

Customer Master Database management for an Asset Management Company



Posidex Maintains customer master database for India's leading Asset Management Company.

Client

India's leading Asset Management Company with a leading private sector bank and other group of companies

About the Asset management Company:

Our client is one of the largest asset management companies in the country managing a comprehensive range of products to meet the varying investment needs of its investors, who are spread across 68 major cities of India.

The company was looking for solution to consolidate their customer database across their folios and maintain a database of unique customer database of millions of records.

Challenge

- **Data Volume:** The asset company was receiving high volumes of data on a daily basis and did not have a proper solution that could handle the daily data velocity.
- **Duplicate records:** Their existing solution was not efficient in detecting variations resulting in lot of duplicate records.

Solution

Posidex has worked with the client's parent company, which is India's largest private sector bank and other associated group of companies earlier to handle huge volumes of data.

We built an automated application for the asset management company, which will handle daily volumes of data and quickly identify whether the customer is an existing customer or a new one and assign their Unique Relationship Number accordingly.

The solution was offered as a client server application which takes a batch of records as input, performs internal de-duplication, groups the matched records, merges the information within the group to generate a representative record to match with the master database.

If the record finds match with the master database, the unique number from the master database is assigned to the matched records and the information is again merged with the record in the master database based on merging rules. If the match is not found with the master database, it is considered as record of a unique customer and inserted with a new unique number in the master database. Any exception is thrown for resolving with manual verification.

Results

The complexity of the matching process was resolved to create a unique database of customers as well as progressively generate the customer profile using the merging process. The challenges are not only from the perspective of matching rules/combination which involve the complex cross match of multiple addresses but as well as the data quality because the data is received from various users across India with lot of variations in writing of names and addresses.

Testimonial

"We are using PrimeMatch™ product of Posidex Technologies to carry out the one time de-duplication of our customer database and a process is run on a daily basis for incremental matching. The performance of the software in terms of speed and quality of matches is excellent."

AVP-IT

About Posidex

Posidex Technologies develops software products, solutions and offer services in the domain of identity resolution and entity analytics. Posidex's products and solutions helps enterprises in their operations, decision making and planning during the process of customer data integration, data quality management and master data management. Posidex's clients are spread across various verticals from BFSI to government and are one of the largest data depositories in India in their respective domains.

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