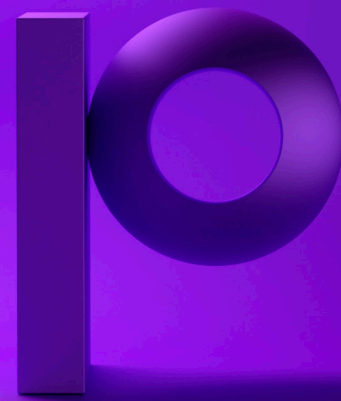




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Precisely Spectrum Smart Data Quality

Combine machine learning and human expertise
for better matching accuracy at lower costs



precisely

Accurate, efficient entity resolution is essential to data quality. Yet, traditional tools require significant time and IT expertise. Now you can simplify and streamline this complex task. Spectrum Smart Data Quality combines machine learning with an intelligent, intuitive interface that puts business users in control. It automates and accelerates the matching process, reducing IT involvement.

Smart Data Quality: Powered by machine learning, guided by human intelligence

The ability to match records relating to the same entity is the cornerstone of sound data quality. This once required significant time and effort by IT experts who had to design and program complex match rules.

We simplified the process. With Smart Data Quality, business users are presented with data in the form they understand best. With a few keystrokes, they indicate if the machine learning model is suggesting the right match decisions. Then, based on their input, match keys and match rules are generated automatically. By connecting the business experts directly to machine learning technology, we've refined and optimized the matching process.

Precisely puts intelligence in your hands

Smart Data Quality is included in Spectrum Technology Platform. You can take advantage of its benefits today.

The intuitive interface enables users with no IT expertise to take an active role in the entity resolution process. Built-in machine learning gets smarter with every human interaction, increasing efficiency and precision at every step.

Better matches now come with total transparency

Smart Data Quality provides total visibility into the factors that drive Data Quality in your business. You'll get comprehensive detail on the match rules and appropriate algorithms, making it easier to incorporate these machine-learning improvements into your existing data flows.

Art meets science

- Hands-on tools for non-IT experts
- Efficient match-rules optimization
- Reduced IT expense
- Increased data accuracy

Continuous model training:

Smart Data Quality integration with Data Stewardship enables an ongoing feedback loop for match rule to evolve based on the decisions made in Data Stewardship. Discover now your guided access for stewards to evolve existing match rules with a push of a button.

Jump start entity resolution in four easy steps

01. Select source

Upload your sample data.

02. Select columns

Choose columns from your data required for finding duplicates.

03. Tag records

Analyze record pairs and categorize them as match, non-match or unsure per your business use case.

04. Analyze results

Based on the selections made in previous steps, match rule and potential match keys are generated.

Achieve better results with less effort.

Visit our website precisely.com