

Case Study — BANK

One of the **India's largest private sector banks** uses PrimeMatch® for Single View of the Customer across its three major core systems.

Client's Pain Points

To strengthen the Know Your Customer (KYC) process for covering risk and compliance, the bank decided to implement the solution for **Single View of the Customer** identifying the relationship of the customer among its core banking, core lending and the credit card systems. It required Cross Matching of the entire customer base among the core systems to determine the complete exposure of the customer to the bank. The Bank identified complex set of matching rules involving all the parameters. The bank also wanted to have a standard data quality and identity resolution.

However, the bank was facing challenges with its existing solution that has rudimentary checks.

- Unable to scale daunting volumes in millions of records.
- Unable to resolve the underlying data quality issues and
- Lacked predictability

Posidex Solution

The bank chose PrimeMatch® based Data Management Solution suite with powerful **SetMatch** engine. After a through evaluation process, the Bank was impressed with the speed and accuracy of matching as well as the flexible configuration addressing the underlying data quality issues.

Posidex provided the analysis of the data quality which helped the bank to finalize set of optimum matching rules.

Results

With the Posidex solution, the Bank could

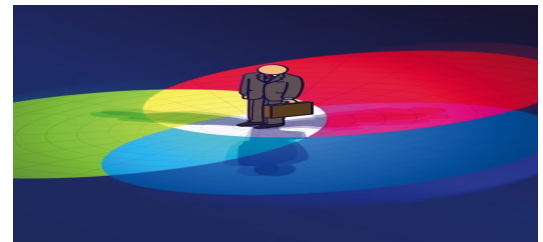
- perform the bulk de-duplication of the entire customer databases among the three core systems building the **Customer Master Data**.
- Analyze cluster that were categorized into confirmed clusters and less probable clusters, verify of the less probable clusters with least manpower and finalize customer master within the time and budget.
- Process daily volumes generating **Single View of the Customer** by **End Of Day**.
- Easily match any external data for regulatory purposes.

If desired, real-time query capability can be integrated seamlessly.

With the deployment of the Posidex solution the bank is able to quickly implement the KYC process effectively addressing its risk and compliance requirements.

About the Client

Our client is one of the India's largest private sector bank and has a very wide network of more than 1000 branches. It has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence.



Testimonial

"This is to certify that a customer database was de-duplicated using PrimeMatch engine of Posidex. Matching rules were formed on different combinations using the Name, Father Name, Address, DOB, Phone, Mobile, Voter ID, PAN. The rule engine and the inbuilt data dictionary is configurable and allows us to determine the confidence of matching. We are fully satisfied with the quality of output. The support of Posidex Technologies is commendable"

..VP-IT

About Posidex

Posidex provides a suite of solutions using validated and proprietary numeric algorithms that enable companies improve the quality of their data, allow them to aggregate data from silos and manage data assets into a single repository in a very cost effective and efficient fashion. Our clients are among the largest data depositories in BFSI, Government and Healthcare.



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