MatchX

Your AI Powered Engine For Trusted, High-Quality & AI Ready Data

Transforming Data into Intelligence

- Presented by VE3

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THE DATA DILEMMA

AI Can't Work Without Clean, Connected Data

Poor data is still the silent killer of digital transformation. While enterprises race to adopt AI, automation, and analytics, the real bottleneck is broken, mismatched, and incomplete data.

- Spreadsheets, CRMs, ERPs, and documents all speak different languages.
- Critical records remain duplicated, unmatched, and misaligned.
- Data teams spend more time fixing data than using it.

The Outcome? Delays, wrong decisions, wasted investments, and AI that fails to deliver.

You can't build intelligence on chaos. You need foundational trust in your data — clean, matched, enriched, and understood.

The Stats

84%	**40-60%**	**$15M/year**	**80%**
of digital transformation initiatives fail due to poor data quality.	of data teams time is spent cleaning and preparing data.	is the average cost of poor data to enterprises (Gartner).	of AI project failures stem from poor quality data, not model performance.

Manual data wrangling is not scalable. Quality, matching, and enrichment need to be automated — with intelligence built-in.

You're not alone. 80% of AI project time is spent fixing data. But it doesn't have to be this way.

MEET MATCHX?

Your End-to-End AI-Powered Data Matching & Quality Platform
MatchX simplifies, accelerates, and elevates every stage of your data pipeline. It's not just another data tool. MatchX is an intelligent, no-code platform that automates your entire data workflow - from ingestion to matching, from quality scores to document reconciliation — everything is AI-driven, explainable, and configurable. Whether you're working with CRM exports, finance records, PDFs, or millions of supplier rows — MatchX transforms your data into trusted, AI-ready assets.

Designed for:

▶ Enterprises drowning in fragmented records

▶ Data teams burdened by cleanup and matching

▶ Analysts and business users needing trusted data

Built for:

▶ Multi-source data ingestion

▶ AI-led matching, scoring, and profiling

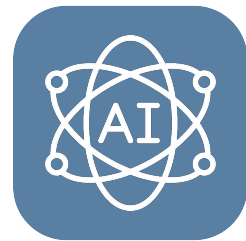▶ End-to-end lineage, governance, and dashboards

MatchX is how your data gets better faster, smarter, and continuously.

Finally, a data engine that doesn't just store or move data it understands it.
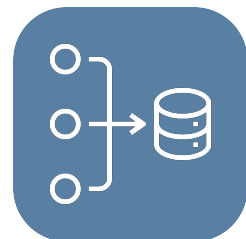
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WHAT MAKES MATCHX DIFFERENT?

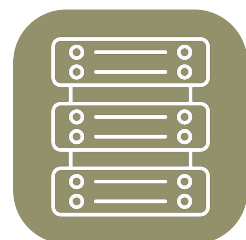AI at Every Step: From rule creation to matching logic to scoring

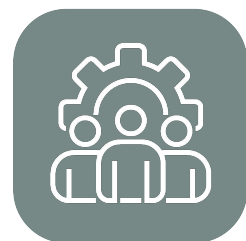**AI at Every Step:** From rule creation to matching logic to scoring

Works Across Sources: Spreadsheets, CRMs, ERPs, documents — even messy ones

No Code Needed: Just describe what you want. Let the engine do the rest

**Built for Scale:** Handles 1,000 records or 100 million — same ease

Designed for Your Team: Data, Ops, Compliance, Product, or AI — everyone benefits

Just upload your data. Tell MatchX what you want. It handles the rest fast, accurate, and beautifully simple.

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WORKFLOW

MatchX automates the entire data transformation process from ingestion to high-quality, AI-ready data ensuring accuracy, consistency, and compliance. With our AI-powered workflow, anyone can effortlessly manage data, as our intelligent automation simplifies every step, making data quality, matching, and governance seamless and intuitive.
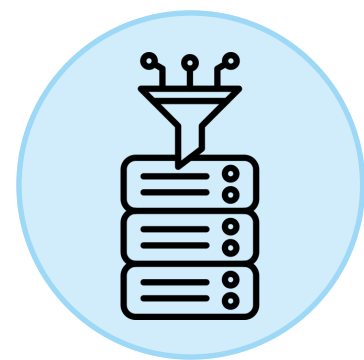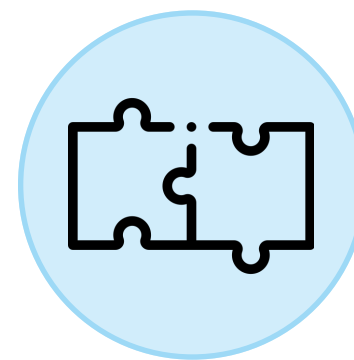
Ingest & Understand

- Multi-Source Data Ingestion
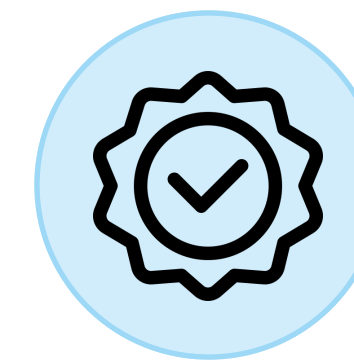- AI-Based Profiling
- AI-Based Data Quality & Confidence Scores
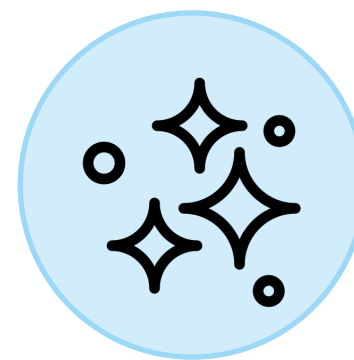
Prepare & Clean

- AI-Based Rule Library
- Automated Cleaning, Correction & Validation Engine

Match & Link

- AI-Driven Matching Engine
- Multi-Matching Type Support
- AI-Based Document & Paragraph Matching

Govern, Approve & Refresh

- Lineage Tracking & Approval Workflows
- Data Refresh & Linking

Deliver Insights

- Comparison Engine
- Live Dashboards & Data Health Insights

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01. MULTI-SOURCE DATA INGESTION

Bring Every Data Type Together, Seamlessly

▶ Upload from spreadsheets, databases, PDFs, images, APIs

▶ Support for CSV, XLSX, JSON, XML, and document formats

▶ Connectors for S3, MongoDB, Postgres, and more

▶ Real-time streaming or scheduled batch uploads

▶ Schema mapping and auto-validation at ingestion

▶ Upload structured tables and unstructured documents — side by side

MatchX is built for multi-format, multi-system data, brought together into a single intelligent pipeline.
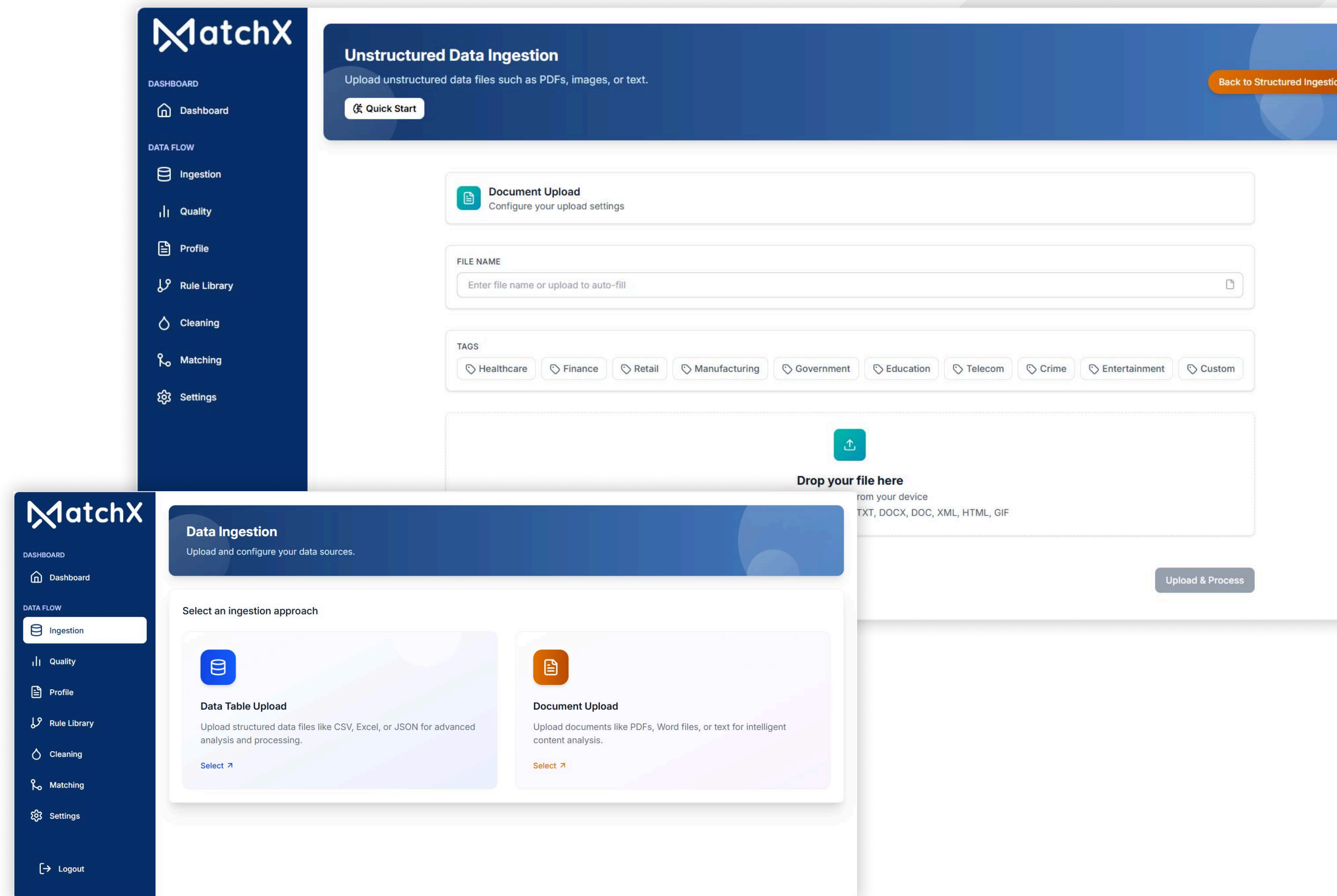
02. AI-BASED DATA QUALITY & CONFIDENCE SCORES

Know Your Data Quality — Before You Use It

▶ AI calculates quality scores at dataset and column level

▶ Evaluates completeness, accuracy, consistency, uniqueness, and timeliness

▶ Auto-detects domain-specific thresholds (e.g., finance vs healthcare)

▶ Generates confidence scores to guide approvals and reviews

▶ Visual highlights of low-quality records and high-risk attributes

Use MatchX scores to accept, reject, or fix records — all backed by explainable AI.
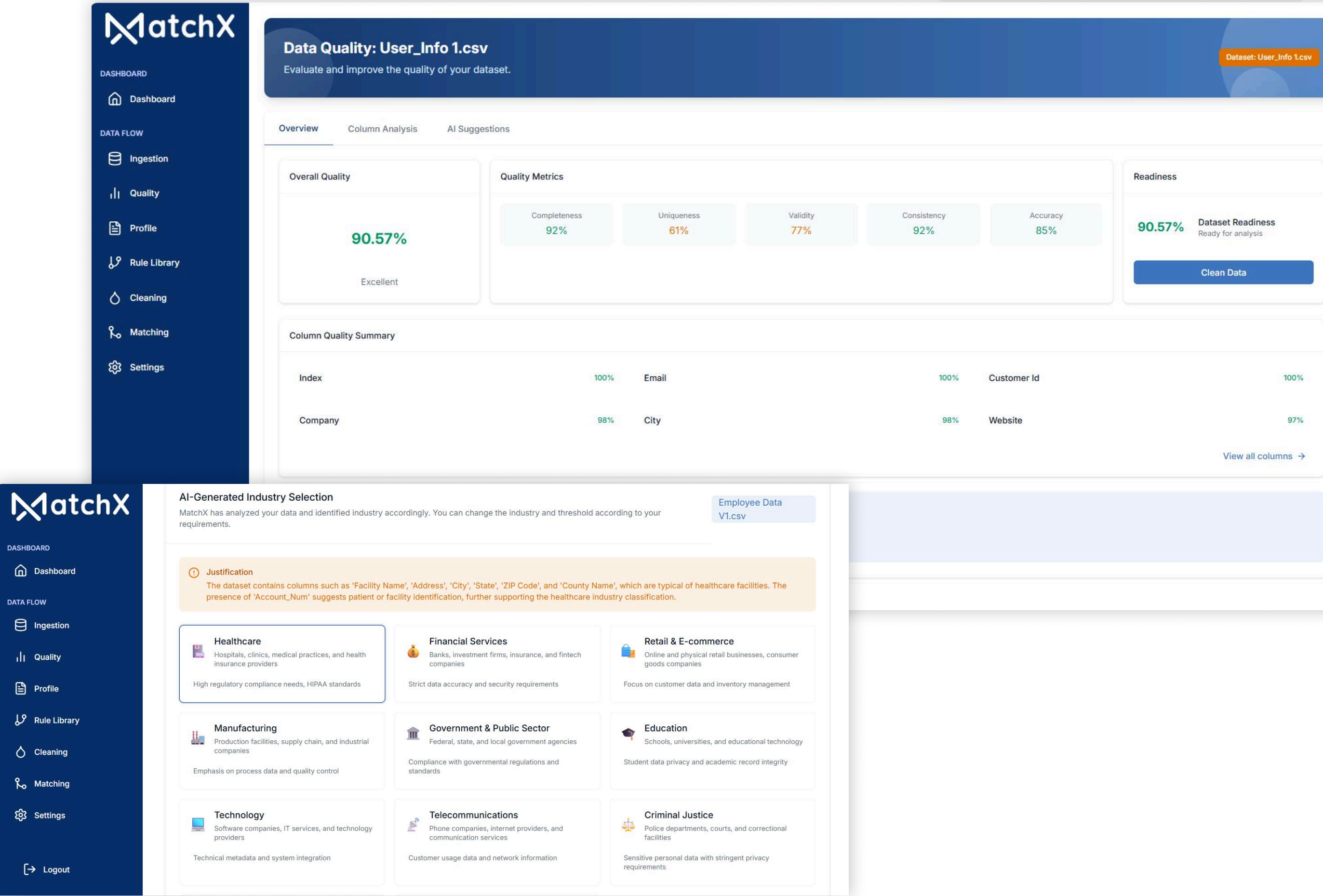
03. AI-BASED SMART PROFILING

Reveal the Story Behind the Data

▶ Profile data fields to uncover anomalies, outliers, and patterns

▶ Understand data distribution, ranges, missing values, and duplicates

▶ OCR and NLP-enabled document metadata profiling

▶ Filter and sort documents or fields by confidence, size, type, or quality

▶ AI models highlight trends and issues automatically

Turn unknown datasets into known entities — with clear profiling, instantly.
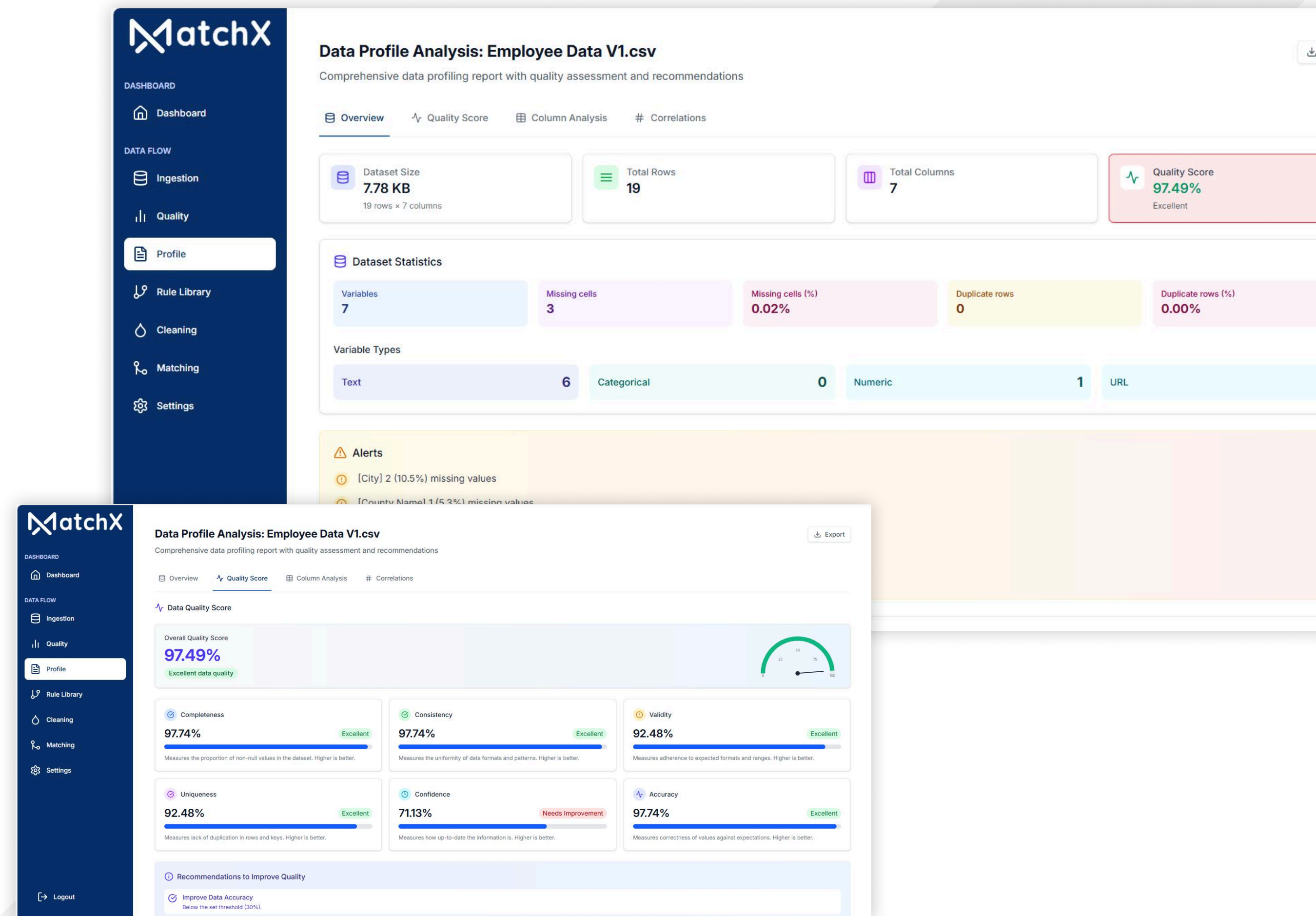
04. AI-BASED RULE LIBRARY & PROMPT BASED GENERATION

Rules That Write Themselves (Almost)

▸ Prebuilt rules for cleaning, validation, and transformation

▸ Natural language prompt-based custom rule generation

▸ Apply column-level rules dynamically across workflows

▸ Validate with live previews and rollback capability

▸ Role-based access to rule editing and publishing

Anyone — not just coders — can now define how their data should behave.

05. AUTOMATED CLEANSING, CORRECTION & VALIDATION

Fix What's Broken. Automatically.

▶ Auto-detect and correct errors like format mismatches, nulls, or typos

▶ Preview corrections, accept/reject at field level

▶ Apply standardization, enrichment, and cleanup at scale

▶ Correct via AI-driven rule execution or manual review

▶ Confidence-scored suggestions for every correction

With MatchX, data hygiene is no longer a manual chore.

06. AI-POWERED MATCHING ENGINE

One Platform. All Matching Types.

➤ AI-assisted configuration suggests best matching approach

➤ Auto-selects matching columns and algorithms (fuzzy, phonetic, etc.)

➤ Threshold-based confidence scoring with explainability

➤ Smart matching for non-Roman scripts and alphanumerics

MatchX delivers high precision — from people names to vendor IDs.

07. MULTI-MATCHING TYPES & TECHNIQUES

Because One Match Logic Doesn't Fit All

- Exact match, fuzzy match, Jaro-Winkler, TF-IDF, Phonetic matching

- Probabilistic record linkage with Splink integration

- Hybrid algorithms tuned by AI based on dataset structure

- Adjustable thresholds for match, review, or rejection

- Document and metadata-based matching for unstructured files

Every matching scenario — covered.

08. DOCUMENT & PARAGRAPH MATCHING

Not Just Rows. Paragraphs. Pages. PDFs.

▶ Compare invoices, contracts, or scanned PDFs line by line

▶ Use NLP and cosine similarity to detect near-matches in content

▶ Detect paragraph-level differences, overlaps, and duplications

▶ AI-powered OCR extracts content from scanned documents

▶ Match structured data with associated documents seamlessly

No document mismatch goes undetected.

MatchX

DASHBOARD
- Dashboard

DATA FLOW
- Ingestion
- Quality
- Profile
- Rule Library
- Cleaning
- Matching
- Settings

- Logout

Data Matching
Transform your data with AI-powered tools

Quick Start   New Features

1 Select   2 Mode   3 Datasets   4 Type   5 Configure   6 Confirm   7 Results

Select a matching approach

Table Matching
Match records between structured data tables using various matching techniques and algorithms.

Select ↗

Document Matching
MMatch and compare documents based on content similarity, metadata, or specific attributes.

Select ↗

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09. DATA REFRESH, LINKAGE & RELATIONSHIP DETECTION

Your Data Is Always Changing. So Is MatchX.

▶ Auto-refresh datasets and re-trigger workflows

▶ Detect new, removed, or modified records

▶ Track linkage changes and log every action

▶ Discover relationships between datasets through smart linkage

▶ Manual + auto linking based on thresholds

Data isn't static. MatchX ensures your relationships stay relevant.

MatchX

DASHBOARD

⌂ Dashboard

DATA FLOW

▤ Ingestion

⊪ Quality

▤ Profile

⋔ Rule Library

◌ Cleaning

⋔ Matching

⚙ Settings

↪ Logout

Dataset Refresh
Review and apply dataset changes

← Back

Employee Data V1.csv
Uploaded: 18/6/2025, 5:12:57 pm   CSV   Local Connection

⚠ **Local Dataset Limitation**
Local datasets cannot be refreshed. Upload a new version or connect to an external source.

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10. LINEAGE TRACKING & APPROVAL WORKFLOWS

Trust Requires Transparency

▶ Full audit trails of every change and decision

▶ Role-based approvals for rule execution or record acceptance

▶ View data lineage from source to current state

▶ Cell-level, rule-by-rule rollback

▶ Approval triggers for threshold breaches or match confidence drops

Every decision is explainable. Every action, traceable.
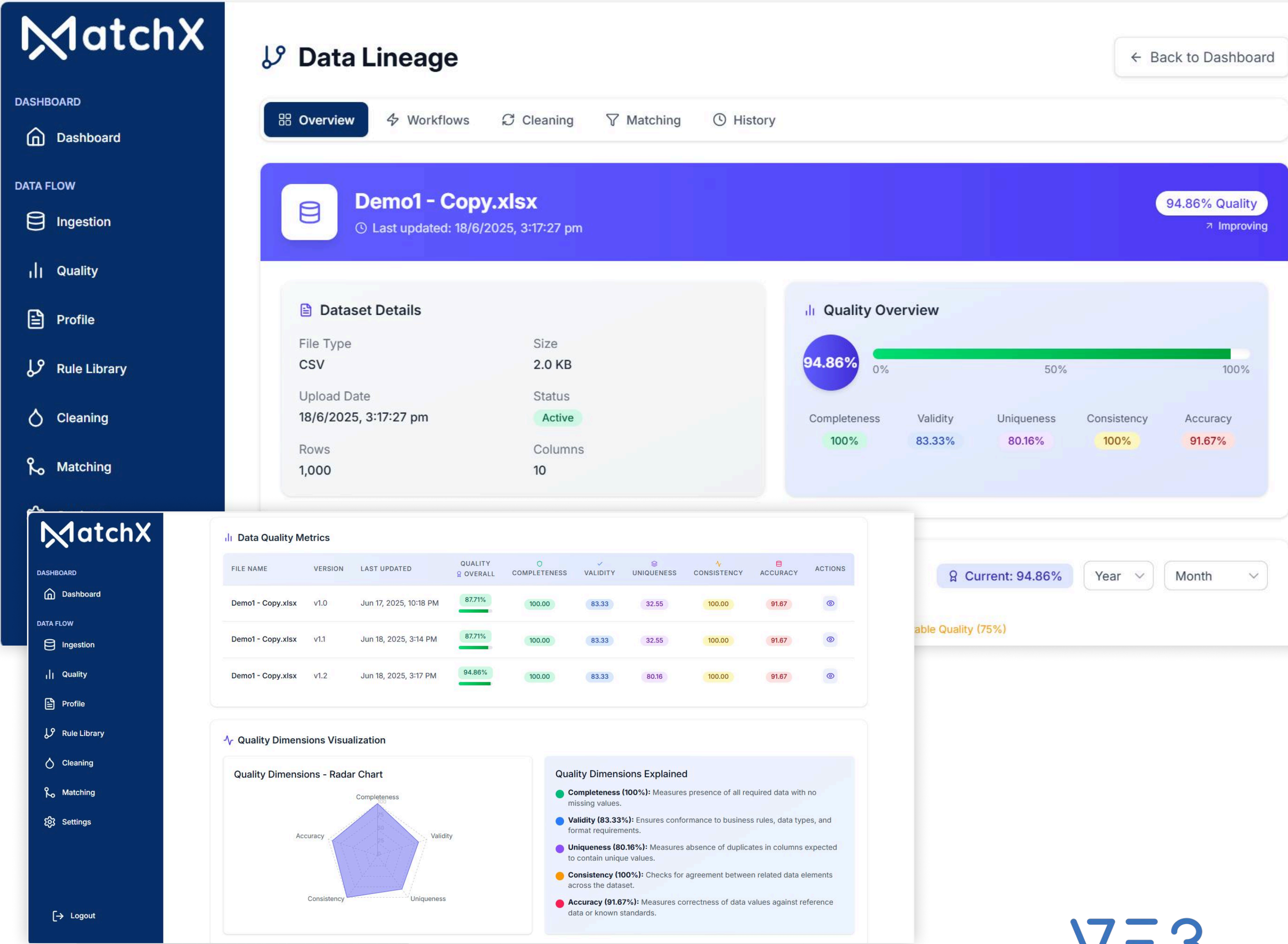
11. DASHBOARDS & DATA HEALTH INSIGHTS

From Metrics to Meaning

▶ Role-specific dashboards for data teams, compliance, or execs

▶ Data health scores, match accuracy, issue hotspots

▶ Filter by domain, project, status, or confidence

▶ Real-time alerts on anomalies or threshold breaches

You'll know the moment your data quality drops — and where.

WHAT MAKES MATCHX AI-FIRST
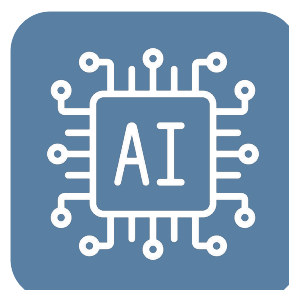
AI drives profiling, matching, rule generation, and scoring
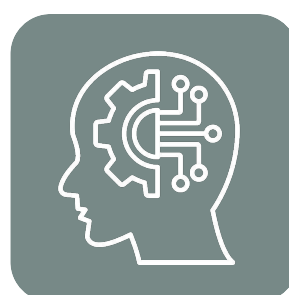
Models are trained across domains for contextual accuracy

No-code prompt interface for rule creation

Adaptive thresholds tuned by dataset and quality trends
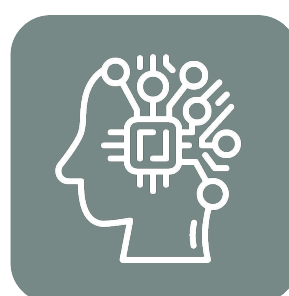
Explainable AI at every step — human in the loop, always

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HOW MATCHX TRANSFORMED DATA FOR LEADING ORGANIZATIONS

NHS

National Health Service (NHS):
Eliminating Duplicate Patient Records For Better Healthcare

Challenge:
Duplicate patient records, inconsistent medical history, and incorrect details across hospitals led to delays in care and compliance risks

MatchX Impact:

- AI-powered matching & deduplication: Eliminated duplicate patient records for accurate medical history.
- Automated data validation & cleansing: Standardized patient information to improve reliability.
- Approval workflows for compliance: Ensured patient records met NHS data governance standards.
- Data lineage tracking: Provided a transparent audit trail of all updates.

Results:

- 20% fewer duplicate records: Faster access to accurate patient history.
- Improved compliance: Enhanced patient data governance.
- Reduced manual effort: More time for patient care.

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HOW MATCHX TRANSFORMED DATA FOR LEADING ORGANIZATIONS

Department for Work & Pensions

**UK Department For Work & Pensions (DWP):
Ensuring Accurate Welfare Payments**

Challenge:
Duplicate and mismatched citizen records caused incorrect payments, fraud risks, and inefficiencies in benefit distribution

MatchX Impact:

- AI-driven fraud detection: Identified suspicious claims and anomalies.
- Cross-dataset matching & deduplication: Linked citizen records for accurate benefits processing.
- Instant data quality insights: Real-time dashboards showed data health.
- Automated ingestion & validation: Standardized data from government sources.

Results:

- 30% reduction in duplicate claims Prevented fraud & overpayments.
- Faster eligibility verification – Reduced processing time for benefits.
- Significant cost savings – Improved efficiency in public services.

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WHY MATCHX?

End-to-End Automation, Not Just Patchwork Fixes: From profiling to approval everything in one platform, driven by AI.

Rapid Deployment, Modular Architecture: Get started in days. Use the modules you need. Scale as you grow.

Structured + Unstructured Data. Handled Together: Match rows, pages, paragraphs, or images all in the same workflow.

Because AI Deserves Better Data

Enterprise-Grade Controls: Built-in audit trails, access management, approval workflows, and compliance-ready logs.

No-Code Meets Deep AI: Prompt-based rule generation, explainable matching, and confidence scoring made easy for all

Built for Teams: Empower analysts, compliance, and ops teams with visual dashboards and smart suggestions.

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SECURITY & COMPLIANCE

Built for trust, connected for flexibility, and ready to scale.

Security: MatchX ensures enterprise-grade data protection with end-to-end encryption (AES-256, TLS 1.2+), role-based access (RBAC), multi-factor authentication, and full audit trails. Compliant with GDPR, HIPAA, and SOC 2 standards.

Security: API-first and extensible, MatchX connects effortlessly with your ecosystem. Use REST or GraphQL APIs, pre-built connectors (Salesforce, Snowflake, Workday), or event-driven integrations via Kafka and webhooks.
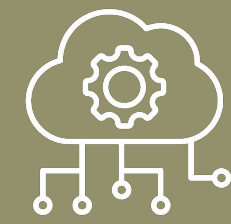
Security: Cloud-native and performance-optimized, MatchX supports both batch and real-time processing at scale. Deploy across AWS, Azure, or GCP with built-in auto-scaling and distributed architecture.

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SUBSCRIPTION TIERS & DEPLOYMENT OPTIONS

Tier	Features	Supportive File Types	Max File Size	Max Data Size
Basic	Core ingestion, AI-assisted profiling, and essential rule-based validation	CSV, JSON, Excel	50 MB	5 GB
Pro	Advanced AI-driven profiling, document matching, and dynamic rule application	CSV, JSON, Excel, PDF	100 MB	20 GB
Team	AI-powered cleansing, intelligent linking, API access, and interactive dashboards	CSV, JSON, Excel, PDF, XML	200 MB	100 GB
Enterprise	AI-driven threshold management, automated auditing, compliance monitoring, and seamless integrations	CSV, JSON, Excel, PDF, XML, Images	500 MB	1 TB
Premium Enterprise	Fully customizable AI-workflows, predictive insights, and enterprise-grade SLA support	All formats (CSV, JSON, PDF, XML, Images, Video)	Unlimited	Unlimited

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INDUSTRY COVERAGE

Built for Your Domain. Trusted Across Industries.
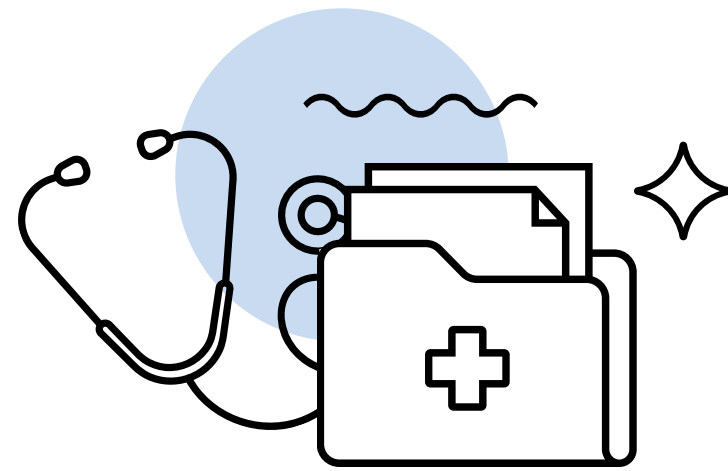
Healthcare & Life Sciences

- Match patient records across hospitals, labs, and insurance systems
- Validate medical documents and reconcile scanned forms
- Maintain compliance with full audit trails and lineage

BFSI (Banking, Financial Services, Insurance)

- Match KYC records, transactions, and customer profiles
- Identify duplicates and prevent fraud in real-time
- Reconcile statements, contracts, and application forms

Retail & e-Commerce

- Create a single view of customer across POS, CRM, and online platforms
- Deduplicate supplier and product master data
- Match invoices and shipping documents to avoid leakage
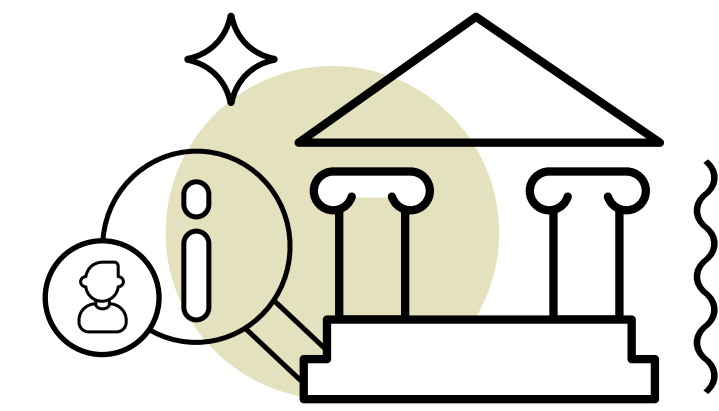
Public Sector & Government

- Link citizen identities across departments
- Match scanned forms, affidavits, and legacy documents
- Support national-level data standardization and transparency

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INDUSTRY COVERAGE

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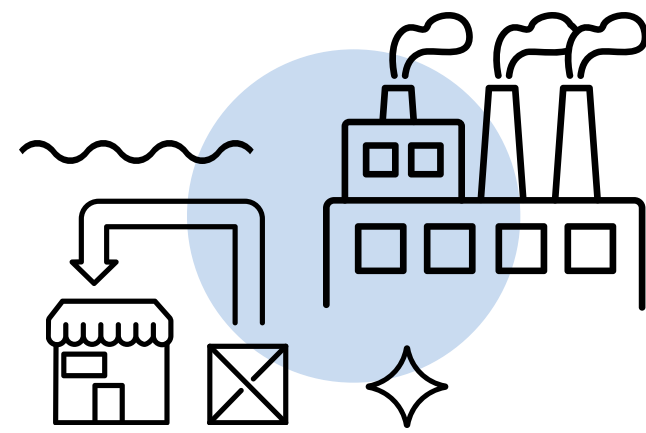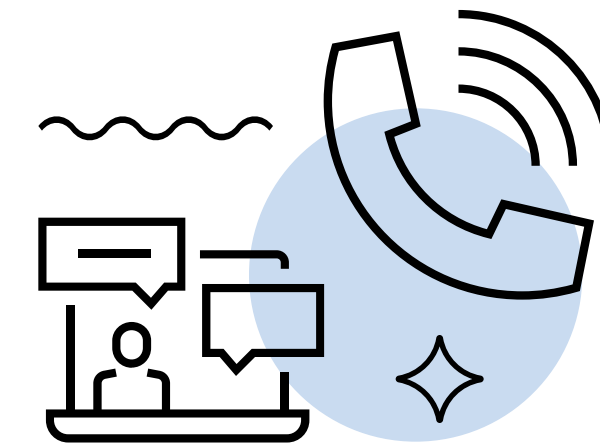
Logistics & Manufacturing

- Match supplier, vendor, and product records
- Reconcile delivery documents and inventory logs
- Link POs, GRNs, invoices across siloed systems

Legal Services

- Contract Comparison to detect discrepancies.
- Party/Entity Record Reconciliation for legal accuracy.
- Document Metadata Alignment to standardize case files.

Telecommunications

- Subscriber Record Validation for customer accuracy.
- Contact Detail Deduplication for better outreach.
- SIM/Device Linking to prevent fraud.
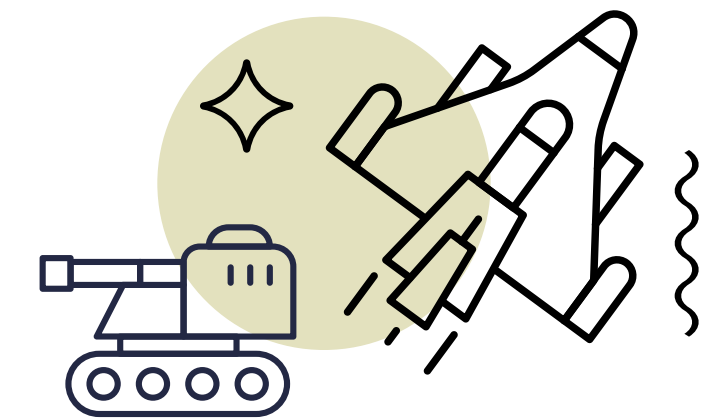
Aerospace & Defense

- Parts & Vendor Matching for procurement accuracy.
- Technical Spec Comparison for engineering consistency.
- Equipment Metadata Alignment to enhance maintenance.

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USE CASE

One Platform. Many High-Impact Use Cases.

See how MatchX transforms data chaos into confident decisions across business functions.

- **1. Entity Resolution Across Systems**
  Unify fragmented records by identifying and merging duplicates across CRMs, ERPs, and databases.
- **2. Contract & Document Comparison**
  Detect paragraph-level changes between contracts, scanned forms, and legal documents using AI-powered NLP.
- **3. Supplier & Vendor Deduplication**
  Remove duplicates and standardize supplier/vendor data across procurement systems and legacy platforms.
- **4. Healthcare Claims Matching**
  Match patient records, scanned claim forms, and provider documents to accelerate claim approvals and reduce errors.
- **5. Research Data Harmonization**
  Link clinical trial data, patient logs, and research notes for unified analysis in pharma and life sciences.
- **6. Customer 360 & Master Record Creation**
  Create a single, trusted view of each customer by matching and linking records across multiple data sources.
- **7. Product & Catalog Matching**
  Match product entries across supplier catalogs, inventory systems, and e-commerce platforms to remove redundancy.
- **8. Invoice & PO Reconciliation**
  Match purchase orders, invoices, and receipts to flag discrepancies and improve accounts payable accuracy.
- **9. Citizen Data Linking for Government**
  Match citizen identities across departments and records to enable unified service delivery and e-governance.
- **10. KYC & Identity Matching**
  Automate customer identity verification by matching KYC documents and application data across systems.

READY TO MATCHX YOUR DATA?

You Don't Just Need Perfect Data. You Need MatchX.
Say goodbye to duplicates, delays, and dirty data. Say
hello to AI-ready clarity.

MatchX It. Because Your Data Deserves the Best
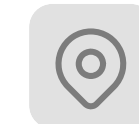
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