education

****Venkat**** has a Masters in Engineering from National Institute of Technology, Warangal.

![G T Venkateshwar Rao](https://www.posidex.com/images/about/team/venkat-reddy.webp)

VENKAT REDDY

CEO and Director

![Bhavani Shanker Chitoor](https://www.posidex.com/images/about/team/bhavani-shankar.webp)

Bhavani Shanker Chitoor

Director

"30+ years of experience in managing business, technology and innovation driven product management and development.

Co-Founded and established Posidex as leading company in India in the domain of customer data management. Fostered market facing and disruptive Innovation for developing products and solutions which helped the enterprise organizations to conduct their customer due diligence process quickly and effectively. Acquired major marquee fortune 500 Indian customers and large enterprise organizations in Banking, Financial Services, Insurance, Telecom, Retail and Government Sector . Have passionately driven innovation to help Posidex win various accolades for research and innovation from prestigious institutions like NASSCOM, HYSEA and mentions in Gartner and other leading research advisory bodies. Focussed on building and maintaining strong customer relationships and partnerships with leading system integrators and developing OEM partnerships with other leading technology companies.

Prior Experience

Prior to founding Posidex, specialized in architecting various products based on web and client server technologies for startups as well as midsize companies. Previously worked for one of the leading housing finance companies in India as well as served as Senior Research Fellow in engineering at Osmania University, Hyderabad, India with fellowship from CSIR.

Education

Graduated with Masters in Civil Engineering from BITS, Pilani and Bachelors in Civil Engineering from CBIT College, Osmania University."

****Venu**** is a hugely talented Information Technology professional with over 25+ years' experience. He has successfully led teams creating products for powerful brands, Fortune 500 companies as well as start ups. He specializes in developing and delivering enterprise software and web applications by using a wide variety of innovative technologies. Designing solutions to equip businesses streamline the various processes running across their organization. Helping them become more productive and generate higher ROI. His prime focus is on progressive enhancement, performance and improving accessibility. On a good day, ****Venu**** can use his expertise to make technology awesome.

Prior Experience

Prior to founding POSIDEX, ****Venu**** served as Senior Engineer for Advanced Data Exchange, building their B2B EDI platform. He also served in various consulting roles for Inteliant systems, IBM Global consulting and building highly scalable enterprise applications.

Education

****Venu**** holds a Master Degree in Technology (Civil Engineering) from National Institute of Technology, Warangal.

![VENUGOPAL](https://www.posidex.com/images/about/team/venugopal.webp)

VENUGOPAL

Director

![Mrutyunjay Mahapatra](https://www.posidex.com/images/about/team/mrutyunjay-mahapatra.webp)

Mrutyunjay Mahapatra

Additional Director

****Sri Mrutyunjay Mahapatra**** has joined the board as Additional Director in May 2023.

He is a well-known figure in Indian Banking and Indian Financial Technology sector. He sits on the board, advises and consults a number of Indian and global Banks, Corporates and fin-tech companies.

He started his professional career in SBI in 1982 and rose to become the Deputy Managing director in SBI, leading global strategy, Marketing, New Businesses, digital, analytics and IT initiatives. As CIO and CDO of SBI, he established the innovation, data analytics, enterprise architecture verticals which was instrumental in creating many path breaking products like YONO, Loan Life Management System, SBI Chatbot etc.

From 2018 to 2020, he headed Syndicate Bank as its CEO, and led the transformation, digital repositioning, and up gradation of one of the India's oldest and largest banks with over 4000 branches and a team of 40000.

Currently he is on the boards of RBIH, NSEIT, Nippon Life Insurance, Spice Money, Mayfair Hotels, Quantum MF etc, and also a member of the Board of supervision at NABARD. He advises a number of Indian and International companies and is also a Professor of Practice of Management at Manipal University.

A writer in leading newspapers and a known public speaker, he is considered a thought leader in the Indian BFSI sector. He has won several awards and accolades and has served in various RBI and Government Committees.

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#)[\[Tarun Mathur\]\(https://www.posidex.com/images/about/team/tarun-mathur.jpg\)](#)

Tarun Mathur

Advisor

Tarun Mathur is a results-driven and dynamic advisor with a proven track record of scaling revenue from zero to multi- million dollars and fostering key client relationships in APAC. Recognised for his expertise in sales management, new business development, and strategic planning, Tarun successfully completed joint market expansion initiatives with industry giants such as Meta, X, LinkedIn, TikTok, Snap, Pinterest, and Amazon.

With a background spanning advisory roles, board memberships, and executive leadership positions, Tarun brings a wealth of experience in digital marketing, stakeholder management, and team leadership. His strategic insights and innovative approach have consistently driven business success and positioned him as a key influencer in the industry.

Prior Experience

****Tarun**** has held executive roles. He was co-founder and general manager at Mediaocean, where he guided APAC relationships across global media agencies, achieving 100% customer retention. More recently, he has been an advisor for SynPhNe, Hello Health Group, and Legasis.

Education

****Tarun**** holds a Master of Business Administration in Marketing Management from Symbiosis Institute of Business Management and a Master of Science in Electronics from Savitribai Phule Pune University.

Sanjiv K Aiyar is a strategic leader who has successfully managed large multi-geography teams and multi-portfolio P&Ls up to USD 2 billion. He has 40+ years of APAC and global experience in technology and telecoms and is the founder CEO of ApKar Consulting Pte. Ltd. a strategy consulting company focused on growth advisory.

Recognised for growth, Sanjiv has re-engineered operations, strengthened cyber risk management, and accelerated technology adoption. His expertise spans business turnaround, digital leadership, and talent transformation, combining a rare background of US multinational corporations and Singapore government-linked corporations (GLCs). Sanjiv is fluent in English, Tamil, and Hindi and is a member of the Singapore Institute of Directors (MSID).

Prior Experience

He is on the Board of Governors of IIM-C, a member of the CII (Confederation of Indian Industries) National Committee on Biotechnology, and a former Vice Chairman of TiE Singapore. He has been in advisory roles across a range of innovative companies in VR Sports, EdTech, Cybersecurity, Health Tech/Biotech, AI, Fintech, and IT services.

Sanjiv's Asia-Pacific and global senior leadership roles included Managing Director of Singtel Global Offices and Vice President and Managing Director for the Southeast Asia region at Hewlett Packard. He served as the founder president of Pan IIM Alumni Singapore from 2005 to 2020.

Education

Sanjiv holds an MBA from the Indian Institute of Management, Calcutta, and a B.Eng. in Electronics from Regional Engineering College, India.

![Sanjiv K Aiyar](https://www.posidex.com/images/about/team/sanjiv-aiyar.jpg)

Sanjiv K Aiyar

Strategic Advisor

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[Parent Directory](/)			
advisory/	2024-05-16 16:54		
board-of-directors/	2024-04-22 17:38		
customers/	2024-04-22 17:38		
founders/	2024-04-22 17:38		
index.xml	2024-04-22 17:38	4.8K	
team/	2024-04-22 17:38		
vision-mission/	2024-04-22 17:38		
* * *			Providing Hyper-personalized, customer-centric, and fast services are the essentials of market leaders in this Power Market.

Solutions for the banking master data management to handle the following requirements.

![Banking and Finance Master Data Management Solution](https://www.posidex.com/images/solutions/industry/bfsi/usecase-banking.webp)

![Risk Management & Customer Due Diligence](https://www.posidex.com/icons/icon-risk-management.svg)

Risk Management & Customer Due Diligence

- * Matching against Negative list and Fraud database
- * Matching against Reject/prospect database

![Compliance, Customer Due Diligence](https://www.posidex.com/icons/icon-compliance.svg)

Compliance, Customer Due Diligence

- * [Screening against Watchlist](../../solutions/point/primewatch)
- * [KYC and name scanning](../../products/posckyc)

![Customer Experience](https://www.posidex.com/icons/icon-customer-experience.svg)

Customer Experience

- * [Customer 360](../../solutions/point/primeview)
in banking across products and lines of business
- * Real-time customer exposure
- * Instant customer on-boarding
- * UCIC & [Golden record generation](../../platform/customer-master-data-management)

![[Marketing]](<https://www.posidex.com/icons/icon-marketing.svg>)

Marketing

- * Customer house-holding
- * Bulk matching for campaign management
- * Cross-sell and up-sell

![[Data Analytics]](<https://www.posidex.com/icons/icon-data-analytics.svg>)

Data Analytics

- * Customer segmentation
- * Customer lifetime value
- * Customer engagement

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[OK, Got it](javascript:acceptCookieConsent();)Posidex SetMatch is the Data Matching solution that offers Bulk Data Deduplication and clustering which is the task of identifying duplicate entities in a given set of data with the same matching information. Deduplicating one data set or linking several data sets are increasingly important tasks in the data preparation steps of many data mining projects. Establishing [\[record linkages\]\(../../products/clip/\)](#) involve comparing both unique and non unique attributes and over large volume.

Traditional data matching solution performs matching of records in the database sequentially. First record is searched against all other records in the set. Then the second record is searched against all other records except the first record and so on. The sequential nature of the linear search operations are very expensive resulting in slower response and almost impossible when the data dealt is beyond certain volume as the the complexity of the problem is inherently quadratic .For instance even when a query is very fast and fetches results in 1 sec against a data of 10 millions, the estimated time for deduplication of this 10 million data is 4 months. As the matching rules increases, it becomes almost impossible to dedupe. Even though indexing helps searching to certain extent, matching partial identities across heterogeneous databases to find duplicate records can be made achievable only by specialized customer data deduplication software like Bulk Deduplication and Clustering (BDC) engine from Posidex.

Bulk deduplication and clustering engine is the next level innovative SetMatch search engine technology that aggregates voluminous data into multiple sets of clusters for efficient and super fast matching, with techniques originating from mathematics, statistical methods and machine

learning being combined and applied to improve the matching quality and clustering to provide accurate matching and deduping solution, as well as to increase performance and efficiency when linking or deduplicating very large data sets.

![SetMatch - data deduplication and data matching solution](https://www.posidex.com/images/technology/setmatch/setmatch-graphic.webp)

SetMatch engine facilitates data deduplication / data matching solution for millions of data. Clusters are then formed based on customer data deduplication software results and Customer Master (referred as Golden record) table is generated. The challenges / issues that are encountered in the process are

- * Gigantic task involving trillions of comparisons
- * The process gets complicated while working with names and multiple addresses while remains simple dealing with such parameters like Date of Birth, Mobile Number, Phone number etc
- * Highly resource intensive
- * Leads to network clogging

SetMatch employs innovative approach to deal with this problem, the salient features of which are

- * Based on set theory
- * Cache's the essential inputs of matching by means of persistent java objects
- * Clusters records of identical features of measure and builds nested sets
- * Unlike the conventional process of finding the matches record by record against the target, sets are compared for likeliness in case they are likely, the elements of the corresponding sets are sent for detailed matching
- * The major bottleneck in the process, I/O operations with the database are almost completely avoided
- * Uses the PrimeMatch engine for [matching of names](../solutions/cloud/screencustomer/)
- * Speed is phenomenal compared to conventional matching

While achieving this task, the following features are offered

- * Support to transform data from disparate data sources
- * Flexible in building the matching rules
- * Multi clustering to target high Recall & Precision. The cluster governing rules are built based on matching strengths or match score by assigning appropriate weight ages
- * Splitting/merging/Realignment of clusters
- * GUI for different tasks viz., User management, Cluster rule building, Cluster navigation, verification with maker checker policy etc
- * Merging of cluster to form golden/master record
- * Provision to manually merge

Usually the deduplication and creating a unique customer base is the first task of implementing the process of [Master Data Management](../platform/customer-master-data-management/)

. It requires careful planning and a lot of iterations before freezing on the optimal rule set.

Being a complex process, which requires a thorough understanding of the data quality services, the need for proper cleansing and standardization routines, the Deduplication process cannot be automated and would require manual intervention and iterations.

Some of the largest customer data deduplication software exercises in India have been carried out by Posidex.

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[OK, Got it](javascript:acceptCookieConsent();)Why Posidex?

We help the most data-intensive organizations solve their hardest data problems.

From problem solvers and logical thinkers to solution finders and creative innovators, our team combines decades of data science knowledge, industry expertise and strategic thinking.

So, if you're ready to join a team that pushes the boundaries of what's possible with data-and has plenty of fun along the way-get in touch.

Benefits at Posidex

As well as having a brilliant team working with the latest technology, we reward our Posidexians with tons of other benefits to support you in and outside of work.

- * Part of team with 100+ combined years of experience
 - * Exposure to cutting edge technologies in data science
 - * Leadership, Personality, Skills Development programs
 - * Career & Growth counselling
 - * Medical Insurance coverage
-
- * Statutory Coverage (Gratuity, Provident Fund)
 - * Client Interactions
 - * Industry standard remuneration
 - * ESOPs as per company policy
 - * Regular Recreation and Fun Activities

Open positions at Posidex

To build technology that shapes the world, we need a diverse and dedicated team behind it.

[Explore current openings](../careers/current-openings)

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[OK, Got it](javascript:acceptCookieConsent();)Does every customer have a unique identification number? The answer will be no, and this is where our CLIP comes in. CLIP is a bulk deduplication and record linkage software solution. It is helpful when you don't have any unique identifier to the link between two customer records but are similar to each other in terms of demographics and other anonymous identifiers. CLIP (powered by SetMatch technology) is used for One-time data deduplication solutions, UCIC (Unique Customer Identification Code or Golden Id), Creating the Golden Record, Family ID Creation and/or to meet any incremental matching requirements for identifying unique customer records across various products and lines of businesses. CLIP plays a pivotal role when you want to establish linkages between records where there is no unique Identifier across the data sources. Particularly useful during Mergers and Acquisition of businesses or portfolios.

Key Features

- | CLIP Key Features | LITE | Express | Advanced |
- | --- | --- | --- | --- |
- | Deduplication: Help identify and resolve duplicate records on large volumes of data | | | |
- | Flexibility in configuring the match tolerance of parameters | | | |
- | Accommodate diverse and custom identifiers | | | |
- | Provision to Indicate the matching criteria (Matching Rule Profile) | | | |
- | Support to transform data from disparate data sources | | | |
- | Seamless integration with other systems supporting SOA | | | |
- | Super fast processing speed with recursive clustering approach | | | |
- | Creation of UCIC (Unique Customer Identification Code) | | | |
- | 360 degree view: Unique customers across products and lines of businesses | | | |
- | Support for Cluster match criteria (Cluster Rule Profile) | | | |
- | Support for efficient Operations (Log and Performance Monitoring) | | | |

Creation of Golden Record	\-			
Creation of Family ID	\-	\-		
PosTag - Manual verification and decision support dashboard	\-	\-		

Required for the following Solutions

[![PrimeMDM](https://www.posidex.com/images/landing/mdm-inside.webp)](../../platform/master-data-management/)

PrimeMDM

[![Bulk Deduplication Services during M & A](https://www.posidex.com/images/landing/marketing-desktop.webp)](../../solutions/function/marketing/)

Bulk Deduplication Services during M & A

[![Householding & Segmentation](https://www.posidex.com/images/landing/propex-desktop.webp)](../../products/propex/)

Householding & Segmentation

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[OK, Got it](javascript:acceptCookieConsent();)ScreenCustomer.in is a cloud based global Watchlist and sanctions customer screening and 'Name scanning' bureau service for matching prospective or current customer data with various lists like Federal Reserve/RBI list, OFAC, PEP and UN Sanctions list screening, etc as part of Regulatory Compliance, CFT (Combating Financing of Terrorism), KYC (Know Your Customer) and other EDD (Enhanced Due-Diligence) requirements.

Solution Highlights

![Flexibility and Configurability at UI level](https://www.posidex.com/icons/configurable.svg)

Flexibility and Configurability at UI level

Power to users! Matching Rules can be defined/altered through a simple UI with flexibility to define any kind of rule through Rules & Profiles.

![The tolerance of matching](https://www.posidex.com/icons/tolerance.svg)

The tolerance of matching

Tolerance of matching for a parameter could be different in different rules. Matching Rules would automatically adopt as per attribute available for search.

![Name matching definition](https://www.posidex.com/icons/tolerance.svg)

Name matching definition

Name match is completely defined using tolerance of match (Equal Parts/Initial match with Expanded/One Containing the Other/Each Containing the Other/Allow a MisMatch), Token Match Percentage.

![Format](https://www.posidex.com/icons/format.svg)

Format

Best equipped in dealing with achieving all permutations & combinations appropriately adopting Dow Jones structures through JSON.

![Support of Flags](https://www.posidex.com/icons/support-flags.svg)

Support of Flags

To confine the Search on a particular/set of values of descriptive Parameters.

![Handle data deficiencies](https://www.posidex.com/icons/data-deficiencies.svg)

Handle data deficiencies

To consider for data deficiencies, match is performed where data is available. This is achieved with a combination of match with Null & Accept Null.

![Structural Match](https://www.posidex.com/icons/structural-match.svg)

Structural Match

The customer inputs are appropriately transformed to Match with WL structure.

![Criss-cross Match](https://www.posidex.com/icons/criss-cross-matching.svg)

Criss-cross Match

Criss-cross matching of all Name Types, DOB types, Relation name types, Addresses, City, Zip Code, Identifiers (Passport Number, Driving License Number, Tax Number etc.).

![Format Matching](https://www.posidex.com/icons/format-matching.svg)

Format Matching

Date of Birth (DOB) field checked for variations of Day/Month Interchange, +/- 1 Year, Month, Day etc. Year of Birth (YOB) matching where DOB is not captured or not matching.

![Error-proof Match](https://www.posidex.com/icons/tolerance.svg)

Error-proof Match

Can apply match with Null/Accept Null for Unique parameters, thus avoiding false matches.

![Integrations](https://www.posidex.com/icons/integrations.svg)

Integrations

Seamless integration with all major business source systems.

![Reports](https://www.posidex.com/icons/reports.svg)

Reports

Customizable reports in pdf / xls / doc or in format of your choice.

![Unmatched Technology](https://www.posidex.com/icons/technology.svg)

Unmatched Technology

Global watchlist and sanctions screening, Regulatory and Law enforcement lists screening, customer screening for Regulatory Compliance, KYC and Customer on-boarding with Automated client on-boarding and refresh capability. Best-in-class technology with superior matching engines.

![360 degree spin](https://www.posidex.com/icons/360-spin.svg)

3600 spin

Restricted entity data usually contains demographic information about entities (Individuals and others) from across the world and most often, there is no unique ID for the entities. We give a 360* sprint/spin to matching, looking for all possible variations. Uncover hidden risks in business relationships and human networks.

![Effective monitoring](https://www.posidex.com/icons/effective-monitoring.svg)

Effective monitoring

Monitor existing business relationships identify linkages to verify whether the entities were politically exposed persons for effective compliance. Optionally, an enhanced due diligence reports feature for in-depth background checks.

![Enhanced & Comprehensive Data](https://www.posidex.com/icons/enhanced-data.svg)

Enhanced & Comprehensive Data

Watch-list data by Dow Jones with extensive data quality management of lists by POSIDEX prior to processing helps maximize matching accuracy and minimizing false positives. 24/7/365 list management - continuously updated lists powered by Dow Jones. Data is updated continuously and regularly audited by the Big 4 audit firms for quality.

![Trusted by leaders](https://www.posidex.com/icons/trust.svg)

Trusted by leaders

Powered by POSIDEX's validated and proven technology, it is currently being used by some of India's largest and leading Financial and Banking institutions. Comes with best-in-class support.

![Low Total Cost of Ownership](https://www.posidex.com/icons/cost-effective.svg)

Low Total Cost of Ownership

Low Total cost of ownership (TCO) with no additional hardware requirement. Simple transaction-based pricing.

![[Speed, Precision & Configuration]](<https://www.posidex.com/icons/configurable.svg>)

Speed, Precision & Configuration

Speed from online, real-time look-ups to high volume batch processing capability with high precision and recall. Highly customizable. Power to users.

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[OK, Got it](javascript:acceptCookieConsent();)Continuous regulatory compliance goes beyond Checkpoint screening. Building continuous compliance into your data framework needs automated solutions that are quick and scalable for real-time decision intelligence.

Businesses in Banking, Financial Services, Insurance and Telecom are subjected to many strict regulatory compliance checks with respect to the processes followed for customer onboarding. This is to ensure that the organization is not being utilized or compromised by individuals or any commercial entity for money laundering and other illegal activities. The regulatory authorities regularly publish the list of the sanctioned individuals and the organizations need to screen all their customers against these lists on periodic basis.

There are also many third party service providers who gather, maintain and provide such data on subscription basis.

Our PrimeWatch solution provides a comprehensive entity screen solution against all types of watchlist which can be plugged into the existing business workflow.

Some countries also mandate institutions dealing in financial services and insurance should tag all their customers with a unique account number. This Unique Customer Information Code (UCIC) is the golden Id of the customer which identifies the golden record of the customer giving a comprehensive 360 degree view of the relationship of the customer across all your organization. Our Prime MDM solution creates the golden record of the customer and maintain the UCIC of every customer of your business.

[\[!PrimeMDM\]\(https://www.posidex.com/images/landing/mdm-inside.webp\)](https://www.posidex.com/images/landing/mdm-inside.webp)(../../platform/master-data-management/)

PrimeMDM

[![PrimeWatch](https://www.posidex.com/images/landing/primewatch-desktop.webp)](../../solutions/point/primewatch/)

PrimeWatch

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For any sales enquiries, please fill out the form and we'll be in touch soon.

****Information:****

The contact form below is ****ONLY FOR SALES RELATED ENQUIRIES.****

For career related enquires, email to [\[careers@posidex.com\]\(mailto:careers@posidex.com\)](mailto:careers@posidex.com)
. OR click on the link to view our [\[Current Openings.\]](#)(../careers/current-openings)

Name *

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Contact Posidex

****CANADA****

****Posidex Insights Inc.****

BHive, 6th Floor, 8 Nelson St W,
Brampton, Ontario, L6X 1B7,
Canada.

****DUBAI****

****Posidex Technologies L.L.C.****

Level 27, Unit 2705,
Marina Plaza, Dubai Marina,
Dubai, United Arab Emirates.
Tel: +971 4 424 5135
Fax: +971 4 455 8556
Mobile: +971 55 9808417

****MUMBAI****

(For Sales Enquiries only)

74 Techno Park, "C" Cross Road,
Opp Gate No 2, MIDC, Seepz, Andheri East,
Mumbai - 400 093, Maharashtra.

Mail: sales@posidex.com

****Regd. & Corporate Office****

Unit No: 601, 6th Floor, Block-III,
My Home Hub, HITEC City, Madhapur,
Hyderabad - 500081. Telangana State.
Phone No: +91-40-4854-6826, 27
+91-40-4853-6828

Information

Mail to [\[info@posidex.com\]](mailto:info@posidex.com)(mailto:info@posidex.com)

Support

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| --- | --- | --- | --- |

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[\[OK, Got it\]](#)(javascript:acceptCookieConsent(;;))A common ID to remove Volatility, Uncertainty, Complexity, and Ambiguity

Profitability is possible when the customer is at the center of all business processes. To reach customer centricity, you need data. The problem is that data is often fragmented, duplicated, inaccurate, and siloed. It hides more information than it provides.

Prime UCIC helps you find clarity in the murky data landscape. Much like refining oil, Prime UCIC refines customer data, breaking down silos and creating an aggregated, consistent and holistic representation of the data held by your organization about customers that can be viewed in one place, such as a single page.

How Prime UCIC Works

Consolidate customer data from different touchpoints

Prime UCIC enables a more precise understanding of the true needs of a customer. It creates a one-time unique customer identifier, unifying all records of a customer across lines of business. It seamlessly integrates both permanent anchors (name, father's name, DOB) and dynamic elements (address, phone number), offering an interconnected view of customer data.

This powerhouse solution doesn't just stop there—it performs real-time searches across millions of unique personal details, government IDs, and contact information, propelling data unification to unprecedented heights.

Cross Sell

Seamlessly and efficiently, offer a spectrum of products to your customers

Redefine Experience

Delight customers with every interaction personalized to their unique needs

Drop Risk

Create a shield that reduces vulnerabilities & safeguards against uncertainties

Get everything you need from one source of truth: Prime UCIC!

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find out more, click on [Privacy policy](../../privacy-policy)
[OK, Got it](javascript:acceptCookieConsent();)Get the full context with group-level customer ID

Customer experience is the next competitive battlefield. To conquer it, enterprises need customer data from all their group companies in one place. That's how you deliver a superior, innovative experience across multiple channels.

Prime GCID creates group-level customer ID and householding ID, giving enterprises a clear, integrated view of their customers.

For customer-facing businesses like BFSI, telecom, and retail, distilling data from complex and varied ecosystems fuels opportunities to cross-sell products from different businesses, increasing business volume.

How Prime GCID Works

Doesn't matter if it is SR, S. Ramesh, or Sachin R. Prime GCID links it

Prime GCID identifies and links records of the same customer from multiple data sources. From cases where only partial information is available to inaccurate or duplicate data, Prime GCID excels at handling diverse scenarios.

The solution traces relationships between customers with accuracy, even in instances where data is soiled or fragmented.

Know Who's Who

Prime GCID is the candle that changes the density of the customer data darkness. Assigning a group customer ID, helps you distinguish between existing clientele and potential leads.

It strategically excludes your own customers from the target pool, ensuring that your efforts are focused and resource-efficient. By doing so, Prime GCID not only saves valuable time and resources but also provides a laser-focused strategy for customer engagement, optimizing your outreach initiatives.

Targeted Marketing ROI

Precise customer identification ensures campaigns hit the bullseye, delivering a superior ROI on your marketing spend.

Maximized Conversion Power

Focusing on high-potential leads makes the transition from prospects to customers seamless & propels conversion rates to new heights.

Cross-Selling Impact

Drive revenue with laser-focused cross- or up-selling using a single, comprehensive customer view.

Transform Your Approach, Amplify Results

Prime GCID is your key to sharper marketing, higher conversions, and sustained business growth.

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[OK, Got it](javascript:acceptCookieConsent();)Its a regulatory requirement that a customer be assigned an ID which is unique across all lines of business. PrimeGID allows creation of this ID, commonly known as UCIC, Unique Customer Identification Code. Post assignment of this ID, a golden version (Single Version of Truth) of Customer manifest is created from across all sources of information.

Take the next step

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[OK, Got it](javascript:acceptCookieConsent();)Our cloud-native Customer Master Data Management (MDM) enables a single, accurate trusted source of master data to address the most complex business data management solutions into synchronized golden data for confident implementations and decision-making.

As the enterprises grow, the customers begin to interact with the organization across more business channels than ever, leading to their data being stored in silos.

The challenge is to consolidate all interactions of a single customer down to just one record, which is the “golden record” of the customer or single version of the truth, and that which is available to consume by all the connected business systems.

An error-free customer master is of paramount importance for organizations to become agile enterprises. Entity resolution becomes a fundamental aspect of building a customer master. The growing emphasis on regulatory compliance has made the creation and maintenance of accurate and complete master data a business necessity.

Posidex Prime Customer Golden Record (MDM) Platform provides our clients to align all enterprise-wide customer data from multiple sources and connect them together so that businesses can operate efficiently and innovate quickly. It provides a 360 degree view of a customer establishing linkages and relationships across products and lines of businesses and generates excellent value for large and complex enterprises.

Our clients now have a game-changing ability to manage customer data in real-time with great accuracy and integrity thereby strengthening the scope of the processes in Customer Onboarding, KYC Due Diligence, Operations, Marketing, Fraud Detection, Risk Management, Compliance, and Customer Experience.

Your Customer's identity is the foundation for all your business.

We ensure it is.

![[MDM Graphic]](<https://www.posidex.com/images/platform/mdm-graphic-desktop.webp>)

Highlights of the Customer Golden Record

- * Backed by Powerful entity resolution engines from Posidex - Posidex indigenous products - [Prime 360](../products/prime360/) & CLIP - Mathematical Models based on number theory - In-memory Analytics
- * Yielding High Recall & High Precision - Key measures required by an efficient Entity resolution engine
- * Tested and validated on Hundreds of Millions of records - Highly scalable
- * Highly Configurable - Flexibility in defining the rules for defining the scope, tolerance & degree of matching
- * Blazing speed - High performance - Can process millions of data in a few hours. Quick Response time and high Throughput
- * Lower Hardware sizing compared to many other products
- * Low TCO & High ROI
- * Implemented and Validated by Industry giants across different verticals- Govt & Non Govt / Corporates

- * Database & OS agnostic

Posidex Prime MDM Platform

![[Prime Master Data Management Platform]](<https://www.posidex.com/images/platform/highlevel-diagram.webp>)

Features of Modern Customer Mastering Solutions

- * Ability to load data from a wide variety of data formats viz., Flat files, Databases (SQL, NoSQL)
- * Perform Data Profiling - Drawing Data insights- Data discrepancies
- * Data Cleaning & Standardisation - Data Enrichment
- * Data Matching for entity resolution, Relationship Discovery - Data Zero data deduplication- Incremental data matching
- * Configure Rules - Matching Rule Profile (MRP), highly configurable to define the scope & tolerance of search, Survivor ship Rule Building
- * Grouping & Cluster formation
- * Comprehensive view of customer / Beneficiary across Schemes / departments / Accounts / Lines of businesses etc.
- * Graphical representation of relationship hierarchy
- * [Network analytics](../../solutions/point/primelink/)
 - entity level, linking relationship, non-obvious linkages
- * Golden Record building & Updating
- * Data Stewardship - Case Management - Merging & Splitting of Clusters
- * Analytics - Segmentation- Ownership - Gap analysis
- * Reports - Data Governance reports - Custom reports
- * UI for User Access Management (UAM), Admin activities, Rule building, etc
- * Integration with GraphDB - Graphical Visualisation
- * Big Data Ready solution and addresses High Availability and Horizontal scalability (HA&HS)
- * Platform independent and neutral to database
- * The platform supports file-based processing

- * Enables Data-driven Governance, Otherwise, it would not be possible with typical differences / incomplete data sets across departments / Lines of Businesses in absence of Unique ID across data sets

Components of Customer MDM Solutions

Components of Customer MDM Solutions

Data Loading and Data Integration

- * Ability to load data from a wide variety of sources like excel, flat files, XML files, relational databases, JSON databases, HDFS (Hadoop Distributed File System), Bigdata, and Streaming Data(JSON text format).
 - * Ability to extend the metadata repository with customer-defined metadata attributes
 - * Automated discovery and acquisition of metadata from data sources
 - * UI for end-user to facilitate work with metadata
 - * Facilities for carrying out custom transformations
 - * Ability to split text fields based on delimiters, such as space and commas
 - * Would provide extract, transform and load capabilities
 - * Physical data model to logical data model mapping and rationalization
 - * Simple transformations such as data-type conversions, string manipulations, and simple calculations
 - * Bulk data extraction and loading
 - * Creation and maintenance of data models. Configurable, customizable, and extensible, as well as upgradable
-
- * Connectivity and access data stored in relational DBMS engines (for example, Oracle, IBM DB2, MySQL, and Microsoft SQL Server)
 - * Connectivity to message queues, including those provided by application integration middleware products (such as Oracle AQJMS) and standards-based architectures (such as Java Messaging Service)
 - * Ability to move data in bulk between data repositories

- * Event-based acquisition (time-based or data-value-based)
- * Execution of data delivery based on event triggers
- * Execution of data delivery in a batch, scheduled mode
- * Domain values of certain attributes captured and masters created for those attributes
- * Support integration with different latency characteristics and styles (for example, real-time and batch)
- * Predefined and customizable approaches for implementing standard error-handling processes
- * Support to accept data for new insertion, updates, partial data augmentation
- * Tools and facilities for monitoring and controlling runtime processes

Data Profiling

- * Ability to carry out data profiling, data quality assessment, determine data anomalies, and metadata discovery
 - * Range of prebuilt analyses on individual attributes/columns/fields, such as minimum, maximum, frequency distributions of values and patterns, and others
 - * Determine the high-frequency values, outliers, seemingly exceptional values
 - * Identify the junk, exclude values, and generate a list for cleaning
 - * Ability to run business rules that check for specific quality issues
 - * Packaged processes, including steps used to perform common quality tasks (for example, providing values for incomplete data, resolving conflicts of duplicate records, specifying custom rules for merging records, profiling, auditing, and more)
-
- * Ability to perform parsing operations
 - * The user interface in which quality processes and issues are exposed to business users, stewards, and others
 - * Ability to present profiling results in a graphical manner (for example, various chart formats)
 - * Ability to present profiling results in textual report format
 - * Prebuilt graphical dashboards presenting profiling results (for example Junk values, Out of format PAN, Suspicious DOBs, etc)
 - * The scheduled execution of profiling processes (via built-in or third-party scheduling functionality)
 - * Standard reports for exposing profiling results

Data Cleansing and Standardization

- * Simple transformations, such as data-type conversions, string splitting, and concatenation operations
 - * Moderate-complexity transformations, such as look-up and replace operations
 - * Higher-order transformations, such as sophisticated parsing operations
 - * Prebuilt rules for common standardization and cleansing operations, such as formatting addresses or telephone, Common Identifiers like Tax ID numbers
 - * Facilities for developing custom transformations and extending packaged transformations
 - * Merging fields to achieve completeness
 - * Packaged functionality to address specific requirements of customer data quality issues, such as standardizing names, addresses, and telephone numbers, and merging duplicate customer records
 - * Ability to split text fields by matching character strings against packaged knowledge bases of terms, names, and more
 - * Facilities for adding to, or customizing terms in, packaged knowledge bases, and the ability to create new knowledge bases
-
- * Validate pin codes using Pincode Data
 - * Validate Phone number/Mobile using the standard specification available
 - * Regular monitoring and dictionary updates happen in the product and will be passed
 - * Extraction and Enrichment of State, District/City, Taluk, Village, and Pincode
 - * Validation of standard identifiers with a specific pattern like PAN and nullify them if invalid
 - * Date standardization
 - * City/District standardization
 - * Standardization of Corporate entity's acronyms to expand
 - * Cleaning/standardization of keywords like Public/private limited etc
 - * Clean noise contributing characters, unwanted special characters
 - * Clean the excluded values identified from data profiling
 - * Extraction/Enrichment can happen in real-time as well as in batch mode

Matching and Clustering

- * Matching is based on Posidex Proprietary algorithms CLIP (for Bulk) & Prime 360 degree view (For Real-time) which converts strings to numbers and uses mathematical algorithms to determine the extent of match between the compared attributes

- * Have strong facilities, in batch and real-time mode, for cleansing, matching, identifying, linking reconciling customer master data from different data sources to enable the creation and maintenance of the customer's golden record
 - * High Precision & High Recall
 - * High Performance
 - * The matching is done on all the combinations of attributes defined and thus would address data inadequacies and target high recall
 - * Ability to classify and grade the matches into perfect / authentic / System / MPC or Probable / Suggestive / referral / LPC thus targeting high Precision
-
- * Would take care of data inconsistencies/nonuniformity of attribute availability
 - * Supports multi-threading
 - * Simultaneous running of all matching rules
 - * Clustering is the linking of records belonging to the same entity
 - * The linking is done to the nth degree
 - * Undirected weighted graph
 - * Dual clustering is supported. Clusters are based on MPC. However, on manual verification, the clusters based on LPC will survive over MPC clusters
 - * Ability to extend the clusters by relating those with user-determined properties
 - * Network analysis

Data Stewardship and Case Management

![[Data Stewardship and Case Management]](<https://www.posidex.com/icons/case-management.svg>)

- * Support a "data steward" role, enabling it to manage customer data throughout its life cycle and provide data governance
- * UI manual remediation for linking and delinking the customer records with full audibility and survivability
- * Maker Checker facility
- * User Access Management & Role creation
- * Ability to customize the user interface and workflow of the resolution process

API and Integration Channels

![[API and Integration Channels]](<https://www.posidex.com/icons/api.svg>)

- * Supports multi-mode integration
- * Web services interfaces built on SOA environment
- * SOAP & REST services
- * File exchange through sftp
- * Table level integration

Merging and Customers Golden Record Generation

![[Merging and Customers Golden Record Generation]](<https://www.posidex.com/icons/unique-record.svg>)

- * Customers' Golden record is a single source of truth derived from multiple source systems within the ecosystem
- * The golden record is cast based on the survivorship rules
- * The golden record is based on MPC clusters (Most Probable Clusters)
- * The golden record will get recast due to the incremental data
- * Handoff file generation to share the Golden record information with source systems

Matching Rule Configuration and Survivorship Rule Building

- * UI for building matching rules
- * Provision for multiple Matching Rule Profiles (MRP) and the option to choose one before submitting a request. MRP will constitute multiple

rules with 'OR' relation

- * Matching Rules support AND/OR operations between the attributes
 - * Provision to apply an attribute optional. Match if available, else treat it as a match. Match with 'NULL', accept NULL input
 - * Multi-value parameters can be applied for criss-cross matching or match specific types
 - * Tolerance of matching set for each attribute. Even DOB, Contact No, and Identifier can be searched for approximate match
 - * The tolerance of matching for an attribute can differ from rule to rule
 - * Ability to search on complete data or subset of data (Confinement)
 - * The confinement can be done at the rule level or at the MRP level to apply all rules
 - * The confinement settings can be made while we build the rule or defer it to apply at run time while the request is posted
-
- * Certain attributes can be set as Residual attributes. The residual attributes will not participate in matching but can help in assessing the confidence of the match
 - * Weightages can be assigned to attributes that would help in arriving at the match score
 - * The results can be classified and labeled into different buckets based on business rules
 - * The results can be graded for match quality. The grading is done for each class
 - * The results can be ranked to display the best match on the top. The lower the rank the better the quality
 - * Provision to maintain a log of rule creation
 - * UI for defining the Survivorship rules
 - * An attribute can assume a value based on the survivorship rules. It can be based on the source of the attribute, the aging (timestamp) viz., the latest surviving over the older, the longest, Max, min, average, etc
 - * The rules to assign preference to the most-dependable sources

Reports

![[Reports Customers Golden Record]](<https://www.posidex.com/icons/reports.svg>)

- * MIS reports
- * Data governance reports
- * Data matching statistical reports

Deployment and Infrastructure

![Deployment and Infrastructure](https://www.posidex.com/icons/deploy.svg)

- * Ability to deploy the run-time via cloud-based infrastructures such as Amazon EC2 and Microsoft Azure
- * Hosted, off-premises software deployment (SaaS model)
- * Support for deployment in Linux environments
- * Support for deployment in IBM infra
- * Support for deployment in Solaris
- * Support for deployment in Unix-based environments
- * Support for deployment in virtualized server environments
- * Support for deployment in Windows environments
- * Support for deployment in Wintel environments
- * Support for shared, virtualized implementations
- * Traditional on-premises (at customer's site) installation and deployment of software
- * Support for HA & HS

Customer Master Data Management Tools

![Customer Master Data Management Tools](https://www.posidex.com/icons/technology.svg)

- * [Prime360 V2.2](../products/prime360/)
(Real Time Search and Matching Engine) with Relationship Discovery Module (for identifying obvious and non-obvious linkages between records) with customer 360 degree view
- * [Clip V2.0](../products/clip/)
(Creation of Golden Records and Unique Customer Identification) With RCA

Previous Next

Data Loading and Data Integration

- * Ability to load data from a wide variety of sources like excel, flat files, XML files, relational databases, JSON databases, HDFS (Hadoop Distributed File System), Bigdata, and Streaming Data(JSON text format).
- * Ability to extend the metadata repository with customer-defined metadata attributes
- * Automated discovery and acquisition of metadata from data sources
- * UI for end-user to facilitate work with metadata
- * Facilities for carrying out custom transformations
- * Ability to split text fields based on delimiters, such as space and commas
- * Would provide extract, transform and load capabilities
- * Physical data model to logical data model mapping and rationalization
- * Simple transformations such as data-type conversions, string manipulations, and simple calculations
- * Bulk data extraction and loading
- * Creation and maintenance of data models. Configurable, customizable, and extensible, as well as upgradable
- * Connectivity and access data stored in relational DBMS engines (for example, Oracle, IBM DB2, MySQL, and Microsoft SQL Server)
- * Connectivity to message queues, including those provided by application integration middleware products (such as Oracle AQJMS) and standards-based architectures (such as Java Messaging Service)
- * Ability to move data in bulk between data repositories
- * Event-based acquisition (time-based or data-value-based)
- * Execution of data delivery based on event triggers
- * Execution of data delivery in a batch, scheduled mode
- * Domain values of certain attributes captured and masters created for those attributes
- * Support integration with different latency characteristics and styles (for example, real-time and batch)
- * Predefined and customizable approaches for implementing standard error-handling processes
- * Support to accept data for new insertion, updates, partial data augmentation
- * Tools and facilities for monitoring and controlling runtime processes

Data Profiling

- * Ability to carry out data profiling, data quality assessment, determine data anomalies, and metadata discovery
- * Range of prebuilt analyses on individual attributes/columns/fields, such as minimum, maximum, frequency distributions of values and patterns, and others
- * Determine the high-frequency values, outliers, seemingly exceptional values
- * Identify the junk, exclude values, and generate a list for cleaning
- * Ability to run business rules that check for specific quality issues
- * Packaged processes, including steps used to perform common quality tasks (for example, providing values for incomplete data, resolving conflicts of duplicate records, specifying custom rules for merging records, profiling, auditing, and more)
- * Ability to perform parsing operations
- * The user interface in which quality processes and issues are exposed to business users, stewards, and others
- * Ability to present profiling results in a graphical manner (for example, various chart formats)
- * Ability to present profiling results in textual report format
- * Prebuilt graphical dashboards presenting profiling results (for example Junk values, Out of format PAN, Suspicious DOBs, etc)
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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#)Customer onboarding is the first step in managing your customer's lifecycle journey. It involves a comprehensive check of the credentials of customer onboarding KYC to establish the customer's identity, customer profiling against various databases to identify fraud and risk, if any, and Compliance Checks to meet regulatory requirements, and these processes add to costs for your organization. Any process delay leads to customer dissatisfaction and disengagement. A set of Posidex solutions like data validation, data enrichment, risk assessment, workflow automation, AML, KYC, and identity verification checks helps digital onboarding solutions identify their customers quickly and safely and can help you create a frictionless onboarding experience for your customers.

Our solutions like [\[PrimeView\]\(../../solutions/point/primeview/\)](#)

, [\[PrimeBoard\]\(../../solutions/point/primeboard/\)](#)

, and cloud solutions such as [\[EntityMatch.com\]\(https://www.entitymatch.com/EntityMatchClient/#/\)](https://www.entitymatch.com/EntityMatchClient/#/)

provide a very powerful entity resolution to meet the customer onboarding KYC and other requirements in a faster, more precise, and seamless manner, integrating with your existing business workflows. Our customer onboarding KYC and identity proofing services and digital onboarding solutions save you time and money, enabling your organization to achieve a very high ROI and the lowest TCO on customer onboarding costs.

[\[!\[PrimeMDM\]\(https://www.posidex.com/images/landing/mdm-inside.webp\)\]\(../../platform/master-data-management/\)](https://www.posidex.com/images/landing/mdm-inside.webp)

PrimeMDM

[\[!\[PrimeView\]\(https://www.posidex.com/images/landing/primeview-desktop.webp\)\]\(../../solutions/point/primeview/\)](https://www.posidex.com/images/landing/primeview-desktop.webp)

PrimeView

[\[!\[PrimeWatch\]\(https://www.posidex.com/images/landing/primewatch-desktop.webp\)\]\(../../solutions/point/primewatch/\)](https://www.posidex.com/images/landing/primewatch-desktop.webp)

PrimeWatch

[![PrimeBoard](https://www.posidex.com/images/landing/primeboard-desktop.webp)](../../solutions/point/primeboard/)

PrimeBoard

[![EntityMatch.com](https://www.posidex.com/images/landing/entity-match-desktop.webp)](../../solutions/cloud/entitymatch/)

EntityMatch.com

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- * Life Insurance
- * Consumer Finance
- * Housing Finance
- * Retail
- * Telecom
- * Others
- * Government

Banks

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![Mahindra Insurance Brokers](https://www.posidex.com/images/about/customers/life-insurance/mahindra-brokerage.webp)

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![Aditya Birla](https://www.posidex.com/images/about/customers/consumer-finance/aditya-birla.webp)

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![Adani Capital](https://www.posidex.com/images/about/customers/consumer-finance/adani-capital.webp)

![Axis Finance](https://www.posidex.com/images/about/customers/consumer-finance/axis-finance.webp)

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![Veritas Finance](https://www.posidex.com/images/about/customers/consumer-finance/veritas-finance.webp)

![HDB Financial Services](https://www.posidex.com/images/about/customers/consumer-finance/hdb-financial-services.webp)

![Ambit Finvest](https://www.posidex.com/images/about/customers/consumer-finance/ambit.webp)

![Spandana Spoorthy](https://www.posidex.com/images/about/customers/consumer-finance/spandana-spoorthy.webp)

Housing Finance

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![PNG Housing Finance](https://www.posidex.com/images/about/customers/housing-finance/pnb-housing-finance.webp)

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![Poonawala Housing Finance](https://www.posidex.com/images/about/customers/housing-finance/poonawala-housing-finance.webp)

Retail

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Telecom

![Airtel](https://www.posidex.com/images/about/customers/telecom/airtel.webp)

Government

![Income Tax Department](https://www.posidex.com/images/about/customers/government/income-tax.webp)

![Central board of indirect taxes](https://www.posidex.com/images/about/customers/government/indirect-taxes.webp)

![Telangana Government](https://www.posidex.com/images/about/customers/government/telangana-government.webp)

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![TNeGA](https://www.posidex.com/images/about/customers/government/tnega.webp)

Credit bureau, Depository, Others

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![ICICI Lombard](https://www.posidex.com/images/about/customers/others/icici-lombard.webp)

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This site uses cookies for operation purposes and to serve you the right content. By continuing to use this website, you agree to their use. To find out more, click on [Privacy policy](../privacy-policy)
[OK, Got it](javascript:acceptCookieConsent();)Customer service is not just a promise we keep to the customer, but an experience our business can provide to them. Customer experience can be improved when you know the customer better. The proper identification of customer data and analytics provide a means to trace through customer preferences, challenges, and remediation solutions to provide more credible service.

With personalization taking the fore-front of customer service in every business transaction, customer's expectations need to be met at the level of what the data can show and not show. Our solutions such as PrimeView and PrimeMDM enable you to understand the customer better through their behaviours, interactions across channels, networks they build, and historical transactions.

![PrimeMDM](https://www.posidex.com/images/landing/mdm-inside.webp)(../platform/master-data-management/)

PrimeMDM

[![PrimeView](https://www.posidex.com/images/landing/primeview-desktop.webp)](../../solutions/point/primeview/)

PrimeView

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[OK, Got it](javascript:acceptCookieConsent());![Venkat Reddy](https://www.posidex.com/images/about/team/venkat-reddy.webp)

VENKAT REDDY

Co Founder & CEO

His vision to foresee the scaling issues that would arise due to huge volumes of data motivated ****Venkat**** to arrive at a disruptive technique in data matching and de-duplication. This led the math savvy pioneer to invent a product, which uses very complex mathematical models to resolve a very complex problem. Approaching the task from an analytical angle and optimization perspective proved to be his biggest strength. ****Venkat**** derives immense pleasure and thrives in understanding client's problems and devising innovative ways to solve them.

Prior Experience

****Venkat**** served the Government in senior level positions and has set up several systems for digitisation, work flow automation, GIS & MIS platforms etc.

Education

****Venkat**** has a Masters in Engineering from National Institute of Technology, Warangal.

"30+ years of experience in managing business, technology and innovation driven product management and development.

Co-Founded and established Posidex as leading company in India in the domain of customer data management. Fostered market facing and disruptive Innovation for developing products and solutions which helped the enterprise organizations to conduct their customer due diligence process quickly and effectively. Acquired major marquee fortune 500 Indian customers and large enterprise organizations in Banking, Financial Services, Insurance, Telecom, Retail and Government Sector . Have passionately driven innovation to help Posidex win various accolades for research and innovation from prestigious institutions like NASSCOM, HYSEA and mentions in Gartner and other leading research advisory

bodies. Focussed on building and maintaining strong customer relationships and partnerships with leading system integrators and developing OEM partnerships with other leading technology companies.

Prior Experience

Prior to founding Posidex, specialized in architecting various products based on web and client server technologies for startups as well as mid-sized companies. Previously worked for one of the leading housing finance companies in India as well as served as Senior Research Fellow in engineering at Osmania University, Hyderabad, India with fellowship from CSIR.

Education

Graduated with Masters in Civil Engineering from BITS, Pilani and Bachelors in Civil Engineering from CBIT College, Osmania University."

![Bhavani Shanker Chitoor](<https://www.posidex.com/images/about/team/bhavani-shankar.webp>)

Bhavani Shanker Chitoor

Co-Founder, Founding CEO,
Currently Whole Time Director -
Strategy & Business Development

![VENUGOPAL](<https://www.posidex.com/images/about/team/venugopal.webp>)

VENUGOPAL

Co-Founder & CTO

Venu is a hugely talented Information Technology professional with over 25+ years' experience. He has successfully led teams creating products for powerful brands, Fortune 500 companies as well as start ups. He specializes in developing and delivering enterprise software and web applications by using a wide variety of innovative technologies. Designing solutions to equip businesses streamline the various processes running across their organization. Helping them become more productive and generate higher ROI. His prime focus is on progressive enhancement, performance and improving accessibility. On a good day, **Venu** can use his expertise to make technology awesome.

Prior Experience

Prior to founding POSIDEX, **Venu** served as Senior Engineer for Advanced Data Exchange, building their B2B EDI platform. He also served in various consulting roles for Inteliant systems, IBM Global consulting and building highly scalable enterprise applications.

Education

Venu holds a Master Degree in Technology (Civil Engineering) from National Institute of Technology, Warangal.

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[OK, Got it](javascript:acceptCookieConsent();)While compliance checks are mandatory and follow the standards defined by regulatory authorities, the onus of identifying fraud detection solutions is on the organization.

Each one of the organizations, especially in the banking, financial services, and Insurance industries, has its own framework to manage governance and risk controls through fraud detection software. Customer profiling during onboarding and periodically throughout the entire

customer lifecycle becomes crucial to identifying risks and dealing with them effectively.

Customer profiling includes screening the customer against suspicious lists, fraud lists, and negative lists. It also extends beyond individual profiling to identifying and profiling the related entities of the customer, like the linked family members, employer, associates, etc., to create fraud detection solutions for the customer.

The [Prime Link](../../solutions/point/primelink/) solution from Posidex will enable the organization to give a [complete 360-degree view](../../platform/customer-master-data-management/) of the customer and the connected entities across all the connected sources. It should be part of the fraud detection software systems that financial organizations wish to put in place.

[![PrimeLink](https://www.posidex.com/images/landing/primenetwork-desktop.webp)](../../solutions/point/primelink/)

PrimeLink

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)\[Prime360\]\(https://www.posidex.com/images/gitex-global-2023.webp%20%22Go%20to%20Prime360%22\)](#)

Book a meeting NOW!

Name *

Official Email *

Company Name *

Job Title *

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Book Now

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In an evolving consumer landscape, maintaining compliance is critical to protecting your reputation. Prime Screen fortifies your customer base and protects your firm from fraud, identity theft, and money laundering during onboarding and beyond by screening for anti-money laundering (AML) and enhanced due diligence (EDD).

The solution assesses customer data against thousands of global watchlists, including Dow Jones and Reuters Data, UNSC/OFAC, RBI, SEBI, and MCA. It verifies digital identities precisely, so you deliver the secure, convenient experiences your customers expect.

How Prime Screen Works

Powerful protection by screening against multiple lists

Prime Screen collects customer data and then checks the information against sanctions, watchlists, negative lists, politically exposed persons (PEP), and state-owned companies (SOC) to identify high-risk customers.

You can define or modify rules and set the tolerance of matching for any parameter to have better control over the screening. It flags customers when they appear on a list to keep you in compliance with regulations, CFT (Combating Financing of Terrorism), KYC (Know Your

Customer), and other requirements.

![Banking and Financial Services](https://www.posidex.com/images/landing/protection-icon.png)

Robust Protection

Establish rigorous protection practices with KYC screening, 3rd party risk screening, and during onboarding.

![Insurance](https://www.posidex.com/images/landing/protection-icon.png)

Effective Compliance

Monitor existing relationships and identify linkages to verify whether customers are politically exposed persons or are a credit risk.

![Retail](https://www.posidex.com/images/landing/3.png)

Simplified screening

No additional hardware requirements and simple transaction-based pricing make the total cost of ownership very low.

Maximize coverage, achieve compliance, and mitigate risk with Prime Screen!

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[Customer Golden Record](../glossary/customer-golden-record/)

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[Data Quality](../glossary/data-quality/)

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[Identity Resolution](../glossary/identity-resolution/)

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S

[Skip Tracing](../glossary/skip-tracing/)

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find out more, click on [\[Privacy policy\]\(../privacy-policy\)](#)

[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#)Digital transformations are the top priority goals for government and public sector administrators. Using data to modernize government operations can improve citizen services. With the huge volumes of citizen data channeling through different channels and geospatial components need to be used efficiently by flexible data management.

The analytics solutions and accurate data practices can mean efficient government service, to engage the citizens in all the government policies, schemes, and solutions. With the help of our Government data quality management solutions, the government departments have been able to successfully help integrate, manage, and analyze data, to make data-driven decisions that can fundamentally improve the safety and quality of the smarter generation of citizens.

Solutions for the Government sector for effective implementation of welfare schemes and good governance.

[!\[Government Data Quality Management solutions\]\(https://www.posidex.com/images/solutions/industry/government/usecase-government.webp\)](#)

[!\[Housing Department\]\(https://www.posidex.com/icons/icon-housing.svg\)](#)

Housing Department

Eligibility for Housing Scheme?

[!\[Social Security Pensions\]\(https://www.posidex.com/icons/icon-pensions.svg\)](#)

Social Security Pensions

Eligibility for Social Security pensions? Whether Date of birth or any other fields are manipulated?

![[Civil Supplies]](<https://www.posidex.com/icons/icon-civil-supplies.svg>)

Civil Supplies

Is the person Eligible to get subsidized food grains as he or any member of his family may have income more than specified limit

![[Election Commission]](<https://www.posidex.com/icons/icon-election.svg>)

Election Commission

Multiple Voter Ids

![[Loan Waiver of Farmers]](<https://www.posidex.com/icons/icon-loan.svg>)

Loan Waiver of Farmers

Revenue Leakages?

![[RTO]](<https://www.posidex.com/icons/icon-rto.svg>)

RTO

Revenue Loss from Second Vehicle Registration / Dual Regn?

![Municipal](https://www.posidex.com/icons/icon-municipal.svg)

Municipal

Linkage of Property / Electricity / Water to plug revenue leakage

![Welfare Departments](https://www.posidex.com/icons/icon-welfare.svg)

Welfare Departments

Eligibility for Scholarship / financial assistance?

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#) Healthcare master data management solutions are an essential part of any healthcare organization. They provide a centralized, standardized way to manage and store all of an organization's critical data. This data includes everything from patient medical records and financial information to provider credentials and insurance data.

Posidex offers a unique healthcare master data management platform that provides accurate data quality and [\[secure master data management\]\(../../platform/customer-master-data-management/\)](#)

MDM for Healthcare Industry. The most important data requirement in the healthcare industry is the reliability of data. Healthcare data needs to be trusted, first-hand, compliant, and secure data and relies highly on confident sources of data that have compliance standards and regulatory protocols. At Posidex we deliver the most trusted data quality in healthcare from a complex landscape, with an easy-to-access and most current and agile data management cloud for healthcare resources.

Healthcare Industry Solutions

Solutions for the Health sector to handle the following requirements

![Healthcare master data management solutions](https://www.posidex.com/images/solutions/industry/health-care/usecase-healthcare.webp)

![Customer Experience](https://www.posidex.com/icons/icon-customer-experience.svg)

Customer Experience

- * Integration of various data sources such as ADT, UB, Physicians, and Labs as per user-defined rules and policies
- * Maintain Patients' information and relationship with physicians and facilities
- * Search and match data across silo databases in real time
- * Construct a complete [360-degree profile](../../products/prime360/) of a patient based on the partial information available from various databases
- * Provide a unique Enterprise Master Patient Index (EMPI) Solution
- * Instant [Patient On-boarding](../../solutions/function/customer-onboarding/)

![Compliance, Entity Due Diligence](https://www.posidex.com/icons/icon-compliance.svg)

Compliance, Entity Due Diligence

- * Posidex APIs allow easy integration with Provider's Risk management and Compliance solutions
- * Built-in Security features such as role-based access and encoded data comply with regulations

![Healthcare Data Analytics](https://www.posidex.com/icons/icon-data-analytics.svg)

Healthcare Data Analytics

- * Capture relationships of patients and thereby provide a comprehensive view of the patient at the individual level, household level, group level, etc.
- * Enable profiling of patients and interrelationships among other entities such as physicians, staff hospital facilities, pharmacies, and patients
- * Cluster-based on demographic or any user-defined criteria for better target segmentation

Posidex healthcare's master data management solutions help to ensure that all of an organization's data is accurate and up to date. Which also provides a way to track and monitor changes to this data over time. This is essential for compliance with regulations and for quality control purposes. Additionally, these solutions can help to improve operational efficiency and reduce costs.

An MDM strategy also helps to ensure that data is properly governed and controlled so that it can be used effectively. It is an essential tool for meeting the challenges of the modern healthcare landscape.

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#)Insurance sectors have been transformed by proliferating amounts of data, automation, and data-driven strategies, which require a new set of tools and technologies that can understand customer data to address challenges or avoid risks at a scale and in real-time scenarios.

The leaders in the industry have used Posidex's Insurance Customer Analytics solution to enable many solutions for agents, brokers, and customers to enhance price policies, risk management, fraud detection, and meeting regulatory compliance.

Solutions for the Insurance sector to handle the following requirements

![[Insurance Data Management Solution]](<https://www.posidex.com/images/solutions/industry/insurance/usecase-insurance.webp>)

![[Risk Management & Customer Due Diligence]](<https://www.posidex.com/icons/icon-risk-management.svg>)

Risk Management & Customer Due Diligence

* Screening against Negative list and Fraud database

- * Screen against Legacy Claims and General Insurance Fraud Detection
- * Screening against Reject/prospect database

![Compliance, Customer Due Diligence](https://www.posidex.com/icons/icon-compliance.svg)

Compliance, Customer Due Diligence

- * [Screening against Watchlist](../../solutions/point/primewatch)
- * [KYC and name scanning](../../products/posckyc)

![Customer Experience](https://www.posidex.com/icons/icon-customer-experience.svg)

Customer Experience

- * 360 view of customers across products and lines of business
- * Real-time customer exposure
- * Instant customer on-boarding
- * UCIC & [Golden record generation](../../platform/customer-master-data-management)
- * Ease of enquiry in the call center

![Marketing](https://www.posidex.com/icons/icon-marketing.svg)

Marketing

- * Customer house-holding
- * Bulk matching for campaign management
- * Cross-sell and up-sell

![Data Analytics](https://www.posidex.com/icons/icon-data-analytics.svg)

Data Analytics

- * Customer segmentation - Sum at Risk Calculations
- * Customer lifetime value
- * Customer engagement

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[\[OK, Got it\]\(javascript:acceptCookieConsent\(\);\)](#) Businesses have only two major functions: Marketing and innovation. It only makes sense to automate much of your marketing data management platform strategies to focus on innovation.

To drive data-driven marketing solutions campaigns, generate pre-approved offers, and understand customer loyalty, retention, and behavior analytics, huge amounts of customer data, both internal and obtained from third-party providers, need to be matched.

The Posidex [\[PrimeMDM\]\(../../platform/customer-master-data-management/\)](#) solution and services for bulk deduplication allow for effective marketing data management platform strategies by collating, matching, and identifying relationships, householding, and segmentation patterns among customer data to derive strategic and actionable insights that can drive business value.

[\[!\[PrimeMDM\]\(https://www.posidex.com/images/landing/mdm-inside.webp\)\]\(../../platform/master-data-management/\)](#)

PrimeMDM

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Tracking customer churn is the biggest challenge in the telecom industry. Predicting and engaging customer loyalty is the maximum spend for a telecom company requiring high scale data maintenance and analytics process management. A full customer picture can help understand customer pain-point to target at the right time and improve customer loyalty. Because a customer in hand is better than two leads in the market.

Big Data Solutions for Telecom sector to handle the following requirements

![Telecom Use Case](https://www.posidex.com/images/solutions/industry/telecom/usecase-telecom.webp)

![Customer Experience](https://www.posidex.com/icons/icon-customer-experience.svg)

Customer Experience

- * 360 degree view of customer across products and lines of Business
- * Real time customer exposure (Multiple SIMS)
- * Instant Customer On-boarding
- * Customer Golden Id & Golden record generation

![Compliance Customer Due Diligence](https://www.posidex.com/icons/icon-compliance.svg)

Compliance Customer Due Diligence

- * Meeting Regulatory Compliance of Max SIMS per Persons
- * Screening against watchlist during SIM allotment

![Marketing](https://www.posidex.com/icons/icon-marketing.svg)

Marketing

- * Customer householding
- * Bulk matching for campaign management
- * Cross-sell and Up-sell

![Data Analytics](https://www.posidex.com/icons/icon-data-analytics.svg)

Data Analytics

- * Customer Segmentation
- * Customer Lifetime Value
- * Customer Engagement

A comprehensive and effective master data management strategy is critical for telecom companies. This data is the foundation for all customer interactions and business processes, and it must be accurate and up-to-date.

An effective master data management for telecom includes several key components:

- * **Data governance:** Establishing clear roles and responsibilities for data management, and defining processes and controls to ensure data quality.
- * **Data quality management:** Continuously monitoring and improving the quality of the data.
- * **Data integration:** Ensuring that all data is consolidated and available in a single, consistent view.
- * **Data security:** Protecting data from unauthorized access and ensuring its integrity.

Telecom companies must also consider how they will use master data to drive business value. For example, they can use data analytics to better understand customer behavior and preferences, or they can use it to improve operational efficiency.

By implementing an effective master data management strategy, telecom companies can improve their business processes, customer interactions, and overall competitive position.

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