



# AI Resolve: The AI Way of MDM

Identity de-duplication & MDM solution using Artificial Intelligence (AI)



## Highlights

A cloud-hosted Master Data Management (MDM) and identity de-duplication solution using Artificial Intelligence (AI). A Scalable and customizable solution to add or register data sources for people/identity master, identify and evaluate with GUI replicable for other domains.



Plug and Play solution to accelerate your MDM journey



Reusable Data models



Prebuilt ML and DL algorithms



Scalable ML-Ops and APIs



Merge and survivorship



Visualizations and GUI



Threshold-based escalations.



User-Friendly Interface to bulk upload entities



Batch Inferencing



Configurable feedback loop for re-training models



Configurable Deep learning and Machine learning



Train and tune them with less training data



Feedback loop and Stewardship



## Overview

LTIMindtree provides support to deploy AI Resolve on your own premise or cloud platforms. AI Resolve has a rich user interface and interactive GUI AI Resolve enables end-to-end control over your organization's data. Enabling custom training with your organization's training data while ensuring the privacy of the data. Once the model is

deployed, we make it easy to continue adding new data and data sources to enable self-serve across enterprises, monitor, evaluate, and improve the accuracy of your trained model. AI resolve hosts multiple state-of-the-art self-supervised and deep learning models which enable training and tuning them with less training data.



## The LTIMindtree Advantage

- **Pretrained Models:** A selection of state-of-the-art Deep Learning and Machine Learning Pretrain models to evaluate best-fit models suiting your organization's data
- Batch Inferencing and real-time decision-making on your data using multiple match and merge techniques.
- Customizable Thresholds, Merge, and Survivorship rules
- NLP-based smart search on your curated data with a filter on source as well as golden records repositories.
- **Scalability:** Adding new data and data sources and enabling self-serve across enterprises, monitoring, evaluating, and improving the accuracy of your trained model



## Solution Features

- Optimize marketing costs by deduplicating target customers
- Accelerate MDM with API-exposed golden record
- Reduced capex cost on MDM platforms for scaling
- B2C customer deduplication can be extended for B2B
- 70% effort reduction for customization
- 90% accuracy for all match models



## Call to Action – CTA

- AI Resolve enabled clients to extract useful insights from a centralized MDM directory called Golden record repository. Data from multiple sources are combined and can be tracked using a single interface across an organization.
- Cross unit-cross data platform for analysis and discovery through the establishment of a Golden Record capability
- Templated Data Exchange with sources for accelerated ingestion
- Increase customer loyalty, renewal rates, and subscription base
- Marking Personalization in the form of Customize Mailers, Cross-sell, etc.

## About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>