

## A Platform for Entity Resolution in Big Data

The proliferation of technology and data platforms has challenged the enterprise's ability to consistently identify people, places, and things from system to system.

In the data world, one record belongs to one object. But in the real world, the relationships of people and things to one another and how they are represented across systems is complex. The result is frustration, along with duplicate records, inconsistent data, and the lack of a comprehensive view across multiple systems.

Alegion has extensive experience in solving large-scale data challenges, including **Entity Resolution**.

Using a combination of **machine learning** and **human intelligence**, our platform can transform your disconnected data into a clean, canonical record of entities, objects, and interrelationships.

Whether you are developing AI to better recognize entities across disparate systems or to perform complete data consolidation, Alegion can design a solution to meet your Entity Resolution needs.

### Typical Problems

- Name and attribute ambiguity
- Data entry errors
- Missing or distorted data
- Data formatting inconsistencies
- Abbreviations and truncation

### Entity Resolution Solutions

- Collective Entity Resolution
- Record linkage
- Reduplication
- Schema/ontology resolution
- Data cleaning

## Human Intelligence, Machine Efficiency

Solving for complex Entity Resolution challenges requires human intelligence at scale. People understand natural variations in language, variations in imagery, contextual references, and behavioral patterns which are often essential in interpreting data inconsistencies.

Our platform qualifies and groups trained data specialists and distributes work to them. At any moment, there are thousands of specialists working on the platform.

It also trains specialists on tasks, evaluates their progress and monitors them as they work.

The AI in our platform makes specialists faster and more accurate, automatically comparing results and intelligently escalating the review of questionable data as needed.

And our project leads are experts at designing workflows that promote efficiency, scalability and data confidence.

## Industry Solutions

The need for Entity Resolution spans industries and types of data. Alegion has helped solve large-scale data challenges for Fortune 500 companies across a wide variety of industries:

**Finance:** fraud detection, transaction reconciliation

**Security:** facial and voice recognition

**Retail:** match products across catalogs, track users across site and in-store

**Real Estate:** property identification and matching

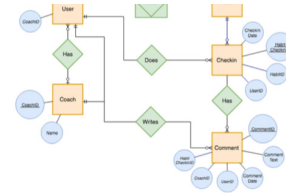
**Government:** records and archive management

ID	Product Name	Price
1	Apple iPad 4 (16 GB) Tablet	\$589.00
2	iPad 2 16 GB with WiFi in	\$313.45
3	Apple iPad Air WiFi 32GB	\$379.99
4	Sealed Apple Ipad4 Wi-fi 16gb	\$379.99
5	Apple iPad 2, 3, 4 Aluminum	\$31.95
6	Apple iPad 64 GB with WiFi	\$897.52
7	Apple iPad Air (64 GB) Tablet	\$857.87
8	Apple iPad 2 16 GB with WiFi	\$488.99

Product Matching



Identity Recognition



Record Reconciliation

## About Alegion

Established in 2012, Alegion is an Austin-based AI accelerator. We provide assistance across the AI lifecycle to Fortune 500 organizations in **retail, medical, financial services and defense,**

We employ an ML-driven task and data management **platform** and a global on-demand **workforce**

to prepare large-scale **training datasets, score and validate models** and provide **post-production exception handling.**

We proudly achieve **99%+ data accuracy with a Net Promoter Score of 94.** Learn more at **[alegion.com](http://alegion.com).**

