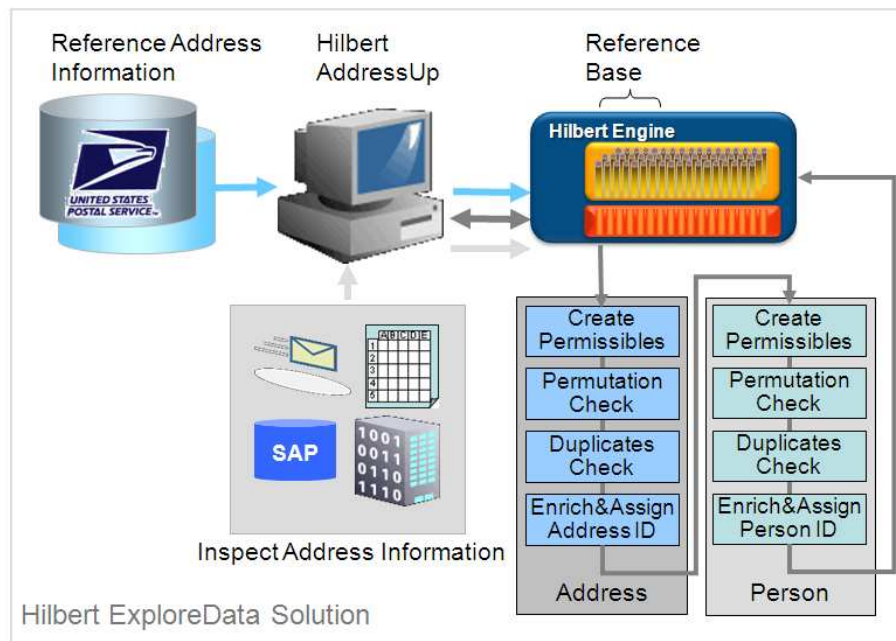


PROFESSIONAL SERVICES INDUSTRY OVERVIEW

Where Speed Translates to Profits

- Industry:** Professional Services Marketing – CRM
- Application:** Householding, Address Standardization, Deduping, Enrichment
- Hilbert Products:** Hilbert Engine, Hilbert ExploreDoc, Hilbert ExploreData
- Business Challenge:** A major US consulting firm required a more accurate and efficient means of matching and house holding customers within large marketing databases.

Business Scenario:



Business Solution: Hilbert Company brought in the Hilbert Engine and Hilbert ExploreData and introduced unparalleled accuracy and performance to the world of Customer Matching and House holding. The solution transforms the data into Hilbert Space, cleanses it, dedupes it, and enriches it with information from trusted third party data sources.

Performance: The migration, parsing and quantizing of data, including the comparison of addresses and the assignment of accurate house holding codes is exceptionally fast - 30 million records per hour as run on an off-the-shelf PC.

PROFESSIONAL SERVICES

INDUSTRY OVERVIEW



Business Benefits:

- Multiple data sources are synergized to form a rich reference/ MasterData base and generate person identities with an accuracy unobtainable before Hilbert
- Data analysis is now fast and accurate
- PC-based Hilbert Engine speed and accuracy outperforms any other solution available today
- As operational data becomes available, future matching of records to the MasterData base can discover other information that is valuable to any business, such as customer buying behavior over time
- Query response is instantaneous

About Hilbert:

Pennsylvania based Hilbert Technology Inc. is an international provider of data management and analysis solutions for large and medium size enterprises worldwide. The offering is based on the revolutionary, patented Hilbert Engine technology for the ultra high-speed access, manipulation, storage and analysis of large volumes of structured and unstructured data. The Hilbert solutions are offered as industry or process specific solutions. Organizations in public services, law, government, finance, communications, whole- and retail sales, transportation & tourism and chemical & pharmaceutical can employ Hilbert solutions to gain unparalleled speed in access and analysis over large data volumes.

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