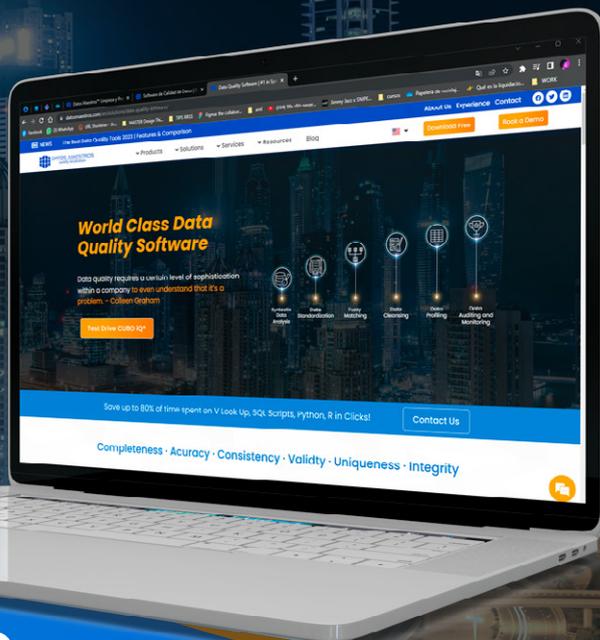




DATOS MAESTROS
entity resolution



Data Quality Software

Completeness · Accuracy · Consistency · Validity · Uniqueness · Integrity

A different set of skills and tools are often used to improve data quality after it has been measured. At the strategic level, a good understanding of corporate culture, architecture, technology and other factors is important, however, a number of essential technical skills are also required when dealing with the data itself. These include analysis, standardization, record linking or matching, data cleansing, data profiling, and data auditing or monitoring.

What are the benefits to data quality management?

- Generate savings from your business costs. Resources will be used more strategically, less will be required to do more.
- Improves credibility and your corporate image. By having quality data, you can estimate how your users perceive the organization.
- Customer loyalty. The ability to create a personalized approach to each set of your consumers based on their preferences is made possible by high quality customer data.
- Make data driven decisions based on reliable data. Validate and take action before committing to important processes and operations.
- Improve and optimize your services and products. Gather information about the goods and services and capture audience pulse to deliver a better experience.

SaaS (Pay-as-you-Go) · Monthly · Annual · Rent Software + Experts by the Hour (RDP)

Book DEMO

Group id	Golden Record	Not a Match	Data Source	Record	Match record	Score	conf	ClientFirstname	scr	conf	ClientLastname	scr	EmailAddress	conf	GCD	MailingStreet	Ma
121455		0	1701934	0	1701935	0.9802	0.7955	Kenny	1.0000	1.0000	Hill	1.0000	kennyhill88@hotmail.com	1.0000	1718129239	260 Derbyhurst Rd	
121455		0	1701935	0	1701934	0.9802	0.7955	Kenneth	1.0000	1.0000	Hill	1.0000	kennyhill88@hotmail.com	1.0000	1718129231	260 Derbyhurst Rd	
121456		0	172724	0	693529	0.9801	1.0000	Nicole	1.0000	1.0000	Mummet	0.8445	nicolemummet@gmail.com	1.0000	18886777	415 Diller Rd	
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121457		0	984357	0	984358	0.9801	1.0000	Kimberly	1.0000	1.0000	Carlesmo	0.7889	mcarlesmo@yahoo.com	1.0000	1659777925	1360 N Beyond Ave	
121457		0	984358	0	984357	0.9801	1.0000	Kimberly	1.0000	1.0000	Carlesmo	0.7889	mcarlesmo@yahoo.com	1.0000	1659777925	1360 N Beyond Ave	
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121461		0	712424	0	712425	0.9801	1.0000	Johann	1.0000	1.0000	Miclure	0.8455	jmciclure21@gmail.com	1.0000	1279541528	7190 Pine Hills Way	
121461		0	712425	0	712424	0.9801	1.0000	Johann	1.0000	1.0000	Miclure	0.8455	jmciclure21@gmail.com	1.0000	1279541528	7190 Pine Hills Way	
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Why pay more for less, our unicorn business model allows a one man band and small to medium companies pay on the go, with credits or our pay per match check out options. For the the big dogs we don't sacrifice quality for quantity and can count on the best bang for your buck with guaranteed lowest price without loosing our Fortune 500 memory.

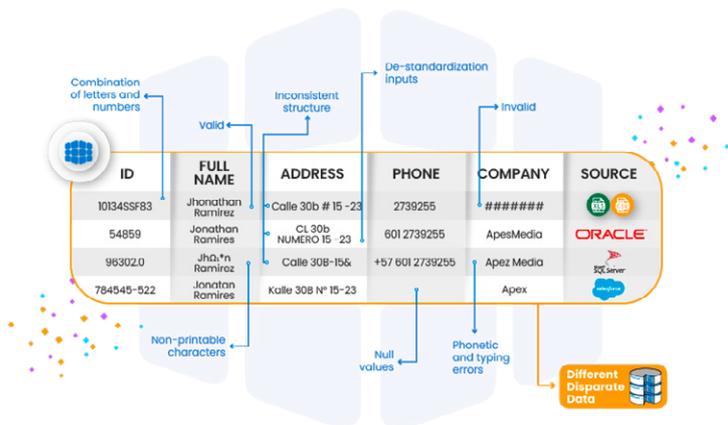
Why is data quality important?

In the revolutionary era of digital transformation of communications and technology, data quality is vital. IT, data scientists, and engineers are becoming increasingly important. This is a result of the fact that more and more information is being produced, which requires the development of better systems to manage and make use of. All this has a great effect on the effectiveness of business management. There are many reasons why it is important to use data as a resource.



Save up to 80% of time spent on V Look Up, SQL Scripts, Python, R in Clicks!

Data quality dimensions are often used by experts to generically group different types of tests that typically encompass different project requirements. Although there is some disagreement about the number of dimensions and the terms used for these, in the end they are necessary for making decisions and planning strategies and operations.



How can CUBO IQ® software help you manage your data quality?

- ✓ With our drag-and-drop solution, you'll be on your way to mastering all the 5 characteristics of data quality in minutes.
- ✓ Import existing business rules and use our smart dictionaries for quick implementation and pick up where you left off.
- ✓ Combine various sources of disparate data, internal and external, into a single source of truth and get a holistic view of your data.
- ✓ Complete customer addresses by mixing and matching records to create crosswalks, comprehensive views and enrich your data.

Are you ready to be a data quality leader?

Completely transform the way you view your data! Take your data quality initiative to another level today! Freemium version available.

Test Drive CUBO IQ®

