



DATA SOLUTION THAT POWERS INTELLIGENT OUTCOMES

In a digital world, successful businesses need trusted data for intelligent decision-making. As companies struggle under the increasing need to integrate third-party data with their own internal data, the most pressing question is likely whether they should build a solution internally or buy a solution or service. Matchbook's features make that decision easy.

By helping companies navigate their data management journey, informed decision-making is fused into processes and culture. Combining third-party data from the industry's leading providers with the unique curated data your company creates, Matchbook AI ensures an efficient stewardship process with matching and mastering.

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Build vs Buy

One of the most frequently asked questions we hear is if buying a SaaS solution has a longer-term benefit to building an in-house solution. These projects can be not only expensive but also have a high failure rate. Many companies simply lack the risk tolerance for investment in data projects that yield slow response times and require large teams and ongoing dynamic updates to meet the needs of the fast-changing business environments and industry landscape.

We guide potential customers with these insights:

Building and maintaining a reference data base is difficult, time consuming and resource intensive. But to also create a tool that can effectively automate the process of matching and improve matching results takes a specific expertise.

- The technical aspects needed for such data providers like Moody's and Dun & Bradstreet are complex and continuously changing and improving.
- Logic to run a tool must be implemented via self-developed code, APIs must be built to transport data, and in some cases a GUI will be needed to simplify the interactions.
- The need for constant investment in innovation is critical to the success of any solution in a continuously changing data and business landscape; cost of maintained.
- Lack of crucial understanding of the market landscape and not have benefit of current market trends and learnings from industry best practices.

USE CASES

REDUCED FINANCIAL RISK:

Leading insurer uses MBS to inform their underwriting, real-time and proactively reduce exposure

INCREASED SALES EFFICIENCIES:

RedHat uses MBS to master and match global prospect data to improve their sales targeting

GOVERNMENT COMPLIANCE:

U.S. defense contractor uses MBS to identify and track diversity suppliers and their spend

DATA MANAGEMENT:

Johnson & Johnson uses MBS to manage global supplier data across its divisions and ERP systems

A Solution Benefits Every Area of the Enterprise

Where does the Matchbook AI solution fit into your organization?

• Supply Chain

Our precise mastering and deep matching improves executives' understanding of their vendor database, helping them achieve compliance and reduce risk

• Sales & Marketing

Ready, real-time access to customer information -- and integration with Salesforce.com -- gives teams the intelligence to stay competitive and close sales faster. Rich, reliable data and opportunities add firmographics, empower marketers to develop advanced customer segmentation strategies and to more intelligently prospect.

• CIOs and CDOs

Seamless integration and enterprise-wide, world class rules and processes enable highly effective implementation of MDM solutions for Customer & Vendor 360 analyses.

• Finance & Business Development

Extremely accurate entity resolution and superior match capabilities benefit merger and acquisition activities and the development of mastered/ combined customer and vendor data