

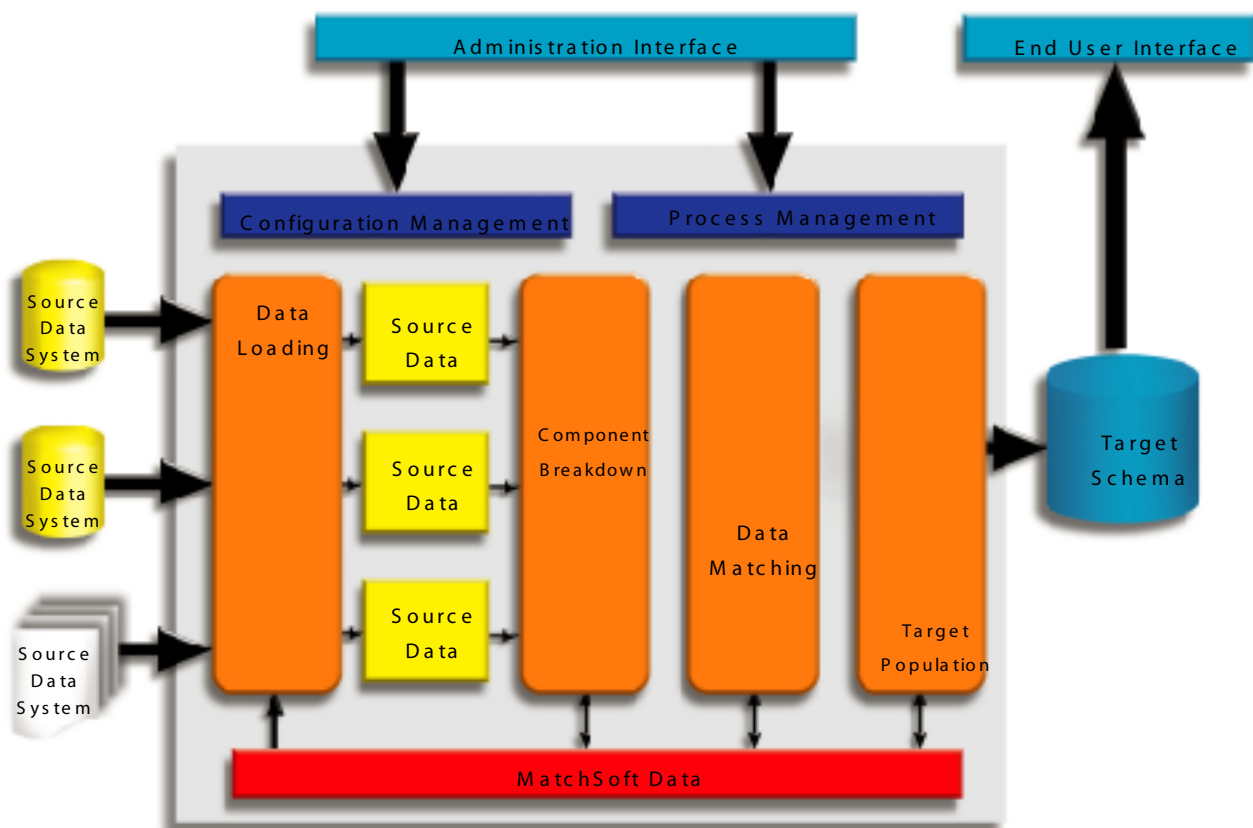
MatchSoft Technical Fact Sheet

MatchSoft, developed by Foyle Technologies Ltd., is an advanced matching and integration toolkit that helps organisations achieve an accurate and consistent register of their customers.

Our belief is that investment in Customer Data Management is fundamental to building better relationships with customers, because knowing who your customers are is the first step towards a single view of customer.

The MatchSoft Platform

MatchSoft takes customer data right across an enterprise and transforms it into accurate and meaningful profiles before integrating it back into the company's core systems. It is easy to configure and tailor for every company's individual use. Our matching abilities encompass name and address matching but work is underway to provide intelligent matching against a wider dataset, including account history and products purchased.



Features

- > Intelligent Matching across critical data (Name/Address + other key data, e.g. Date of Birth).
- > Profiles the current conditions of your data and recodes data patterns for consistency
- > Identifies and matches individuals, business contacts, households and family relationships
- > Ability to break down names and addresses into component parts allowing highly accurate matching and user configurable applications.
- > Provides Phonetic Key Matching for smarter matching (Smith = Smythe)
- > Provides Name and Address Equivalence (E.g. James = Jim, Newbridge = Droichead Nua.
- > Comprehensive name and address reference data specifically for the Irish Market
- > Audit trails provide the ability to build clear customer histories and profiles
- > Offers Inter & Intra database binding
- > Smart linking and unlinking of data (the ability to be able to take out profiles which are thought to be bad matches)
- > MatchSoft is database independent
- > Intelligent integration across all systems (legacy and CRM/ERP)
- > Weeds out data inconsistencies and duplications and correctly identifies customers individually
- > Produces the highest standard in data quality
- > Provides a platform for good risk control and adherence to external compliance policies.
- > Allows organisations to comply with discovery requirements and easily respond to customer enquiries
- > Streamlines data and delivers process visibility and efficiency through intelligent matching

MatchSoft Platform and Architecture Requirements

Platform Architecture

- > The architecture is 3-tier, containing a Database Server, Internet Server and Client. Ideally the Database Server and Internet Server should be held on separate machines. The client is represented as a local or remote browser.

Supported Operating Systems

- > Unix - AIX, HP/UX, Linux, SCO, Solaris/Sun OS
- > Microsoft - Windows 95/98/ME/XP, Windows NT/2000

Supported Database Servers

- > Oracle version 8i or higher or MS SQLServer v7 or higher.

Supported Internet Servers

- > Any JSP enabled Internet server (e.g. apache server configured with Jakarta Tomcat)

Supported Clients

- > The client is a thin footprint variety e.g. browser only.

Implementing MatchSoft

MatchSoft be deployed in a variety of ways:

- > In-house
- > Hosted / ASP

It is scaleable according to need. However, the minimum implementation requirements include:

- > a MatchSoft Installation
- > suitable JSP/Java enabled Internet server
- > access to source data

Implementation Process

- > Choose your data sources (internal, external)
- > Configure the application rules for each defined data source
- > Run MatchSoft as required.

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