IBM Global Name Analytics

IBM Global Name Analytics Highlights

■ *Increase precision for name processing by delivering cultural classification as a range of scores for automated processing*

■ *Add intelligence to automated name processing by applying business rules specific to the name's culture*

■ *Increase accuracy and selectivity by examining each possible name, rather than using a key-based approach*

■ *Meet the demands of organizations and governments that rely upon data sets from cultures around the globe.*

■ *Reduce false positives by intelligently processing the cultural variations found in names*

Names and their variations around the world make recognizing people difficult. Personal names are important pointers to individuals in a society. Unfortunately, there is often great distance between the name as label and the person to whom it refers.

This is especially true in cases where names are stored within large databases. These include government and commercial records that are kept about individuals. Problems arise when attempting to retrieve records from those databases. How a name is stored within data records may, and often does, deviate in form from the way it is entered at the time of query.

However, in today's society, it is crucial to understand people and their names in context and in real time in order to thwart threat and fraud. How then can organizations use this name data at the point of contact to understand their customers, employees, citizens, and even suspected criminals?

Best-of-breed name recognition technology from a trusted partner
IBM Global Name Analytics is designed to address the specific needs and demands of managing multicultural data sets. Unlike traditional data cleansing capabilities that have been designed primarily to

manage data assets in westernized, romanized cultures, IBM Global Name Analytics is designed to meet the unique demands of organizations and governments that rely upon data sets from cultures around the globe.

What can the IBM Global Name Analytics tell you?
Name Classification: Identify the cultural classification of a personal name automatically. It applies linguistic and statistical tools in order to identify the most likely ethnic/cultural context for a name. Only once the context is recognized can the most effective processing techniques then be applied.

Name Parsing: Ensure that your personal name data is consistently and accurately represented in your databases. An important data quality step, accurate name parsing improves the results of all corporate applications accessing name data. The product automates and standardizes the structural analysis of names based on patterns of use collected for names from more than 200 countries around the world, and can help to identify and correct names that may have been presented in non-standard or incorrect sequential order. It can also isolate marginal name-elements, such as titles and honorifics, which can limit

the accuracy of subsequent name-matching and analysis.

Genderization: Measure the use of given-names around the world by gender, reporting percentage of use by males and females, as well as frequency of occurrence in personal-name data collected over the past 20 years by IBM Global Name Recognition.

Name Variants: Generate and return name variants and scores in order of their frequency of occurrence, so a name searcher or a developer can confidently select the top most-frequent variants to enhance the search.

Name Inspection: Quickly measure and evaluate a number of key factors to help drive better data results. For example, uncover parsing issues, random symbols or markings that "clutter" data, concatenated or truncated names and data entry points. The output can be either visual or in the form of a report.

True global name capabilities
The IBM Global Name Analytics includes information and analyses for names from around the world including: Anglo/European, Arabic, Chinese, Hispanic, French, German, Indian, Korean, Pakistani, Russian/Slavic, Thai, Japanese, Western African cultures, and more.

System configurations supported
IBM Global Name Analytics is offered for use on the following configurations:

Platforms:
- Windows 2000 and Windows 2003 on x86
- Solaris 8 and 9
- RedHat Linux AS on x86
- AIX 5L on POWER4 and POWER5

Compiler requirements
IBM Global Name Analytics supports API-level access using the following compilers:
- Windows/x86: Microsoft Visual Studio V6, Microsoft Visual Studio .NET 2003
- Sun Solaris: Sun Forte V6, Free Software Foundation gcc v3.2
- Linux/x86: Free Software Foundation gcc v3.2
- AIX: Visual Age C++ V6

IBM Global Name Analytics requires no database management software

Mission critical name recognition solutions
IBM Global Name Analytics provides users the ability to understand critical name information. Among numerous other applications, Global Name Analytics allows you to manage:
- Anti fraud missions that cross multiple cultural and geographic boundaries.
- Homeland security situations involving data sets from different countries.
- Border safety missions to extend the effectiveness and accuracy of name-based queries of search engines and databases.
- KYC applications to recognize what cultural background a given name comes from, such as names translated from Chinese, Korean, Hispanic, Arabic, etc.
- CRM deployments involving large amounts of data transcribed from oral sources (i.e. telephone or wire communications).

For more information
For additional information about IBM's global name recognition technologies, please visit:
www.ibm.com/data/globalname

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