

Verato

MDM Cloud™

Unprecedented identity
intelligence starts here



Powering exceptional experiences

Verato MDM Cloud™ powers exceptional experiences everywhere by solving the problem that drives everything else — **knowing who is who™**. By driving a complete and trusted single source of truth for identity intelligence, enterprises achieve high-fidelity data and interoperability to power their most strategic data-driven initiatives. Knowing who is who is the foundation for delivering exceptional experiences — the ultimate game changer for acquiring and retaining customers, enhancing brand reputation, competing in the market, and driving growth.

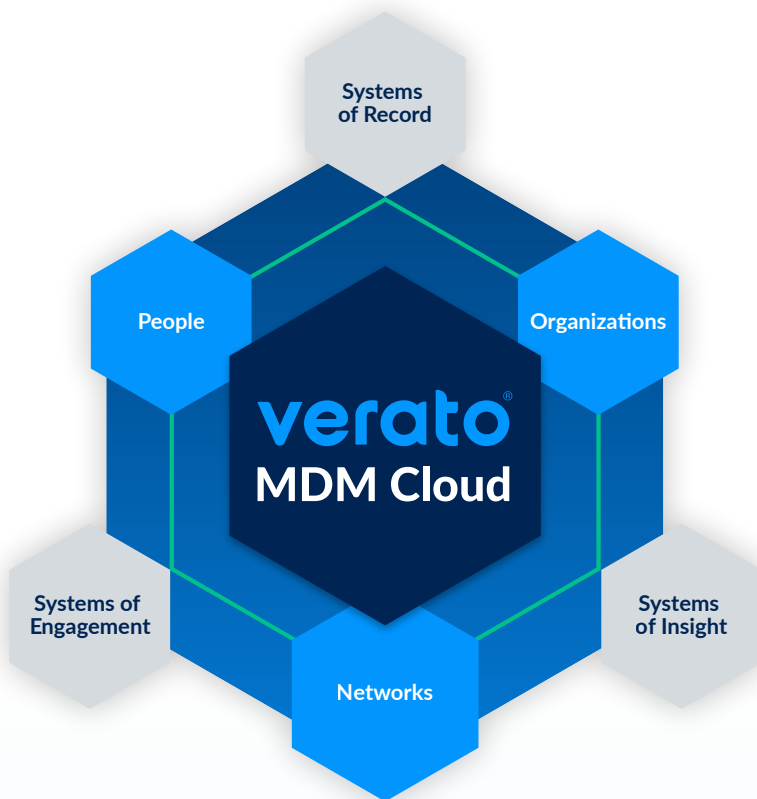


“ When you think about identity across all constituents, consumers, employees, workforce, and external parties - it's very important that the technology enables quality and adaptiveness for the transformation. Verato does that for us. ”

Sophy Lu Barbieri, CIO, Northwell Health

The next generation of MDM

Verato MDM Cloud™, the next generation of master data management (MDM), delivers unprecedented identity intelligence by uniquely combining extraordinary identity resolution and enrichment with identity verification, AI-powered data governance, and advanced insights. In stark contrast to other MDM toolsets, Verato re-imagines MDM to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed to value, enterprise-grade performance, and customer success.



The single source of truth for identity intelligence – delivering complete and trusted 360-degree views of people, organizations and networks across ecosystems. Powering exceptional experiences everywhere by solving the problem that drives everything else – knowing who is who.

Purpose-built and nimble to deliver unmatched

Speed to Value | Enterprise Performance | Customer Success

“ Identity is the origin point for 99% of problems. Working with Verato, we are able to achieve unparalleled accuracy, transforming identity data into a strategic advantage that drives smarter decisions, enhances security, and creates better experiences for our patients and communities.

This is the future of trusted, data-driven innovation. ”

Aaron Miri, Executive Vice President and Chief Digital Information Officer, Baptist Health of Jacksonville

Why it matters

As digital transformation and AI progress at lightning speed, organizations find themselves data rich and insights poor. Digital transformation's promise to drive better experiences and business performance is falling short.

Data is often trapped in silos across disconnected systems of record such as ERPs and EHRs, systems of engagement such as CRMs, and systems of insight such as cloud data platforms. These systems cannot integrate seamlessly without a single source of truth for identity, making it impossible to share and consume complete and trusted 360-degree views of people, organizations, and networks.

That's why Verato MDM Cloud™ is purpose-built to drive organizations' most strategic data-powered initiatives:



Customer 360: Verato MDM Cloud™ delivers extraordinary identity resolution accuracy, real-time identity verification, and native data enrichment to drive complete and trusted 360-degree views of the customer journey.



Enterprise Analytics: Verato MDM Cloud™ delivers native data enrichment and intelligent cohort and audience building to drive self-service analytics for customer acquisition, retention, and business development strategies.



Artificial intelligence: Verato MDM Cloud™ delivers high-fidelity data to AI agents, generative AI models, and data platforms like Snowflake®, BigQuery®, Salesforce®, and more, to drive AI-ready data across your enterprise.



Interoperability: Verato MDM Cloud™ delivers the industry's highest matching accuracy, coupled with industry-specific data models and frictionless connectivity, to drive interoperability across siloed data sources and complex ecosystems.



Cloud transformation: Verato MDM Cloud™ delivers a purpose-built and nimble platform with enterprise-grade scalability, performance, and security to drive unmatched speed-to-value for cloud-transformation initiatives.

“ Verato enables us to break down the agency data silos and integrate all their disparate systems, as well as to identify and match all clients so that we can crosswalk the same client from one system to another, and measure the outcomes of those services. ”

Romy Singh, Systems Architect, Fairfax County, Virginia

Redefining MDM

We partner with our customers to deliver the single source of truth for identity intelligence.

- **Connect** frictionlessly and securely to all disparate systems of record, systems of engagement, and systems of insight.
- **Identify** who is who across all systems with extraordinary accuracy to build 360-degree views of people, organizations, and networks.
- **Enrich** the 360-degree view of people, organizations, and networks with Verato-supplied attributes to gain more insight and enable more tailored next-best-actions.
- **Manage** and govern your data to create complete, trusted, and use-case driven golden views of data and relationships — and synchronize this data across the enterprise.
- **Activate** your data by delivering identity intelligence across the enterprise to power exceptional experiences everywhere — the ultimate game changer for acquiring and retaining customers, enhancing brand reputation, competing in the market, and driving growth.



Unprecedented identity intelligence

Verato MDM Cloud™ defines the next generation of MDM capabilities:

- **Extraordinary identity resolution accuracy:** Independently verified to be 24% more accurate than other entity resolution algorithms, leveraging our patented approach to referential matching.
- **Native data enrichment:** Powered by our highly curated national datasets and intelligent data science to augment person, organization, and network attributes for complete 360-degree views.
- **Digital identity verification:** Real-time identity verification, powered by CLEAR®, provides frictionless identity proofing and secure access for employees and customers.
- **AI-powered data governance:** Designed to automate and execute governance policies and workflows for your industry best practices and use cases.
- **Advanced out-of-the-box insights:** Intelligent cohort and audience building power customer acquisition, retention, and business development strategies.

“ Without stable and high-quality matching, pushing data around is meaningless. ”

Todd Rogow, CEO, Healthix



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Frictionless and secure data integration

Deploy in weeks and quickly integrate with your data

Frictionlessly and securely integrate your disparate systems of record, systems of engagement, and systems of insight — with modern web-services APIs, a multi-cloud strategy, industry-specific connectors for HL7® and FHIR®, and pre-built apps and accelerators for platforms like Salesforce®, Snowflake®, and BigQuery®.

Modern APIs and batch connectors

Frictionless integration to any application.

Pre-built apps and accelerators

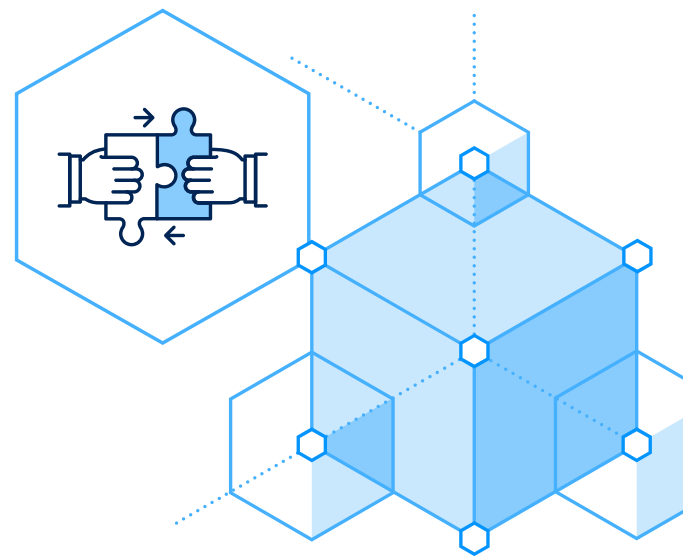
Pre-built apps and accelerators for Salesforce®, Snowflake®, BigQuery®, and other CRMs and Cloud Data Platforms.

Industry-specific connectors

For healthcare organizations, HL7® and FHIR® ensure seamless integration with EHRs like Epic®, Oracle Health®, Athenahealth®, Allscripts®, and others.

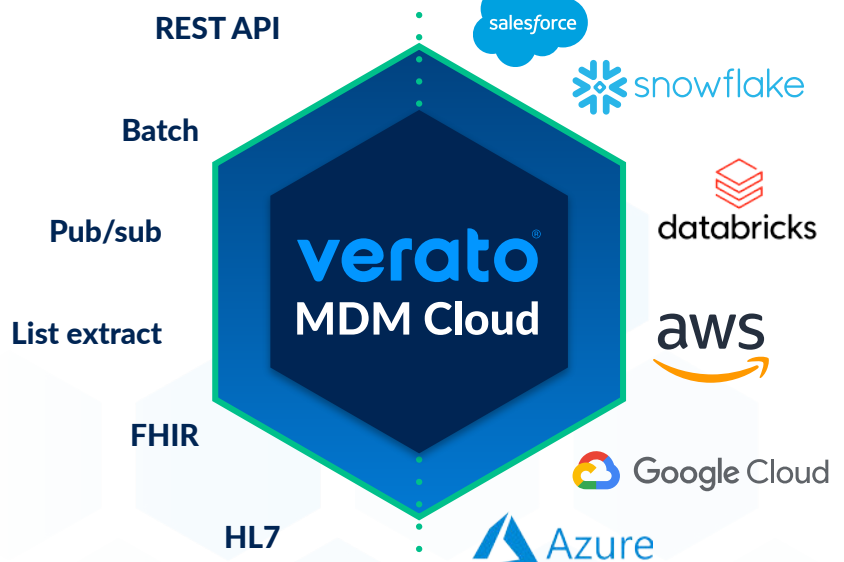
Outbound notifications

A modern publish/subscribe architecture enables automatic data synchronization with downstream systems and enables data sharing for organizations that want to exchange data about their customers, patients, members, clinicians, or other identities with each other.



Integration methods

Apps and connectors



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Extraordinary accuracy



verato®

Build a 360-degree view of people and organizations with extraordinary accuracy

Verato MDM Cloud™ is the only MDM platform with Verato Referential Matching®, real-time digital identity verification, and the ability to integrate and match lower quality sources without sacrificing match integrity. Simply put, Verato MDM Cloud™ sets the new gold standard in identity data matching for people and organizations.

Verato Referential Matching®

- Industry-leading and independently-verified match accuracy that is 24% more accurate than alternatives, leveraging an AI-powered patented approach to referential matching.
- Utilizes our highly curated national databases and probabilistic algorithms to deliver out-of-the-box accuracy, without requiring extensive tuning or configuration.
- Proven across hundreds of customers in industries like healthcare and financial services where accuracy is paramount.

Digital identity verification

- Real-time identity verification, powered by CLEAR®, provides secure, frictionless identity proofing and secure access for employees and customers.
- Supports IAL2 to ensure compliance with regulatory requirements.

Verato Match Tiers™

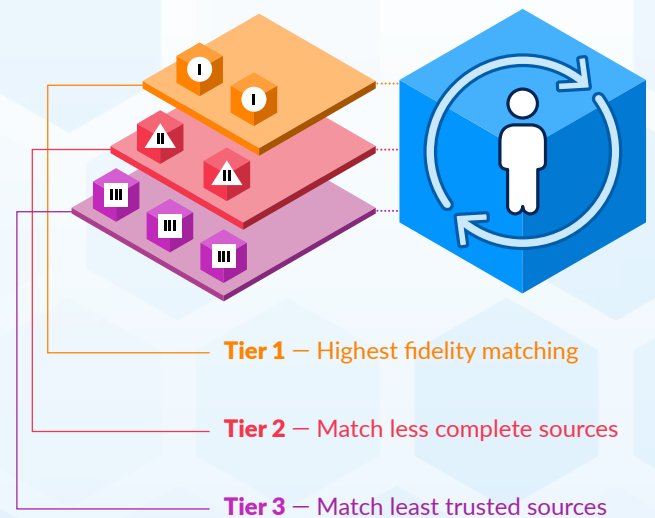
- Works in tandem with Verato Referential Matching to maintain match integrity even when integrating and matching data from sources that are less trusted, less complete, or have lower quality.
- Without Verato Match Tiers, organizations would have to choose between either sacrificing their match integrity, not integrating lower quality sources into their MDM, or having multiple additional “single sources of truth” outside of their MDM that use different matching algorithms.

Verato Referential Matching®

Identity Record A	Verato Carbon	Identity Record B
NAME Rebecca Smith	NAME Rebecca Smith Becca Jones-Smith Rebecca Jones	NAME Rebecca Jones
DOB 1981-12-08	DOB 1981-12-08	DOB —
SSN —	SSN 908-76-5432	SSN 908-76-5432
PHONE (703) 648-9272	PHONE (703) 648-9272 (571) 763-2851 (617) 295-8814	PHONE (617) 295-8814
ADDRESS 123 Main St, Anytown	ADDRESS 123 Main St, Anytown 328 River St, Othercity 854 Oak Ln, Cedarville	ADDRESS 854 Oak Ln, Cedarville

MATCH

Verato Match Tiers™



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Native data enrichment

Gain a wide array of data to complete your view of people and organizations

Powered by our highly curated national datasets and intelligent data science, enrich your 360-degree views of people, organizations, and networks with Verato-supplied attributes to gain more insight, enable more tailored next-best-actions, and understand which people have the highest propensity for needing high-value service lines and products.

Outreach data

Target consumers with better outreach data, like phones, emails, and addresses.

Consumer profile data

Gain insight into socioeconomic and psychographic attributes like income levels, charitable donor behavior, household distributions, interests and affinities, and more, to power audience building and drive growth.

Address verification

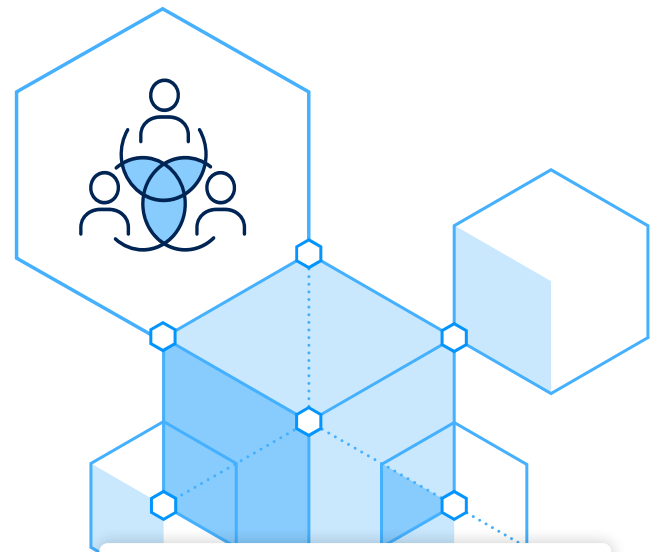
CASS-certified verified address, for real-time and analytical use cases, including deliverability, ZIP+4, and geocode.

Intelligent data science

Understand which populations may be food insecure, be housing insecure, need access to transportation, and more, with out-of-the-box propensity models, purpose built for different industries.

Clinician-specific attributes

Gain insight into affiliations, specialties, practice addresses, and more, to fill in the gaps in your provider data for operational use cases, and to gain provider network intelligence for analytical and strategic use cases.



Cohort Person Enrich

Find a Field

Search Options

Start typing to search

All Fields

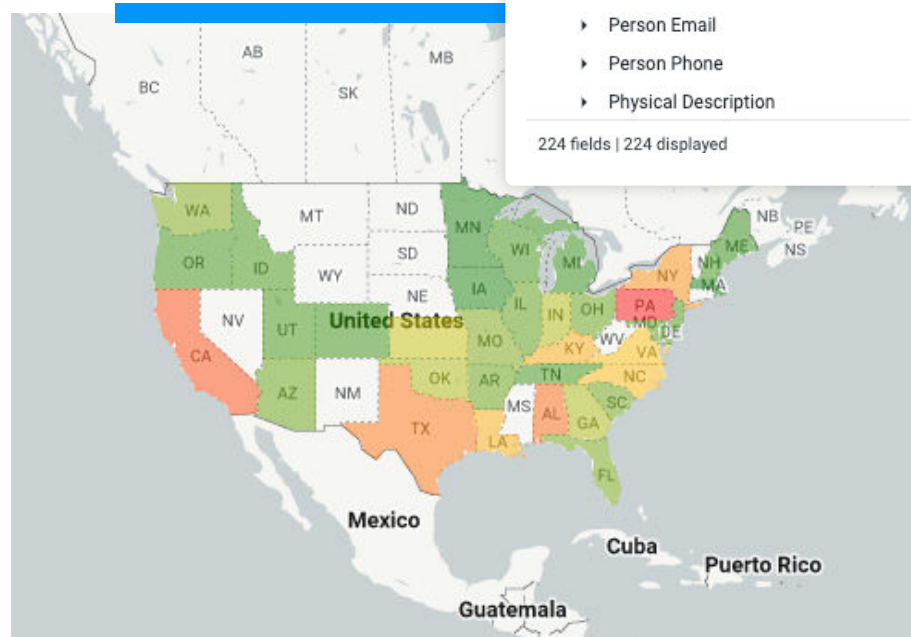
In Use

Enriched Demographics

DIMENSIONS

- › Address
- › Behavioral / Lifestyle
- › Demographic
- › Donor Propensity
- › Economic
- › Enriched Address
- › Enriched Email
- › Enriched Identity Information
- › Enriched Name
- › Enriched Phone
- › Enriched Physical Description
- › Housing
- › Identity Information
- › Name
- › Person Email
- › Person Phone
- › Physical Description

224 fields | 224 displayed





AI-powered data governance

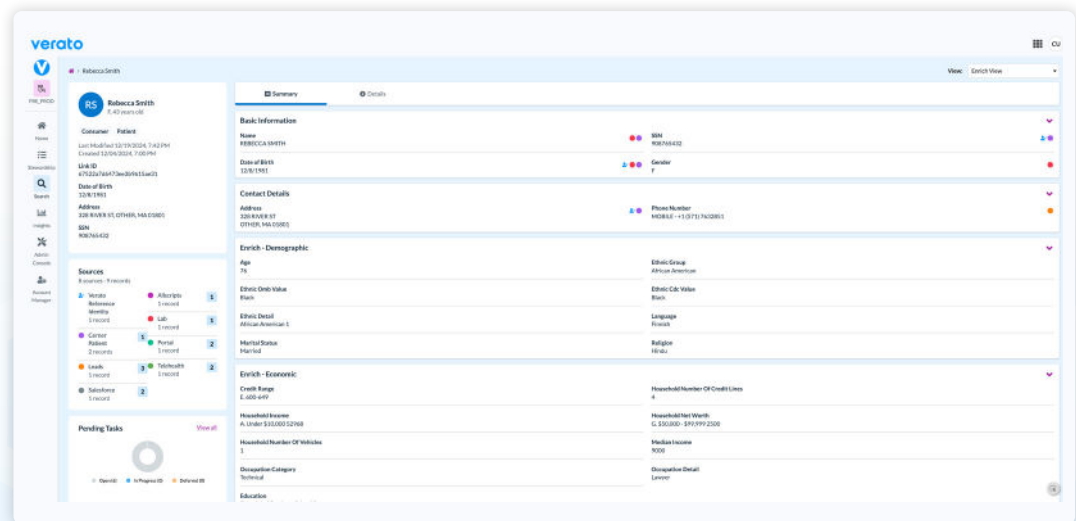
- Pre-built industry data models
- Zero-code extensibility
- Real-time unique ID assignment
- Smarter golden views
- AI-powered governance
- Stewardship workflow orchestration
- Authoring of master data in the UI

Best-in-class data management, governance, and stewardship – built for the modern age

Verato MDM Cloud™ is purpose-built to deliver value out-of-the-box, with intelligent automation allowing organizations to “set it and forget it.” But for organizations that do want fine-grained configurability, management, governance, and stewardship, Verato MDM Cloud™ has modern, powerful workflows and a rich user interface built for the needs of today’s administrators, stewards, and analysts.

Verato Entity 360™

- A robust data model and configurable user experience that enables more holistic 360-degree views of people and organizations.
- Incorporates your own mastered data and Verato’s native enrichment data.
- Includes pre-built data models for different industries and data domains, with zero-code extensibility.



Verato Smart Views™

- The next-generation of golden records.
- Delivers complete, trusted, enriched, and use-case driven golden views of data and relationships to the applications and workflows that need them.

Verato Managed Records™

- Author and govern master data directly in the Verato user interface.
- For example, edit a customer’s consent and preferences data, or centrally manage and update a provider’s data.

Verato Managed Record

Contact Preferences

Purpose: Receipt of laboratory results

Preferred Channel: Mobile, SMS

Category: Medical

Opt-In Status: Yes

Last Opt-In: 01/29/2025, 12:23 PM

API Request Pull (EHR) → Outbound Notifications Push (Salesforce)

Verato Smart Steward™

- AI-powered stewardship delivers even higher and more automated matching accuracy, providing recommendations on stewardship and governance decisions.

Task Queue

Status	Category	Identity Name	Priority	Trigger Recd
Open	Potential Match - Same Source	Rebecca Smith	High	ehr: 329857
Open	Match - Same Source	Christopher Nolan	Medium	ehr: 329857
In Progress	Potential Match - Same Source	Rebecca Smith	Low	ehr: 329857
Open	Potential Match - Cross Source	Rebecca Smith	-	ehr: 329857
Open	Potential Match - Same Source	William W Johnson	-	ehr: 329857
In Progress	Match - Cross Source	Emily Clarksson	-	ehr: 329857
Open	Potential Match - Same Source	Rebecca Smith	High	ehr: 329857
Open	Prevented Overlay	Harry Nightingale	-	ehr: 329857
Open	Match - Same Source	Christopher Nolan	Medium	ehr: 329857
Deferred	Overlay	Rebecca Smith	-	ehr: 329857
In Progress	Potential Match - Same Source	Rebecca Smith	Low	ehr: 329857
Open	Potential Match - Same Source	Pendingbaby	-	ehr: 329857

AI Recommendation

We recommend you **Merge and close task** (High Confidence)

Based on past data analysis, we recommend merging these potential duplicate records. Please review the details and confirm.

The following task details will change to:

Assignee: Jared Dunn (Me)
Status: Closed
Resolution: Same Person

Match Transparency

The following records share many of the same core attributes as the original identity, despite lower-weighted attributes not matching or having no value.

Match Score: 0.83

Top Contributing Attributes

Attribute	Match Status	Score
Date of Birth	Perfect Match	+0.25
SSN	Partial Match	+0.20
Address	Partial Match	+0.10
Gender	Partial Match	+0.10
Email	No Match	+0.05
Death Details	No Match	+0

Verato Relationships™

- Automatically group identities into households, and understand the relationships between entities.



Advanced insights, out of the box

Actionable analytics, reporting, and intelligence

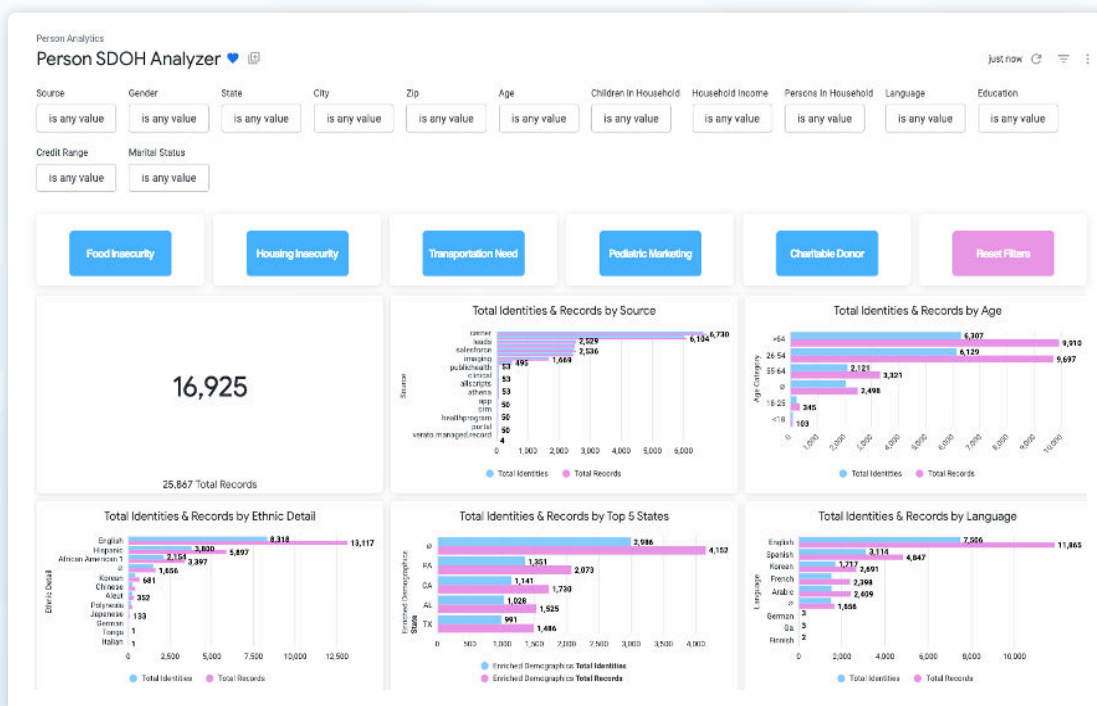
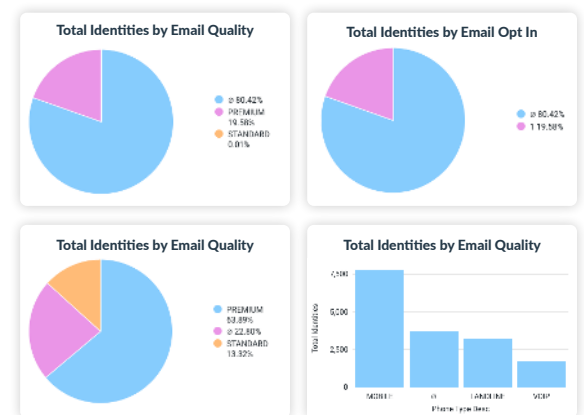
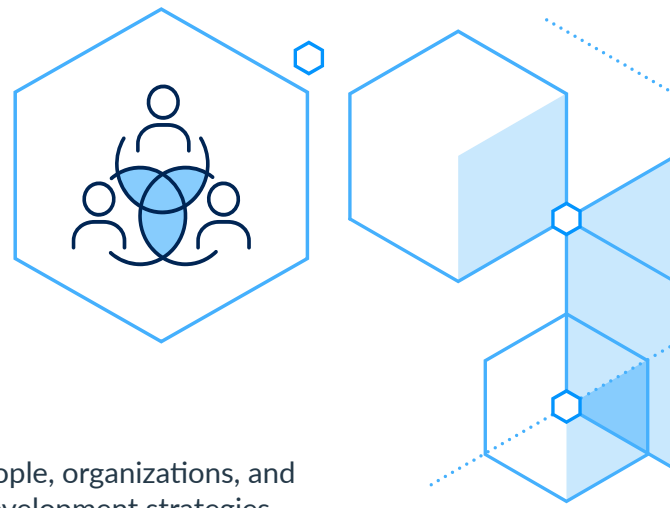
Verato MDM Cloud™ delivers unprecedented intelligence about people, organizations, and networks to power customer acquisition, retention, and business development strategies. From interactive reports about data quality, to pre-built propensity models for your populations, and even out-of-the-box insights into healthcare provider networks and affiliations, Verato MDM Cloud™ goes beyond simply mastering data to truly delivering data intelligence.

Verato Cohort Analyzer™

- A powerful reporting and insights layer that enables you to understand and activate master data by creating, analyzing, and extracting cohorts of people and organizations.
- Deeply integrated with Verato enrichment data to enable smarter audience segmentation and more effective outreach.

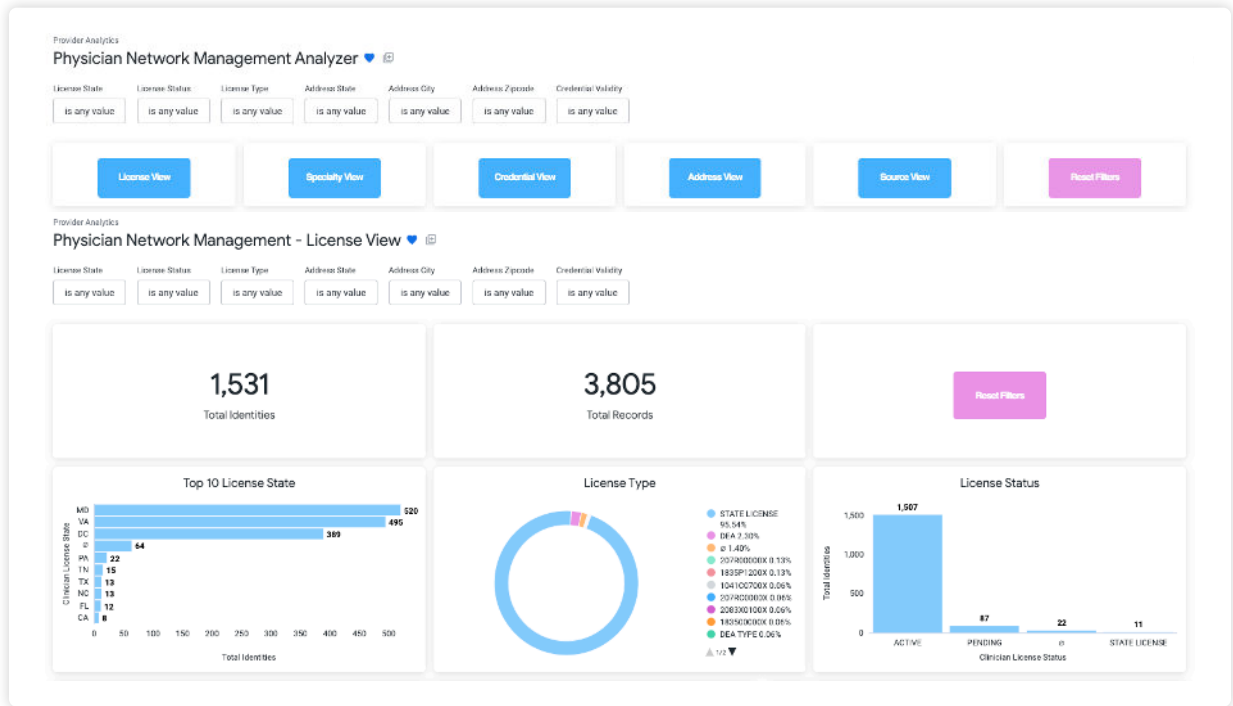
Population intelligence™

- Pre-built, out-of-the-box analytic models that leverage your own master data and Verato’s enrichment data to deliver insight into your populations.
- Understand which populations are food or housing insecure, which populations have a higher propensity to donate, which populations are in your target growth zip codes – and even which populations have the highest propensity for needing high-value service lines and products.
- Gain better outreach data for these populations to power customer acquisition and retention.



Provider network intelligence

- For healthcare organizations, Verato MDM Cloud™ enables you to understand affiliation and service volume information for more accurate network analytics. Analyze provider networks and referral patterns across not only your mastered data, but across entire service geographies.



Insights where you need them

- A web user interface enables self-service insights for data analysts.
- An identity data platform enables analytic use cases in your own data environments.
- Data synchronization ensures the best version of your data is propagated from Verato into any workflow or data platform.



“ Since installing Verato, VITL has demonstrated a cohort match rate increase from about 65% to greater than 95%. ”

VITL 2021 Annual Report

MDM reimaged



The only MDM that is purpose-built and nimble

Verato MDM Cloud™ can deliver instant value to organizations anywhere on the MDM maturity curve – from those simply wanting to augment an existing solution with better identity resolution, to those wanting to deploy a nimble MDM for specific use cases or business functions, to those wanting a fully configurable MDM platform that delivers intelligence across the enterprise.

Unmatched speed to value

- Rapid payback with typical ROI less than four months from go live.
- Extraordinary identity resolution accuracy without extensive tuning or configuration.
- Pre-built data models, pre-configured workflows, and out-of-the-box insights.
- Future-proof platform that allows organizations to focus on high-value use cases out of the gate.

Enterprise-grade performance

- Enterprise scale: over 75% of the US population flows through Verato today.
- Frictionless connectivity for rapid integration, including pre-built adapters for Snowflake®, BigQuery®, Salesforce®, and other CRMs and cloud data platforms.
- Proven performance at scale, routinely supporting customers with 100M+ identities and 10M+ transactions per day.
- HITRUST, SOC 2, PCI, IAL2.

World-class customer success

- Net Promoter Score (NPS) in the 99th percentile for enterprise software.
- Identity experts with 100s of years of cumulative experience.
- Deep subject matter expertise across the critical industries of healthcare, life sciences, financial services, public sector, and beyond.
- Comprehensive customer success plan.

Trusted everywhere



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Ready to get started?

Explore how Verato MDM Cloud™ can drive your most strategic data-powered initiatives such as customer 360, enterprise analytics, artificial intelligence, interoperability, and cloud transformation.

Go to verato.com/mdmcloud



verato

Verato®, the identity intelligence experts, powers exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who. Verato MDM Cloud™, the next generation of master data management, delivers unprecedented identity intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines master data management to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed-to-value, enterprise grade performance, and customer success. More than 75% of the US population flows through Verato, powering a single source of truth for identity across the critical industries of healthcare, life sciences, financial services, public sector, and beyond. For more information, visit verato.com.