

## IBM Global Name Scoring

### IBM Global Name Scoring Highlights

- **Recognize “written” hand-keyed and “oral” interpretations of name data when searching and scoring multicultural names to provide the most likely variations**
- **Increase the accuracy and selectivity in searches by examining each possible name**
- **Overcome character variations caused by “dirty data” (i.e. typographical errors, misspellings, truncations, concatenations, etc.)**
- **Identify identical and fuzzy clear text and phonetic name matches**
- **Search and scoring capabilities enable fewer false positives and false negatives**
- **Screen potential threats, and perform background checks across multiple geographies and cultures**

### **Names and their variations around the world make recognizing people difficult.**

Individuals are distinguished and identified by personal names. Information about people is inevitably linked to their names, whatever other types of identifiers may also be used to distinguish records about them. That is why it is crucial to be able to recognize names of the individuals your organization works with - citizens, customers, prospects, suspects, and even employees. Without a clear understanding of their name, you do not have an accurate picture of who you are truly dealing with.

### **Best-of-breed name recognition technology from a trusted partner**

Since 1984, IBM has pioneered the use of computational linguistics expertise and technology to solve the complex problem of multi-cultural name scoring.

IBM Global Name Scoring improves the accuracy of name searching, transliteration, and the quality of identity verification initiatives by providing ranked search results, based on the linguistic, phonetic, and specific cultural variation patterns of names. It works from a knowledge base of information focused on the specific culture of a name and utilizes these rules associated with the names from that culture to perform the best matching and the best search results.

Based on an industry-leading technology, it allows an organization to search and recognize foreign names, screen potential threats, and perform background checks across multiple geographies and cultures.

### **What does IBM Global Name Scoring 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 Hunting:** Search for multi-cultural names in a database and provides the most likely variations more effectively, improving the accuracy of name searching and the quality of identity verification initiatives. This enables you to overcome character variations caused by “dirty data” (i.e. typographical errors, misspellings, truncations, concatenations). Additionally, the ability to recognize cultural variations of nicknames, title, suffixes, prefixes, infixes, qualifiers and variation gives you even greater cultural name recognition. More than 40 individually-adjustable parameters allow for highly tuned and application-

specific results. This ensures fewer false positives and false negatives than any alternative.

**Name Parsing:** Ensure that your personal name data is consistently and accurately represented in your databases. Accurate name parsing improves the results of all corporate applications accessing name data. IBM Global Name Scoring can be employed throughout your enterprise to help in all areas where personal name data is utilized. This allows for processing automation of names from over 200 countries around the world.

**Phonology-Oriented Search Engine:** Provide ranked search results based on similarity of pronunciation, not just similarity of spellings (e.g., Li and Leigh). This applies language-specific letter-to-sound rules in order to identify potential pronunciations for names, so that two superficially dissimilar names can be matched by a shared spoken form. This is especially important for data that has been transcribed from an oral source, such as a telephone or wire communication.

#### **True global name capabilities**

The IBM Global Name Scoring 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 Scoring 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 Scoring 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 Scoring requires no database management software

#### **Mission critical name recognition solutions**

IBM Global Name Scoring provides users the ability to understand critical name information. Among numerous other applications, Global Name Scoring 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](http://www.ibm.com/data/globalname)**



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