Deyde

MYDATAQ

Add Value to your data

Mexico

Accumin
Intelligence

www.deyde.com/en/

Content

1. What does Deyde MyDataQ do? 3
   1.1 Standardization 3
   1.2 Deduplication 3
   1.3 Enrichment 3
2. What data does Deyde MyDataQ improve? 3
3. Deyde MyDataQ modules 4
   3.1 Data standardisation 4
      3.1.1 Deyde MyDataQ_Names: Name standardisation 4
      3.1.2 MyDataQ_Addresses: Standardization and coding of postal addresses 4
      3.1.3 MyDataQ_ID: Generates the RFC of individuals and companies 4
      3.1.4 MyDataQ_ID Validation: Validation of the RFC with the SAT 4
      3.1.5 MyDataQ_Email: Correction and validation of email addresses 4
      3.1.6 MyDataQ_Email Validation: Validation of e-mail addresses 5
      3.1.7 MyDataQ_Phones: Standardisation of telephone numbers 5
   3.2 Data Deduplication 5
      3.2.1 MyDataQ_Dedupe: Identification of duplicates 5
      3.2.2 MyDataQ_Homes: Identification of family units 5
   3.3 Data Enrichment 6
      3.3.1 MyDataQ_Geo: Geographical data enrichment 6
4. Deyde MyDataQ modalities of use 6
   4.1 Massive processes 6
   4.2 Unit processes 6
   4.3 Interactive processes 7
5. What makes Deyde MyDataQ different? 7
6. Why Choose Us? 7
7. Integration with Solutions 7
8. Guaranteed Data Protection 8
9. Accumin Intelligence 9

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

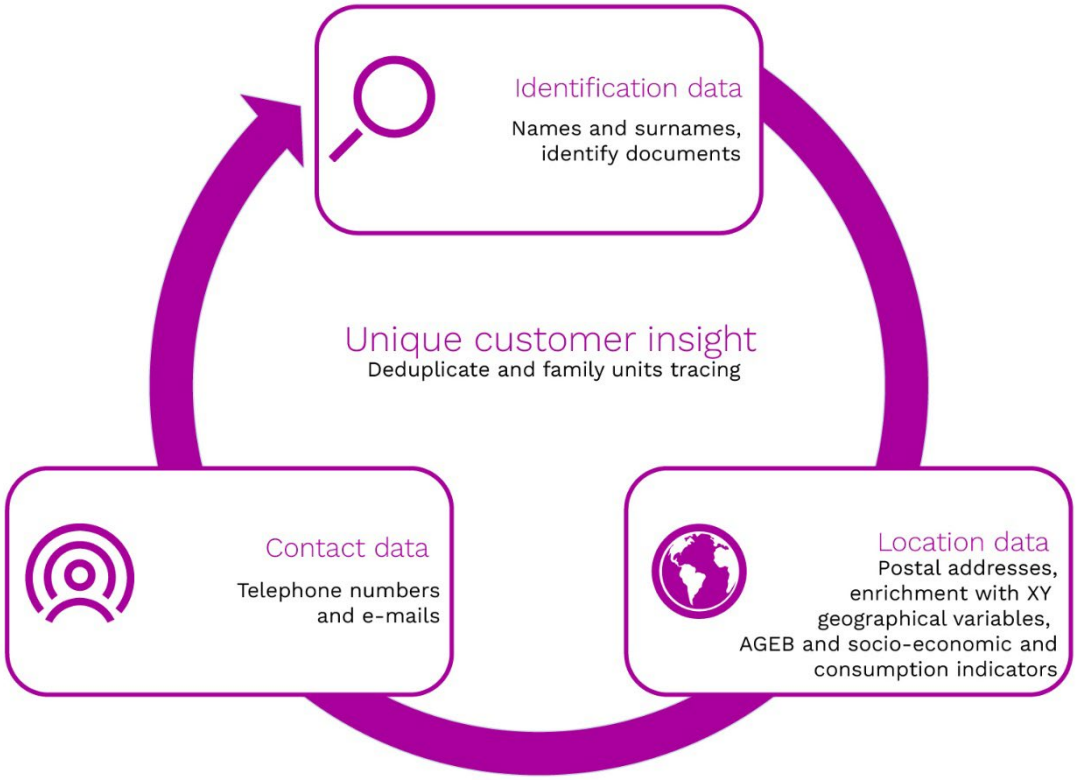
We identify existing duplicate records in the database, even if they are not identical, so that you have a unified view of your customers.

1.3 Enrichment

We enrich your data with geographic information, socioeconomic and consumption indicators and AGEB code, that allows you to improve your knowledge of your customer 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?



3. Deyde MyDataQ modules

3.1 Data standardisation

3.1.1 Deyde MyDataQ_Names: Name standardisation

- Fixes common errors and expands abbreviations.
- Separates title (BA, PhD, etc.), first names, paternal and maternal surname and assigns gender according to name.
- Differentiates between natural 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 obsolete names of towns, municipalities, delegations and streets.
- Enter the correct and updated postal code and assigns the mail delivery center control, according to Correos de México (SEPOMEX).
- Assigns reliability indicator and marks untraceable addresses.

3.1.3 MyDataQ_ID: Generates the RFC of individuals and companies

- Assigns and/or validates the RFC (Registro Federal del Contribuyente) of individuals and legal entities based on full name and date of birth for individuals and name and date of incorporation in legal entities.
- Assigns assignment/validation indicator.

3.1.4 MyDataQ_ID Validation: Validation of the RFC with the SAT

- Clean up characters and remove white space. Cross-check with the SAT lists.
- Assigns a similarity indicator between the name of the AEAT and the one consulted.
- Assigns validation indicator of the consulted RFC.

3.1.5 MyDataQ_Email: Correction and validation of email addresses

- Handles characters not allowed by email sending standards.
- Adapts badly formatted addresses (absence of at, spaces, etc.).
- Fixes the most common typing errors in the most commonly 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.
- Assign a two- or three-digit telephone code (LADA code) depending on the locality or municipality, or confirm its validity if the treated phone contains it.
- Confirm the validity of the three or four digits following the prefix (serial).
- Confirms the validity of the last four digits of the phone (range).
- Validates LADA key, series and range, using public information provided by the Federal Telecommunications Commission (COFETEL).
- Assigns phone reliability index and phone number type indicator (landline, cellular, or 800).

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 records identified as duplicates.

3.2.2 MyDataQ_Homes: Identification of family units

- Identifies people living 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: Geographical 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.
- Inverse Geocoding, to obtain the nearest postal address from coordinates.
- Assignment of AGEB code to the processed postal addresses, both for urban and rural AGEBs.
- Assignment of block code to the processed postal addresses treated each AGEB code.

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 Deyde MyDataQ Batch license (includes training and maintenance).
- Services with Deyde MyDataQ Batch carries out in 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 for use installed on the client. The web services are also available as a service in the Deyde MyDataQ cloud.

4.3 Interactive processes

Processing information at the time of manual data capture.

Available in two modes of use:

- Deyde MyDataQ AutoCompletion, assisted data capture system that ensures quality by minimizing data entry times for names and postal addresses.
- Deyde MyDataQ Omnibox, assisted data capture system that ensures quality and increase the speed of recording in complete postal addresses.

Both modalities are offered as customer-installed licence and are also available as a service in the Deyde MyDataQ cloud.

5. What makes Deyde MyDataQ different?

Maximum results

Minimal errors

High process speed

Immediate installation

Includes parameterization and maintenance

Immediate results

Tailored to each country

High-quality internal data

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 entrust the Quality of their Data to Deyde MyDataQ
4. We optimize more than 1800 million customer records annually

7. Integration with Solutions

Integration with leading solutions in order to improve your effectiveness, thanks to data quality:

The analytics power of SAS® is enhanced with Deyde MyDataQ's DQ services that are integrated to improve the quality of data sources.

Personal data, names and addresses are standardised 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's Geographic Information Systems is increased by the integration of Accumin's DQ services.

8. Guaranteed Data Protection

We comply with the Federal Law on the Protection of Personal Data in Possession of Private Parties (LFPDPPP)

Chapter II: Data Quality.

Article 6: "Those responsible for the processing of personal data shall observe the principles of lawfulness, consent, information, quality, purpose, loyalty, proportionality and responsibility, provided for in the Law."

Article 11: "The data controller shall ensure that the personal data contained in the databases are relevant, correct and updated for the purposes for which they were collected."

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.

- 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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