DATACTICS

UNLOCKING BUSINESS GROWTH WITH DATA MATCHING AND CONCORDANCE

CASE STUDY

Datactics powers the data matching capability for a major international stock exchange group to deliver value to its data consumers.

INTRODUCTION

Data utilisation and monetisation are two of the biggest challenges facing data leaders, yet the pain of linking together data assets often prevents them from gaining the insights they need.

A significant international stock exchange group ('SE') partnered with Datactics to jointly develop an AI-powered matching and concordance process, enabling customers to link their data to a vast array of sources, adding value and context to business content, such as:

- Organisations
- Currency
- People
- ESG
- Quotes
- Instruments
- News
- ETFs
- Geography
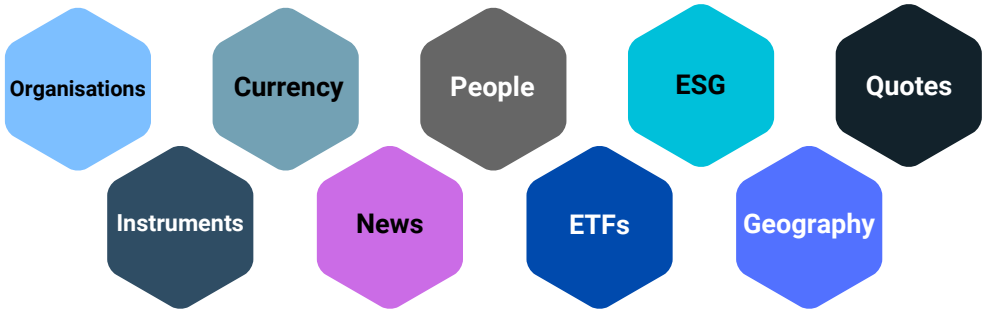
The partnership combines SE's navigational data with its rich source of datasets, and leverages Datactics' advanced technology to help data leaders unlock the true value of their content.

WHY PARTNER?

Matching and concordance solutions are designed to create a consistent and accurate representation of any data objects.

SE and Datactics use proprietary identifiers to map client data to the wide array of data objects in the SE data ecosystem. Clients can now seamlessly navigate this vast universe, saving time and human resource in processing and wrangling data.

Data representing real-world entities can be complex. Identifiers play a key role in the distillation of this complexity through provision of unique references across different data object types. A unique identifier provides confidence, transparency and consistency through acting as a navigational tool, ensuring that the same entity is being referred to across data sources.
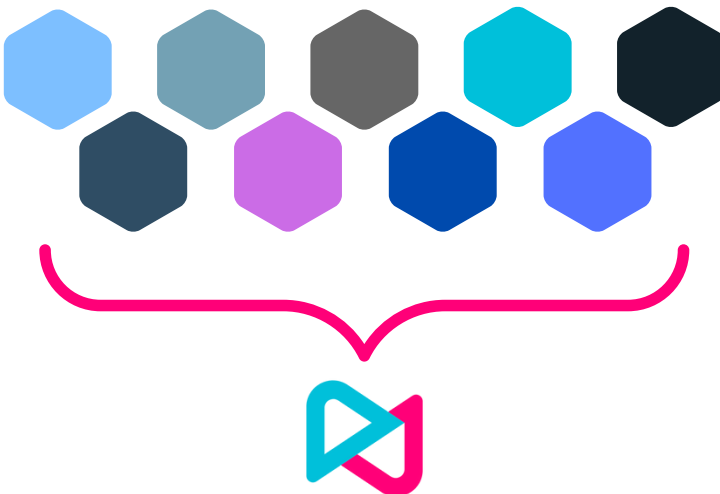
UNLOCKING DATA VALUE

A lack of automation, standardisation and programming resource are behind the historically low usage of available datasets to businesses and institutions.

Matching and concordance delivers material benefits for data, technology and business functions through:

- ✓ A robust, ready-to-use, user-friendly matching and concordance solution

- ✓ A focus on configurability, customization and self-service

- ✓ Removal of the need for clients to obtain specialized technical skills and programming capability to develop their own, bespoke matching solutions.

Financial and corporate analysis, reporting, trading and compliance
Integration of a client security master to the SE data solutions can open access to a wide range of information such as historical, listed, markets and valuation pricing through to commodities, ESG and market data.

AML / KYC, onboarding and off-boarding processes
These can be enabled and enriched with SE entity data such as global instrument-issuer linkage, entity IDs and full corporate hierarchies, audited data, reference and corporate actions data.

HOW IT WORKS

A proprietary SE permanent identifier is the identifier assigned to data objects using Datactics matching technology:

- Data profiling, data quality and enrichment to gain understanding into the underlying data
- Deterministic matching, combined with
- ML-powered Natural Language Processing matching

The client benefits from:

DATACTICS™

Client data sources

Permanent Identifier

✓ Leveraging the wealth of SE data sources without having to worry about standardising or organising data to multiple formats

✓ Matching processes and algorithms being maintained by the Matching & Concordance service - with no costly maintenance overhead for their own development teams

✓ AI models being monitored for explainability and model drift, optimized and curated as part of the service

✓ Improved data-driven decision-making with reduced error rates, less manual work, enhanced insights and opportunities built on reliable, verifiable datasets.
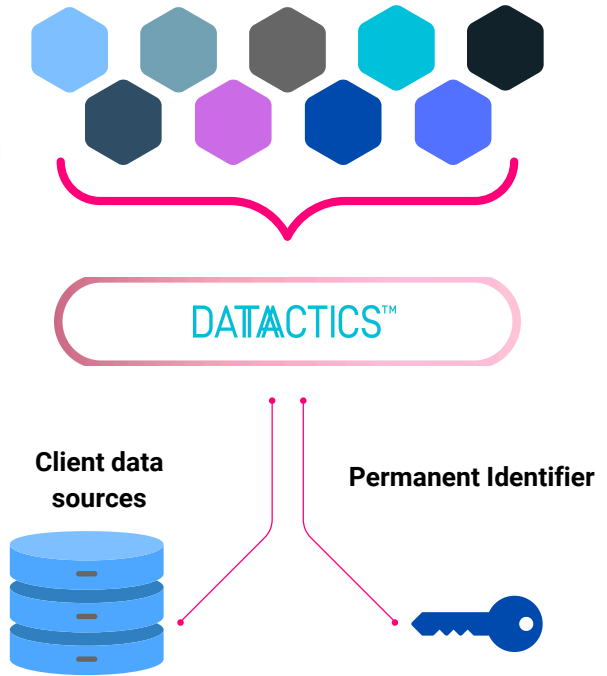
RECOMMENDATIONS

The collaboration between LSEG and Datactics highlighted four specific recommendations that data leaders should explore as part of any Matching and Concordance data strategy. These recommendations are incorporated in the combined process developed by the two firms and comprise:

1. Undertaking data profiling to understand what data you have and its characteristics

2. Using profiling information to inform cleansing and deduplication steps as part of a data quality process

3. Using techniques such as fuzzy matching and machine learning, to identify and merge duplicate records into a single, accurate representation of the data

4. Using a range of match strategies and algorithms, deterministic and leveraging machine learning, to continuously improve match recall and quality

ABOUT DATACTICS

Datactics specialises in data quality and matching software solutions and services, with the option to augment with AI and Machine Learning.

The company provides robust solutions and professional services in highly regulated industries including global Tier 1 banks and Government agencies, driving better quality data for regulatory compliance, delivering single customer/citizen view, and improving business intelligence and analytics.

The firm provides a no-code/low-code solution where users are not required to have technical or software programming skills to use our platform. This helps to eliminate roadblocks common in data management, where organisations are overly reliant on IT teams to interpret and hard-code rules into core systems.

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