

AI Resolve

The AI Way of Identity Deduplication

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?

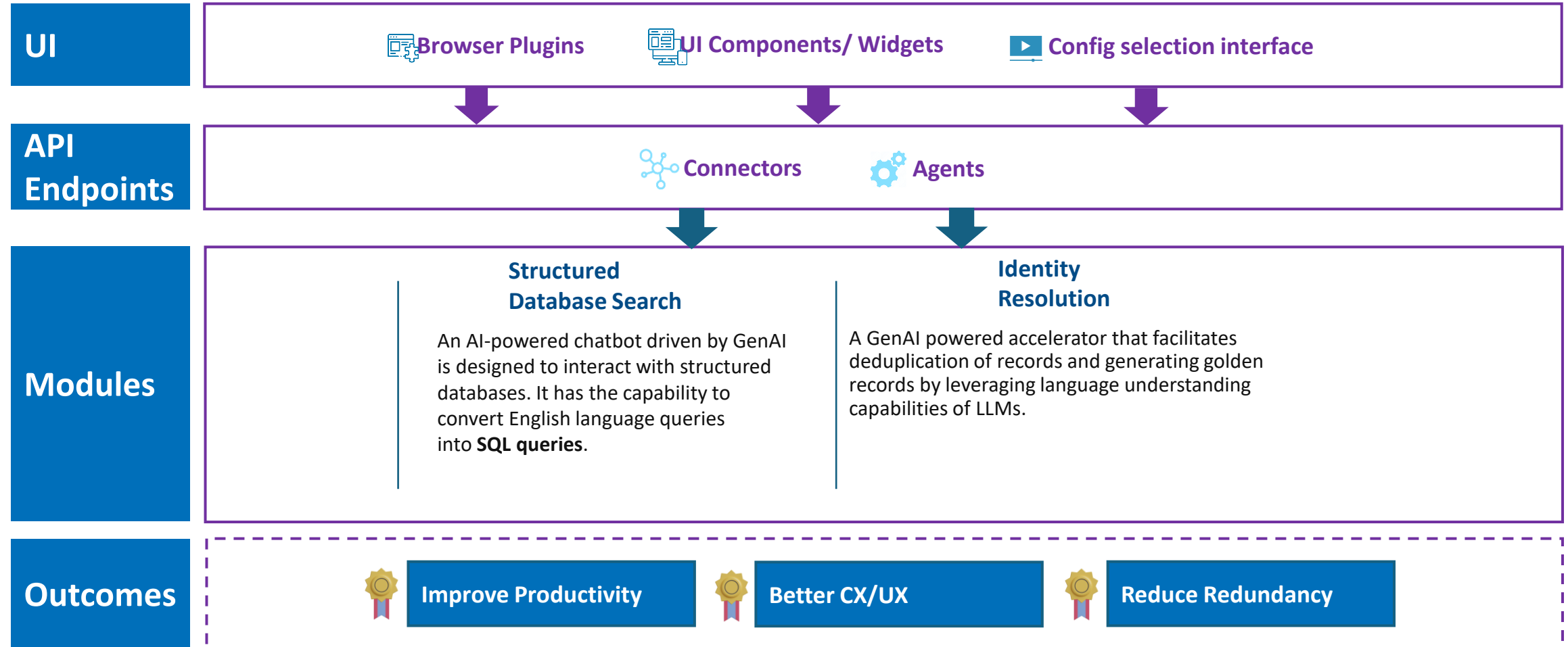


Do you spend a lot of time in searching through databases ?

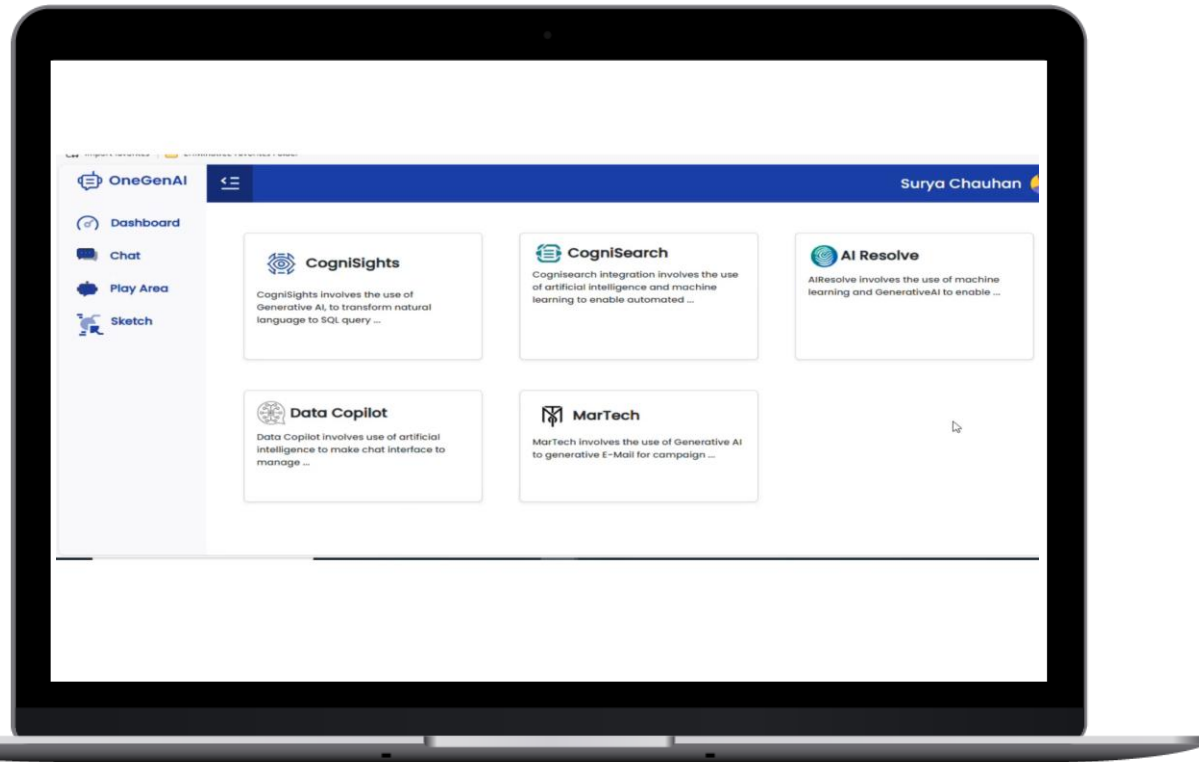


Is Manual analysis of data from multiple sources and generating consolidated records from all sources time consuming?

Knowledge Management approach with the lens of AI/GenAI



Application Demo & Highlights



AI Resolve – AI Way of Identity Resolution

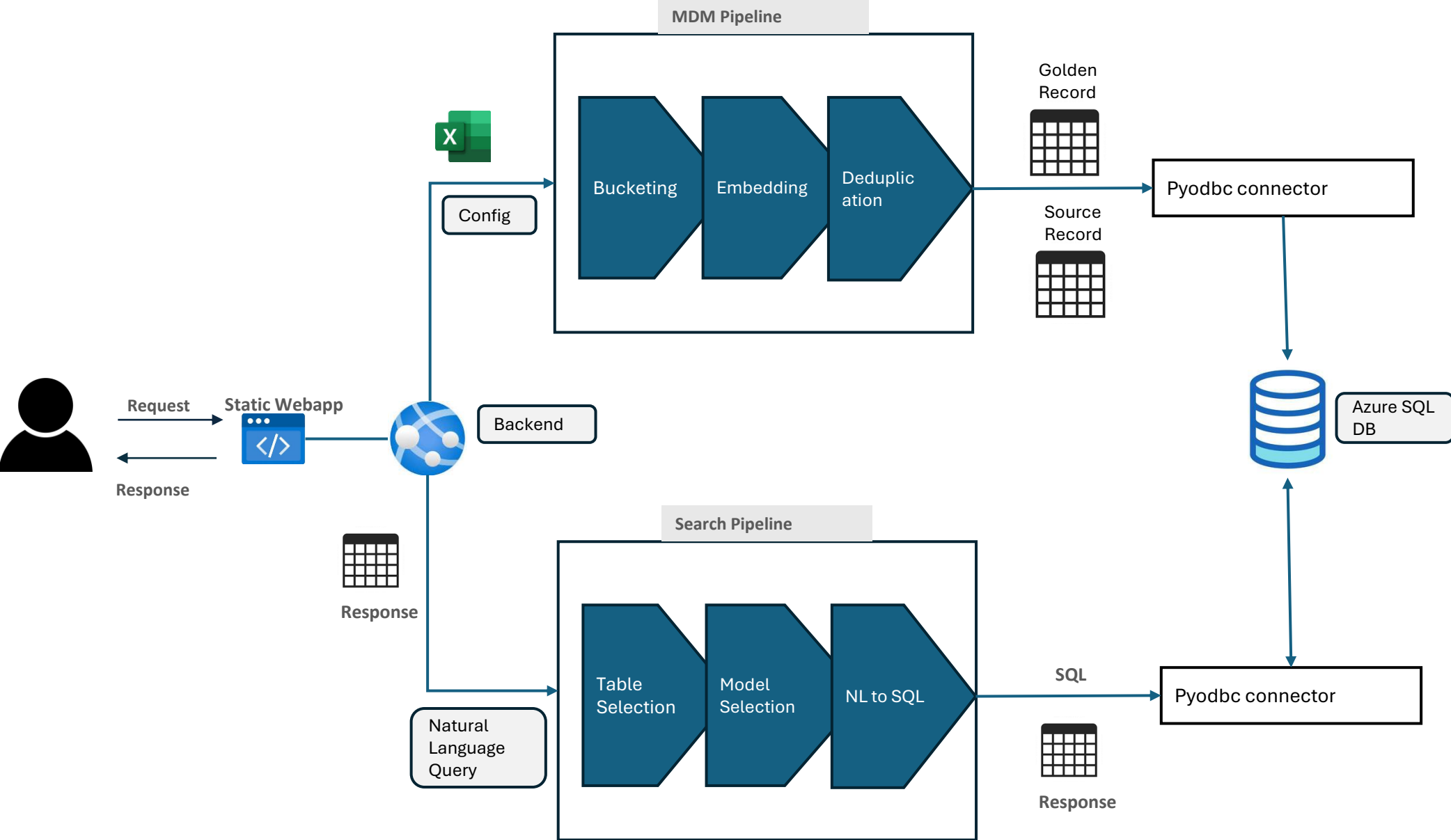
❖ Big Bets for Business

- ❖ 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

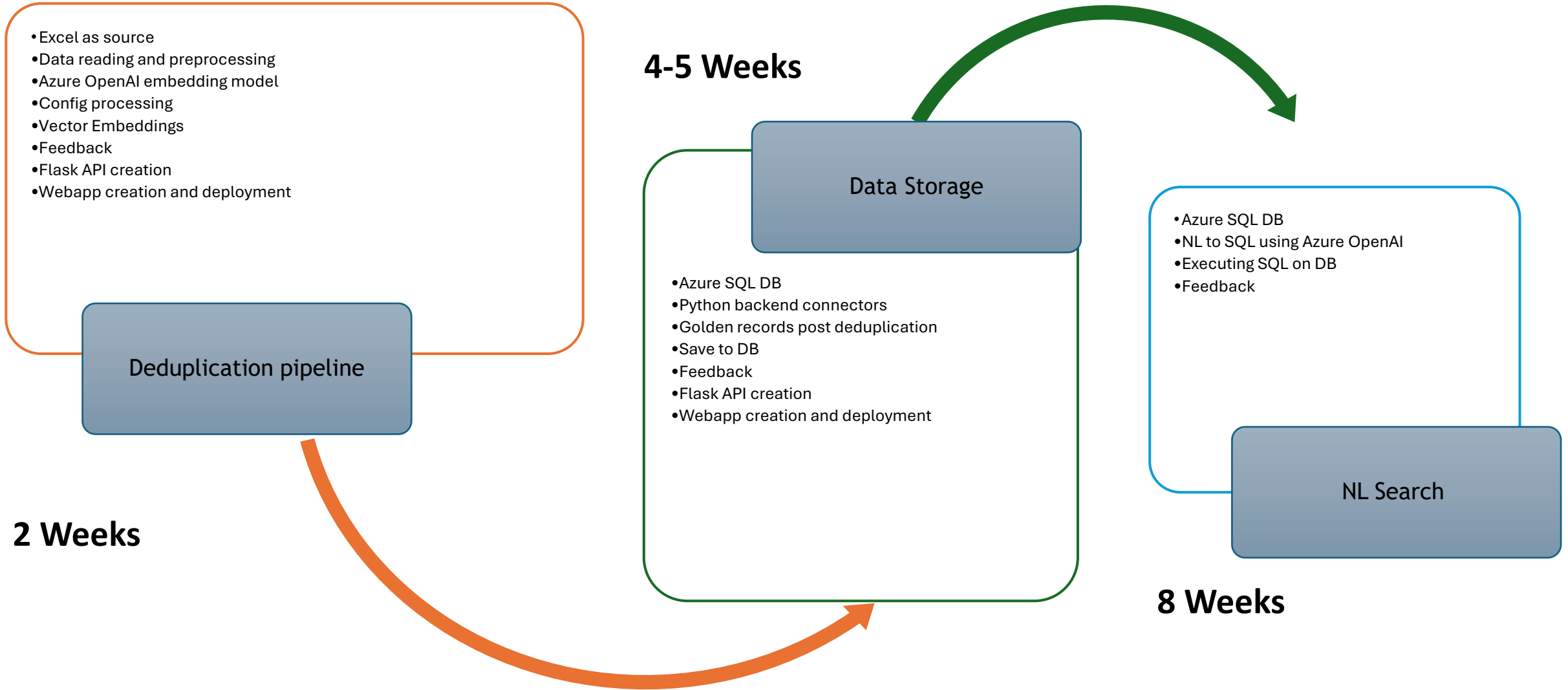
❖ App Highlights

- ❖ 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

AI Resolve Architecture



Typical Implementation Roadmap



The background features a dynamic, abstract composition of red particles. These particles form several overlapping, flowing shapes that resemble liquid or smoke, moving from the left side of the frame towards the right. The density of the particles varies, creating a sense of depth and movement. The overall color palette is a vibrant, slightly desaturated red against a plain white background.

It's time to
Outcreate