Deyde
MYDATAQ

Add Value to your data

Spain

Content

1. What does Deyde MyDataQ do?

1.1 Standardization

We clean, standardize and correct your customer data to bring more value to your business.
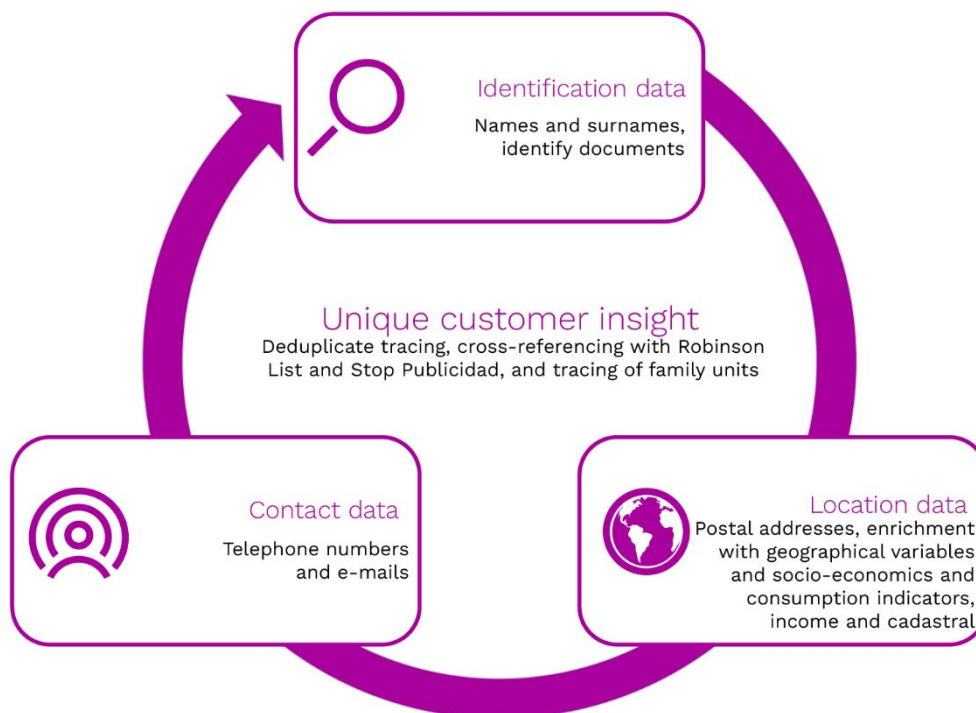
1.2 Deduplication

We identify duplicate records in the database, even if they are not identical, so that you have a unified view of your customers.

1.3 Enrichment

We enrich your data with geographic information, socioeconomic and consumption indicators, census tract codes, income, and cadastral information, allowing you to improve your knowledge of your customers and their environment.

Accumin Intelligence has developed Deyde MyDataQ specifically for Southern Europe (Spain, Italy, Portugal) and Latin America (Chile, Colombia, Mexico, Peru)

2. What data does Deyde MyDataQ improve?

Identification data
Names and surnames, identify documents

Unique customer insight
Deduplicate tracing, cross-referencing with Robinson List and Stop Publicidad, and tracing of family units

Contact data
Telephone numbers and e-mails

Location data
Postal addresses, enrichment with geographical variables and socio-economics and consumption indicators, income and cadastral

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3. Deyde MyDataQ modules

3.1 Data standardisation

3.1.1 Deyde MyDataQ_Names: Name Standardisation

- Corrects common errors and expands abbreviations.

- Separates first and last names and assigns gender according to name.

- Differentiates between natural persons and legal entities and marks unidentifiable names.

3.1.2 MyDataQ_Addresses: Standardization and coding of postal addresses

- Separates postal address data into its different elements even in unformatted addresses.

- Corrects and updates erroneous or outdated road and town names. Incorporate the correct and up-to-date postcode.

- Assigns reliability indicator and marks untraceable addresses.

- Optionally, it can also campify the information of the rest of the road.

3.1.3 MyDataQ_ID: Verification of identity documents

- Removes unauthorized characters and blank spaces.

- Validates or assigns the check digit of the identity document.

3.1.4 MyDataQ_ID Validation: Validation for census purposes of identity documents

- Consults the AEAT service for the identity document and name to verify whether this dupla is registered or not.

- Normalises the name or company name data, both of origin and in the AEAT's response.

- Assigns a similarity indicator between the AEAT name and the one consulted.

3.1.5 MyDataQ_Email: Correction and validation of email addresses

- Handles characters not allowed by email sending standards.

- Adapts poorly formatted addresses (absence of ats, spaces, etc.).

- Fixes the most common errors in the typing of the most used domains.

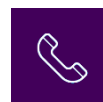- Validates the resulting address and checks that the domain exists.

3.1.6 MyDataQ_Email Validation: Validation of e-mail addresses

- Identifies temporary email accounts.

- Identifies email accounts categorized as "role" addresses (generic addresses, e.g. info@deyde.com).

- Assigns email account validation flag.

3.1.7 MyDataQ_Phones: Standardisation of telephone numbers

- Removes all non-numeric characters from the phone field.

- Assigns a two- or three-digit prefix depending on the town.

- Check the first 5 digits of the resulting number depending on the town and the route.

- Assigns the degree of reliability of the phone.

- Assigns an identifier of the type of phone processed (mobile, public, landline…).

3.2 Data Deduplication

3.2.1 MyDataQ_Dedupe: Identification of duplicates

- Assigns alphabetical key based on name and address.

- Identifies duplicate records in the file according to that alphabetical key.

- Indicates the degree of similarity between the records identified as duplicates.

3.2.2 MyDataQ_Robinson: Crossover with exclusion lists

- Identifies those records in the database corresponding to individuals registered on exclusion lists (ADigital and Stop Publicidad) by connecting to those lists.

- Cross-referencing can be done by ID number, landline and mobile phone number, and email address.

- Assigns the advertising sectors to which the citizen has objected if they are registered.

- Includes the cross-reference validity date and cross-reference fingerprint.

3.2.3 MyDataQ_Homes: Identification of family units

- Identifies people residing in the same household and/or belonging to the same family unit.

- Compares the available information (surname, address, telephone number…) and indicates the degree of similarity.

3.3 Data Enrichment

3.3.1 MyDataQ_Geo: Geographic Data Enrichment

- Assignment of XY Coordinates to a postal address, using different sources of information.

- Assignment of Census Section to a postal address.

- Assignment of socioeconomic and consumption indicators to segment the data processed.

- Reverse Geocoding, to obtain the closest postal address from a set of coordinates.

- Assignment of Cadastral Information:

    o **Catastro_Info:** Assigns variables that provide an overview of the characteristics of the property and the plot where it is located, such as square meters, participation coefficient, type of BI, etc.

    o **Catastro_Domicilios:** Assign the original address data according to the cadastre.

    o **Catastro_GeoIndicadores:** Assigns information regarding both the building and the plot where the BI is located, e.g. total number of dwellings, highest floor, number of basements, etc.

    o **Desglose Bien Inmueble:** Assigns information on the different construction elements that make up the Real Estate.

    o **Desglose Parcela:** Information on all the existing real estate on the plot.

    o **Catastro_Sumarizado:** Assigns different summations of the surface area of both the BI and the building elements that make up the plot.

- Assignment of variables on household income distribution for the enrichment of postal addresses.

- Assign information on the neighborhood and district to which a postal address belongs.

3.3.2 MyDataQ_Negocios: Business information enrichment

- Validates whether the business is active.

- Assigns data such as:

    o Company name, brand/trade name, postal address, telephone numbers and websites.

    o Activities: Description or CNAE (Spanish National Classification of Economic Activities)

    o Legal form, year of establishment and level of default risk.

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o   Cadastral reference, X/Y, surface area and uses.

o   Sales and evolution.

o   Number of employees and evolution.

o   Contact persons.

o   Vehicle fleet.

o   Degree of digital maturity and information on e-commerce and social media.

o   News and digital presence

4. Deyde MyDataQ modalities of use

4.1 Massive processes

Processing of existing information contained in a data repository.

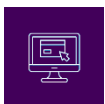Available in three modes of use:

- User-managed MyDataQ Batch license (including training and maintenance).

- Services with Deyde MyDataQ Batch carried at Accumin's offices by its own staff.

- Used by the user of the Deyde MyDataQ OnDemand platform in the Deyde MyDataQ cloud.

4.2 Unit processes

Processing of information at the time of data entry.

Available in two modes of use:

- Integration of dynamic libraries (.dll) through Deyde MyDataQ API.

- Integration of web services through Deyde MyDataQ WebServices.

Both modalities are offered as a license installed on the client. The web services are also available as a cloud service from Deyde MyDataQ.

4.3 Interactive processes

Processing information at the time of manual data capture.

Available in three modes of use:

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- Deyde MyDataQ Candidates, suggests candidates when the input data is insufficient.

- Deyde MyDataQ AutoCompletion, assisted data capture system that ensures quality by minimizing data entry times for names and postal addresses.

- Deyde MyDataQ Omnibox, assisted capture system to ensure data quality and increase recording speed for complete postal addresses.

Both modalities are offered as a customer-installed license and are also available as a service from Deyde MyDataQ cloud.

5. What makes Deyde MyDataQ different?

Maximum results	Immediate installation	Tailored to each country
Minimal errors	Includes parameterization and maintenance	High-quality internal data
High process speed	Immediate results	Local Support

6. Why Choose Us?

1. A team of professionals with more than 30 years of experience in innovative technological solutions to improve the quality of your data

2. Offices in Spain, Mexico, Colombia and Chile

3. More than 400 large companies worldwide already trust their Data Quality to Deyde MyDataQ

4. We optimize more than 1800 million customer records annually

7. Integration with Solutions

Integration with leading solutions with the aim of improving their effectiveness, thanks to quality data:

SAS® analytics power is enhanced with Accumin's DQ services that integrate to improve the quality of information sources.

Personal data, names and addresses are standarised and enriched in real time in an unassisted manner before they are entered into the DBMS.

SAP® modules using personal data are optimized by integrating DQ services into their processes.

The potential and efficiency of ESRI Geographic Information Systems are increased by the integration of Accumin's DQ services.

8. Guaranteed Data Protection

We comply with current data protection regulations (GDPR)

Article 5: Principles relating to processing

Section d) - Principle of Accuracy: "Personal data shall be: accurate and, where necessary, kept up-to-date; all reasonable steps shall be taken to ensure that personal data which are inaccurate in relation to the purposes for which they are processed are erased or rectified without delay"

9. Accumin Intelligence

Accumin Intelligence was born from the combination of market leaders in the use of data and technology.

Intelligence supported by data, analytics and software.

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- Data quality solutions (deduplication, normalization, geolocation, etc.)

- Data-as-a-Service (B2B, real estate, geo, sustainability, etc.)

- Portfolio monitoring tools

- Real Estate market analysis tools

- Solutions for customer acquisition and loyalty

- Data-driven Real Estate consultancy (DD Commercial, NPLs/REOs, etc.)

- Real Estate market studies

More than 400 large companies already entrust their Data Quality to Deyde MyDataQ

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