International Capabilities

Identity Systems software products are designed for the most complex multi-national systems and international data.

Identity Search Server™ (ISS), SSA-NAME3, and Data Clustering Engine are software products used by major organizations around the world for searching, matching and duplicate discovery against international identity data.

> "The Data Clustering Engine is the most flexible, multi-language product for matching that we found in the marketplace for our purposes."
>
> *IBM Brazil, DM Review*

Identity Systems technology supports more character-sets and countries than any other product of its kind:

- Does not require names and addresses to be formatted, standardized or cleaned to achieve very reliable match rates
- Builds multiple smart keys to cope with the uncertainty of name and address formats
- Supports over 60 countries with Standard Population rule bases
- Allows new countries to be supported without lengthy data analysis
- Includes intuitive run-time options to enable tuning of the key-building algorithms, search strategies and matching rules
- Provides a common interface such that new country Standard Populations may be plugged into an existing system with minimal application effort
- Includes CJK-SUPPORT allowing SSA-NAME3, ISS and Data Clustering Engine to work with name and address data in the Chinese, Japanese or Korean (CJK) scripts
- ISS offers CASS-certified Global Address Standardization as an option to verify and correct address data, resulting in improved address data quality, increased mail delivery, and reduced mailing costs
- Supports Unicode

identity systems™

International Capabilities

Challenges of Multi-national Data

Whether the system is an international system or a localized system being implemented in a new country, searching and matching international identity data presents serious challenges due to the inherent problems presented by the data.

A common problem in designing systems to cope with foreign data are the differences between the standards used in the local system and the foreign data. Names and addresses from different countries have different structures, follow different rules and differ in quality.

Another common problem involves the character set(s) used to capture and store the data. The data must satisfy both the ability to redisplay it in the local character set as well as the ability to search and match it while overcoming the inherent error and variation. While Unicode is a useful standard for storing, transporting, and redisplaying the data, it does not greatly help with the ability to search and match that data.

A typical approach to searching and matching international data is to build match-codes relying on explicit attributes being identified, formatted or cleaned. However, this approach falls very short because it is never flexible enough for the many types and variations that will be encountered.

The Identity Systems Solution

Identity Systems software can search and match directly against the raw, unprocessed international data, providing the most reliable results and a much easier to implement solution.

Identity Systems proprietary keybuilding algorithms, "search strategies" and match purposes allow data from any country or language to be successfully searched, matched or grouped, despite the error, variation, format or character set.

Using Standard Population rule bases that understand the character set of the data and address the common variations and noise in that data, in conjunction with the underlying proprietary key-building, search and match algorithms proven in hundreds of production systems around the world, very high quality results can be achieved at a low implementation cost. Identity Systems APIs and rules syntax have also been designed to easily enable implementing or accommodating a new country by plugging in the new country's Standard Population module.

For more information on these software products and how they may help solve your multi-national system challenges, contact Identity Systems today.

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Identity Systems supports identification data from over 60 countries, including all Latin-based character sets, Arabic, Chinese (Traditional & Simplified), Cyrillic, Greek, Hebrew, Japanese, Thai and Unicode. Countries include:

Argentina
Australia
Belgium
Brazil
Canada
Chile
Czech Republic
Denmark
Finland
France
Germany
Greece
Hong Kong
Hungary
India
Indonesia
Ireland
Italy
Japan
Korea
Luxembourg
Malaysia
Mexico
Netherlands
Norway
New Zealand
Peru
Philippines
Poland
Portugal
Singapore
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
United Kingdom
USA
Vietnam

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For other locations and distributors, visit www.identitysystems.com/contact.htm