

A German IT-company specialized on data management for master data and operational transaction data is looking for commercial partners

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: *TODE20200131001*

RICHIEDI MAGGIORI INFORMAZIONI

A German IT-company developed a data management platform for merging master data (e.g. customer data) and operational transaction data from any silo systems (interoperability or EU data protection / GDPR) with support of artificial intelligence and record linkage algorithms. The company is looking for system integrators, value added resellers (VAR) and original equipment manufacturer (OEM) with own customers as partners under a commercial agreement with technical assistance.

A German IT-company has developed a software with which enables the merger and integration of data originating from different platforms or sources, i.e. customer data or other master data from different sources. The consolidation of such data with the offered software aims at standardising digital processes and is in accordance with the EU Data Protection Regulation (GDPR). Due to the increasing digitalization, the amount of data is rising in all organizations. As the volume of data increases, so does the complexity of the data, which often has only a temporary validity. Further difficulties of data analyses are created as the data is often imported from different databases. Even with supporting tools and interfaces between the systems, typical inconsistencies are impossible to avoid. Missing or obsolete information in different data schemes complicate the merging of unique customer master data. Without a uniform and universal reference, it is only possible to use methods of "record linkage". Duplicates of a data set within one or more data sets are found on the basis of identical or non-identical characteristics. This problem is where the developed software comes in. The software platform offers cognitive characteristics in order to validate the data in the first step (e.g. same attributes), to link data with similar information or to merge similar data sets by algorithms, heuristic and statistical procedures. In order to optimally apply the different methods for record linkage, a step-by-step procedure is required. The company also develops individual solutions for data analysis in cooperation with the customer's issues. System integrators (SI), value added resellers (VAR) and original equipment manufacturer (OEM) are searched for a commercial agreement with technical assistance. E.g. An independent brand within a vehicle manufacturer group is responsible for the development, construction and sale of light commercial vehicles worldwide. Customer data is managed in various database systems. This data must be merged or linked in line with the EU Data Protection Regulation (GDPR) and the goal of standardizing digital processes. The operation of different databases leads to differences in the data management. Even with supporting tools and interfaces between the systems, typical inconsistencies are impossible to avoid. Missing, incorrect or obsolete information in different data schemes therefore complicate the merging of unique customer data. In addition, existing customer data must be validated against further additional data sets. Without a uniform and universal reference, it is only possible to use methods of "record linkage". Duplicates of a data set within one or more data sets are found on the basis of identical or non-identical characteristics. For this purpose, the software offers cognitive features to validate data in the first step (e.g. addresses), to link data with similar information or to merge similar data sets by algorithms, heuristic and statistical methods. In order to optimally apply the different methods for record linkage, a step-by-step procedure is required.

Riferimento Esterno: TODE20200131001

Tipo: Technology Offer

Paese: Germany

Presentazione: 31/01/2020

Ultimo aggiornamento: 23/06/2020

Scadenza: 24/06/2021