



CDO Solution

Uncovering Powerful Insights

Organizations collect enormous amounts of data but many do not explore its full potential.



Business needs

Organizations are inundated with poor quality data and restrictive systems.



Solution

An open platform that can leverage your data to create context and better accuracy.



Benefits

AI-powered real-time decision making will drive faster decisions.

- A single customer view
- Network billions of records in real-time
- Faster, smarter decision making

quantexa

Connecting data | empowering decisions



The Business Need



Insights and automated decisions have been based on the creation of data lakes, but this approach has major weaknesses:

- Poor quality data - disparate, unconnected data, produces an inaccurate view of a customer or entity
- Lack of context - no sense of interactions between businesses, directors and shareholders, or relationships between individuals
- Inefficiency - data is often out-of-date, plagued by security considerations, and not available in a timely manner
- Current systems cannot handle the volume of data to produce meaningful insights and improve decision making.

As most solutions are proprietary, your business is locked into a closed platform where you cannot take advantage of the huge rate of change in the big data technology landscape.

The Solution



Leveraging existing customer data, and integrating third party sources, Quantexa generates a contextual view of an organization's customers, behaviors, and connections.

Quantexa technology can be embedded into your current data systems to provide:

- A single customer view - resolved entities using artificial intelligence (AI) to produce an unrivalled match rate
- Context - networks representing real world relationships, providing context and increasing accuracy of automated decision making
- Real-time processing - resolve entities and build networks dynamically and in batch, across billions of records in hours.

The Benefits To Your Business



Our platform acts as a light touch layer that spans use cases and can stretch across systems giving a connected view of data:

- Dynamic: ingest data once and use the same build for multiple use cases, dramatically simplifying your TCO.
- Flexible: seamlessly integrate into your existing IT ecosystem - in any environment (SaaS or on-prem), handling any data (external or internal) in real time or batch
- Scalable: scale to tens of billions of records in a single build with our entity resolution and network generation
- Transparent: Craft decision models using techniques that make them non-biased and more explainable

