



TRUSTED DATA FOR THE AGE OF INTELLIGENCE

FINALLY. YOUR DATA DNA CAN SPARK ACTIONABLE AND SCALABLE BUSINESS INSIGHTS.

Data is now the world's most valuable commodity, powering business intelligence. Mastering data is a pivotal transition from the Information Age to the Age of Intelligence. As we continue transforming billions of bits of data from information into knowledge, we are collectively building a better business landscape for all. This is where actionable, data-informed insights take shape.

Data is the DNA of every business. Each strand of data is information that defines a company's expertise, customer base and culture. Matchbook AI is an enterprise data integration, governance and management solution that helps companies master their data DNA for a new age of intelligent business.

Our strategic priorities help our customers navigate the data journey.

- Accessible **trusted** data (cleansed, matched end-to-end, strong data stewardship)
- Appropriately **enriched** and actionable (timely, integrated, informed)
- **Always ready** data experience (high quality, well mastered, continuously refined)

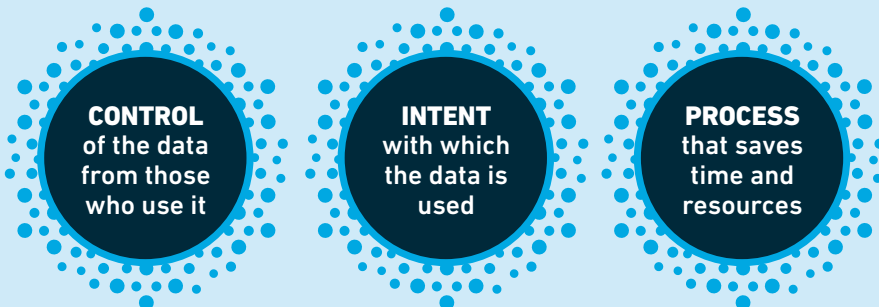
Third-party data can help you deliver a single source of truth with manageable data governance.

Third-party data providers are in the business of providing the highest-quality data to their customers. Usability isn't always their top priority. That's where Matchbook comes in. We provide seamless integration and cross-referencing to multiple providers, bringing data quality to the next level. We resolve company identity, create a master dataset, build a complete picture and help customers stay current.

Our deep integrations with leading data providers, including Dun & Bradstreet, Google and Experian, are helping improve data quality on a large scale, across each unique enterprise.

- Improved data quality of their master data
- Business processes to enable real-time decisions
- Real-time access to information and updates for risk monitoring
- Up to 80% lower TCO over in-house or other third-party solutions

WHAT DO COMPANIES WANT FROM THEIR DATA MASTERING?





MATCHBOOK AI MASTERS THE DATA GAP

The world is producing more data than ever while more than 80 percent of companies struggle with unstructured data. DOMO reports individuals are contributing more than 2.5 quintillion data bytes daily. As the value of data increases, Matchbook is seeing incredible growth, specifically among the top FORTUNE-ranked companies that need to master their data and integrate cleanly with third-party data.

Our SaaS solution allows you to share enriched data across your entire enterprise. With comprehensive data steward functionality and an intuitive UI, Matchbook gives you the tools to unlock the true value of your data. Leverage the world's premier source of commercial intelligence by validating, identifying, enriching and governing your data.

How do we do it? *It's simple:*

- 1** Customers integrate with our portal and apply APIs to process hundreds of thousands of records the instant Matchbook goes live
- 2** Then, they download data and set up confidence codes for referential automation features to learn which matches need attention and which it can auto accept
- 3** Now customers can validate, enrich and monitor their mastered data. We even have a 24/6 help desk if customers need additional assistance

“LEVERAGING MATCHBOOK AI’S DATA STEWARDSHIP PLATFORM HAS ENABLED OUR OVER-ALL B2B DATA QUALITY TO GO FROM 52% TO OVER 80% IN A COURSE OF ONE YEAR.”

CUSTOMER DATA GOVERNANCE & QUALITY
ADVANCE AUTO PARTS



Companies including Traveler’s, Google, Boeing, IBM, Procter and Gamble, Advance Auto Parts, Johnson & Johnson, and AT&T leverage Matchbook AI to reduce risks and make better and faster decisions. That’s intelligence to the power of AI.