AI Resolve – The AI Way of Identity Deduplication

May 2024

Offer Strategy for Identity Resolution

Market Opportunity

- Buyer personas- Business stakeholders, Technology Leaders, Compliance officers
- Tier 1 enterprise clients across all sectors especially - BFS, Insurance, RCG, Healthcare, TTH
- Government and regulatory agencies like UN, CBDT etc.
- Tier 2 clients may not be best suited for this as they may rely on 3rd party co-pilots instead of custom solutions

LTIM Solve

Deduplication of structured records via

- LLMs
- Custom threshold
- Feature selection
- GenAI powered NL Search over final records

Business Goals

- ~20mil revenue from this offer in FY'25
- ~200K for each implementation but potential downstream revenue of ~5-10 mil for the data opportunities
- Adjacent offering to pitch: Downstream work for orchestration of data foundation layer for GenAI

Differentiation

- Practical Implementation Expertise: Demonstrated experience in applying knowledge practically.
- Ethical AI Focus: Prioritizing responsible AI implementations.
- Efficiency with Canvas.ai: Reduced implementation time using the Canvas.ai platform.

Value Statement

Enhancing Enterprise Productivity and Communication through Efficient Golden Record generation.

Why Businesses Should Explore GenAI augmented Identity Resolution

Optimize marketing cost
• Gen AI application use features for deduplicating target customers

Accelerate MDM
• Accelerate MDM by generating Golden Records through UI or APIs

Reduced capex cost
• Reduced Capex cost on MDM platforms for scaling.

Caters all markets
• B2C customer deduplication , can be extended for B2B

Potential Benefits via implementing GenAI augmented Identity Resolution

70% effort reduction for customization	*20- 30% reduction in time spent for manually analysing records*	*10-20% increase in productivity*	*90% accuracy for all match models*

In 2024, the global MDM market is estimated to be worth around US$ 15 billion. With a compound annual growth rate (CAGR) of 19.8%, this market is projected to expand significantly. Source: https://www.emergenresearch.com/industry-report/master-data-management-market/market-size

How to Spot Gen AI Opportunities for this offering?

Are you spending too much time on manual removing similar entries in data?

Do you feel its time consuming to write SQL statements?

Is your client facing issues with conversion raw records to golden records?

Is your Data team overloaded with requests and needs to write multiple SQL queries to pull the data from structured databases?
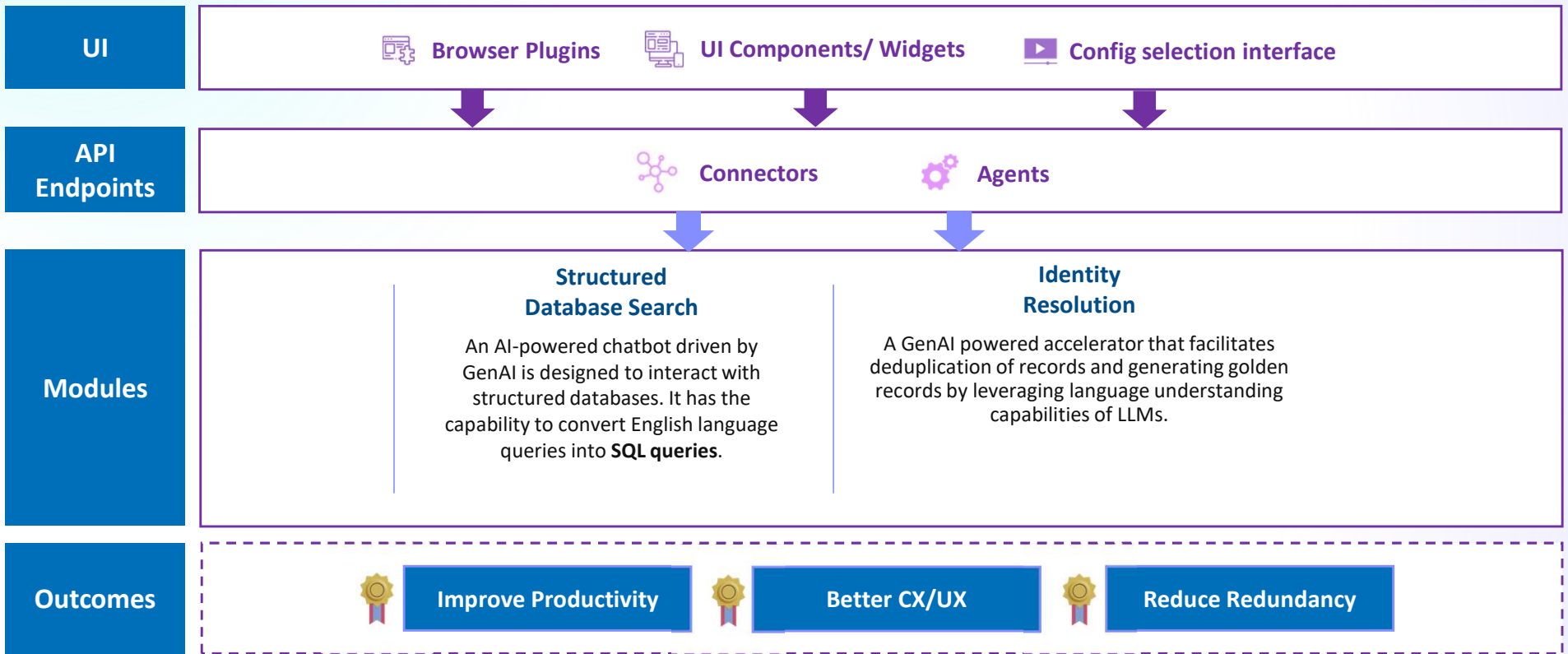
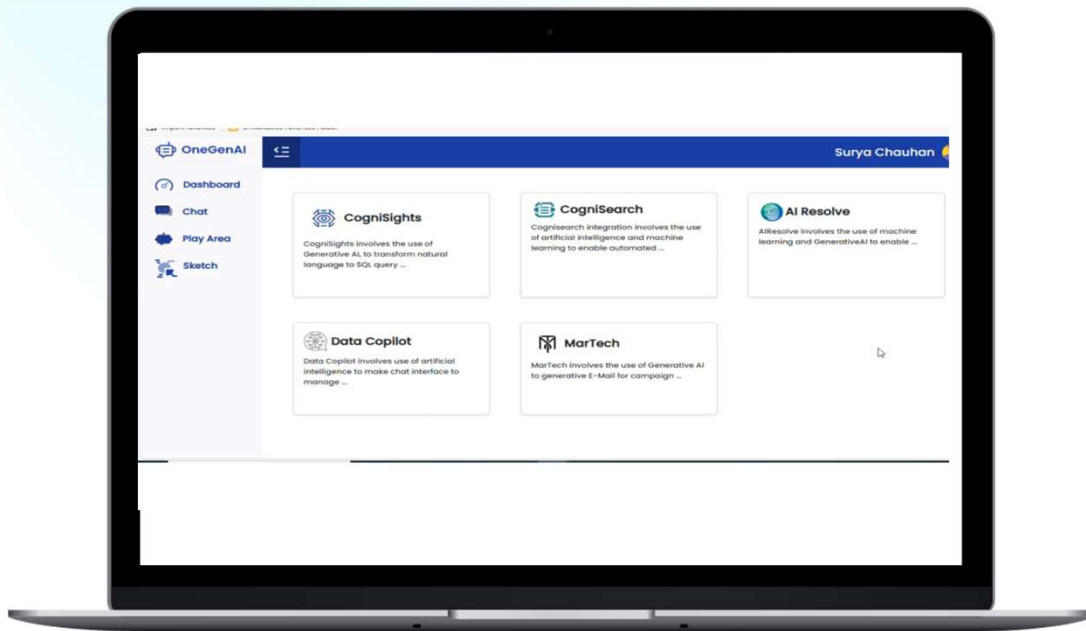Do you spend a lot of time in searching through databases ?

Is Manual analysis of data from multiple sources and generating consolidated records from all sources time consuming?

Knowledge Management approach with the lens of AI/GenAI

UI	Browser Plugins UI Components/ Widgets Config selection interface

API Endpoints	Connectors Agents

Modules	**Structured Database Search** An AI-powered chatbot driven by GenAI is designed to interact with structured databases. It has the capability to convert English language queries into **SQL queries**.	**Identity Resolution** A GenAI powered accelerator that facilitates deduplication of records and generating golden records by leveraging language understanding capabilities of LLMs.

Outcomes	**Improve Productivity** **Better CX/UX** **Reduce Redundancy**

Application Demo & Highlights

AI Resolve – AI Way of Identity Resolution

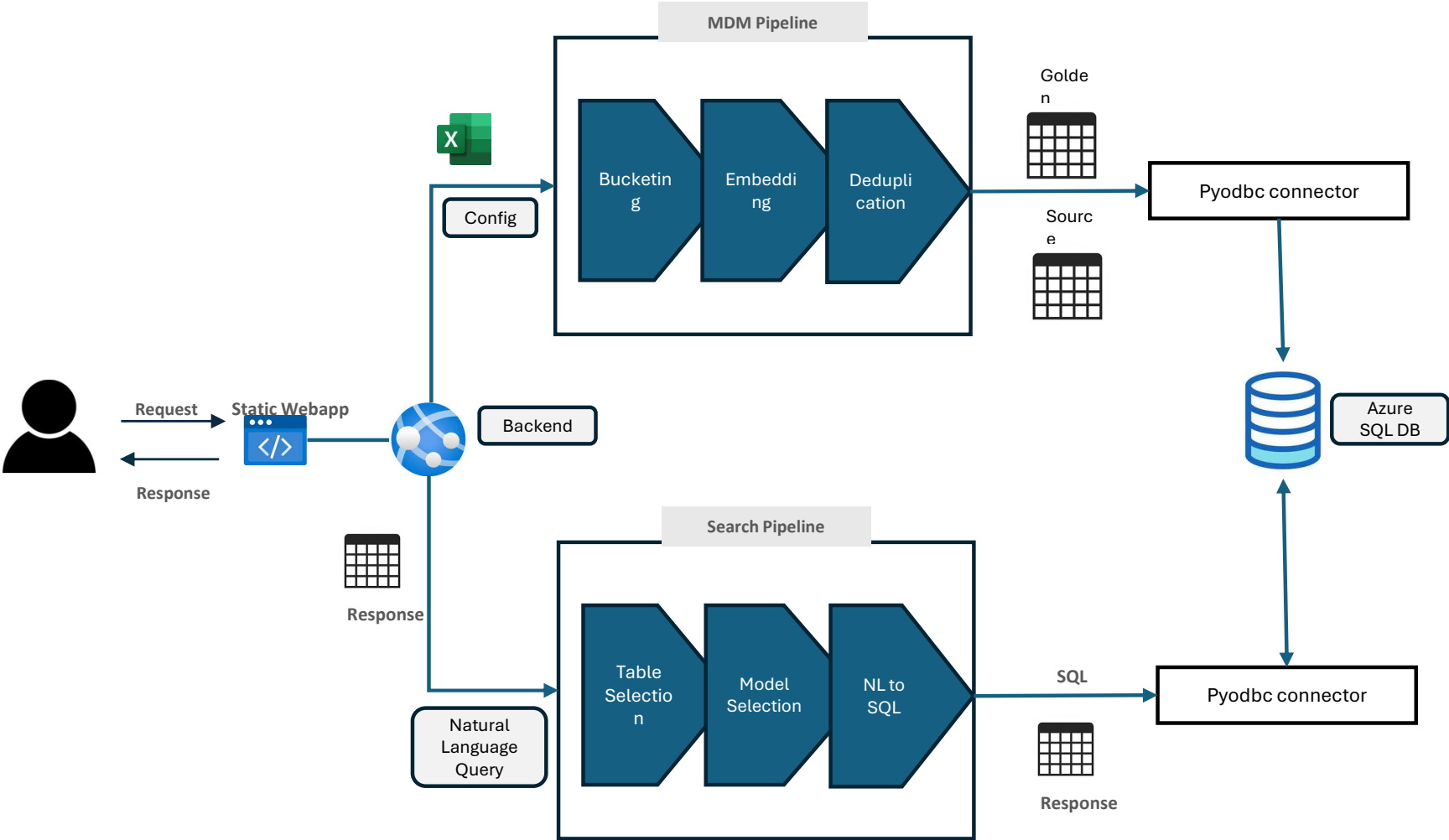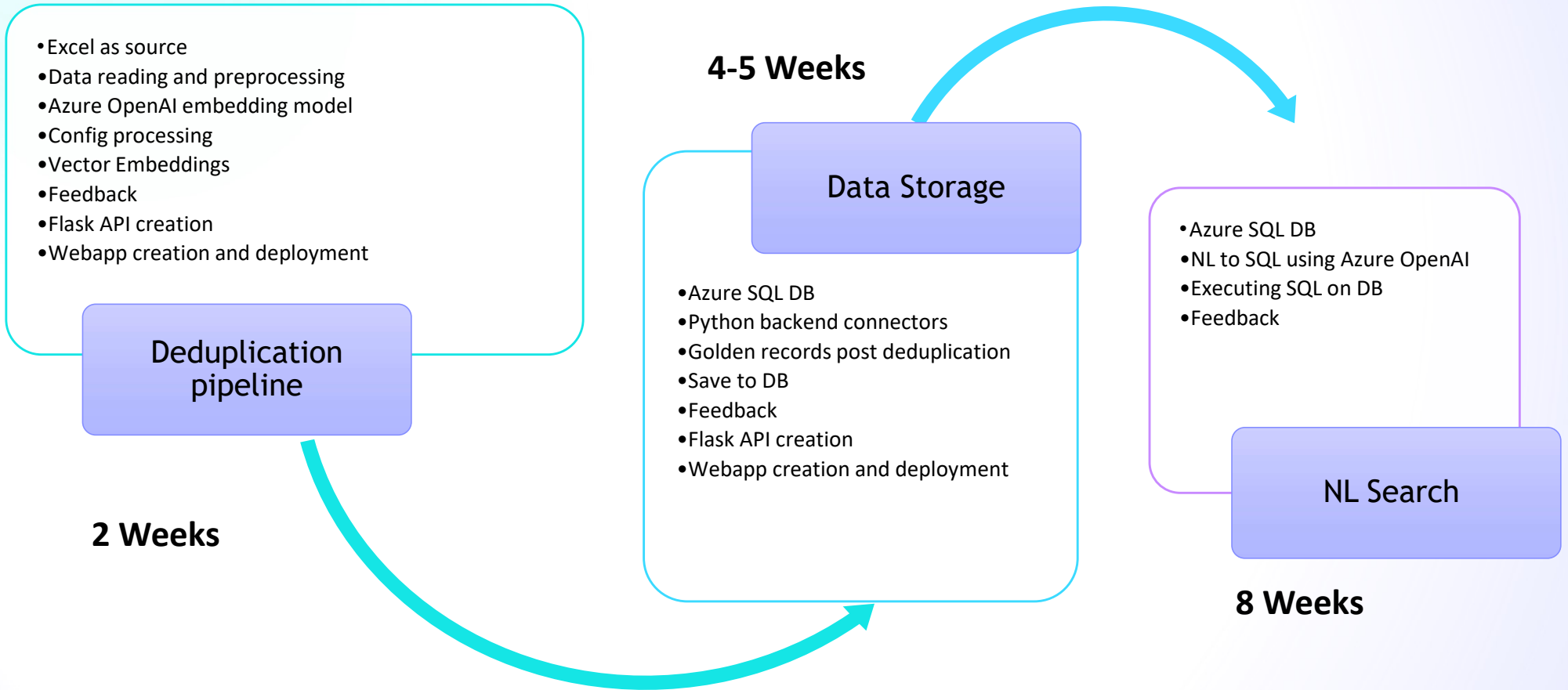| ❖ Big Bets for Business	❖ App Highlights
❖ Optimize marketing cost by deduplicating target customers ❖ Accelerate MDM with API exposed golden record ❖ Reduced capex cost on MDM platforms for scaling ❖ B2C customer deduplication , can be extended for B2B ❖ 70% effort reduction for customization ❖ 90% accuracy for all match models	❖ Cloud Availability ❖ Plug and Play solution to accelerate your MDM journey ❖ Reusable Feature store ❖ Reusable Data models ❖ Scalable MLOps and APIs ❖ Merge and survivorship ❖ Visualizations and GUI. ❖ Threshold based escalations. ❖ User-Friendly Interface to bulk upload entities ❖ Batch Inferencing ❖ App Insights ❖ Configurable GenAI inferencing ❖ Feedback loop and Stewardship

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AI Resolve Architecture

Typical Implementation Roadmap

4-5 Weeks

- Excel as source
- Data reading and preprocessing
- Azure OpenAI embedding model
- Config processing
- Vector Embeddings
- Feedback
- Flask API creation
- Webapp creation and deployment

Deduplication pipeline

Data Storage

- Azure SQL DB
- Python backend connectors
- Golden records post deduplication
- Save to DB
- Feedback
- Flask API creation
- Webapp creation and deployment

- Azure SQL DB
- NL to SQL using Azure OpenAI
- Executing SQL on DB
- Feedback

NL Search

2 Weeks

8 Weeks

Connect with us via
Intranet GenAI portal: https://ltimindtree.sharepoint.com/sites/GARUDA
Internet EnterpriseAI site: https://www.ltimindtree.com/enterprise-ai/
E-mail: Enterprise AI Strategy EnterpriseAI.Strategy@ltimindtree.com