



MATCHBOOK AI'S DATA HUB HELPS NAVIGATE THE DATA MANAGEMENT JOURNEY

The Matchbook AI Data Hub is your home base to integrate, match, master, manage and govern organizational data. Seamlessly enrich and enhance your data with industry recognized third-party reference data providers, including Moody's, Dun & Bradstreet, Experian, Melissa and many others. With our proprietary methodologies, multiple disparate data providers can be aligned to form a single, real-time holistic view that yields actionable insights.

Matchbook AI's Data Hub creates a true data crosswalk, giving secure access to teams across the enterprise so they can extract strategic and tactical business insights for informed decision-making.

Features & Benefits

◆ CONSOLIDATION OF KEY CAPABILITIES FOR DATA MANAGEMENT AND INTEGRATION

- Consolidate multiple third-party data enrichments for a single pane-of-glass view
- Build custom integration rules and processes to merge and manipulate data from multiple data providers
- Crosswalk : map your internal IDs to third party identifiers to easily navigate relationships
- Monitor data to ensure it responds to third-party data changes quickly and accurately
- Reduce the negative impact of stale data when making critical decisions

◆ DATA & LIFE CYCLE MANAGEMENT

- Hierarchy management for customer, location or people data
- Detailed entity and attribute management

◆ DATA DEDUPLICATION

- Identify and deduplicate organizational data eliminating unnecessary processing

◆ DATA CHANGE AUDIT

- Capture data change audit trails to understand who changed what, when and why

◆ DATA CLEANSING KNOWLEDGE BASE AND RULES ENGINE

- Allow customers to build unique data cleansing and filtering rules that are specific to various business units or specific use cases