

# Verato Auto-Steward<sup>®</sup>

A powerful plug-in to your existing data management systems that improves customer matching and reduces duplicate records

Verato Auto-Steward enables you to quickly and easily turbocharge the person-level data matching capabilities in your master data management (MDM) solution, leveraging our proprietary Referential Matching approach to automatically resolve 50-75% of the potential duplicates your MDM has set aside for manual resolution by data stewards. Verato Auto-Steward is the quickest and easiest way to see the benefits of Referential Matching™ — by optimizing your existing MDM and spending less on manual data stewardship efforts.

## How it works

You can integrate Verato Auto-Steward directly into your existing processes for resolving data stewardship tasks.

### Real-time resolution

Each time your MDM's matching engine can't decide whether an incoming identity matches an existing identity in the MDM, it flags that identity as a potential duplicate and creates a task for a data steward to resolve. With Verato Auto-Steward, that task would instead be sent to the Verato cloud using a simple API call. Verato would automatically resolve the task in real-time and instantly return its "match" or "no match" decision to be integrated into your MDM.

### Clean up your backlog

Verato Auto-Steward can also quickly resolve your backlog of tasks awaiting review by your stewardship team. Most MDMs host thousands, if not millions, of suspects stemming from poor data matching. But most organizations don't have stewardship teams with enough bandwidth to resolve all of these tasks. Verato Auto-Steward can automatically resolve 50-75% of these tasks and can process hundreds of thousands per day.

**verato**

[verato.com/products/auto-steward](https://verato.com/products/auto-steward)



Automatically resolve  
**50-75%**  
of your stewardship tasks

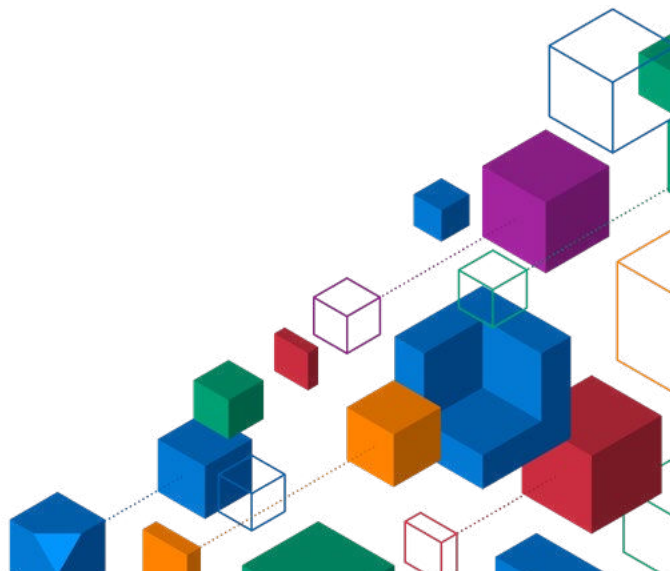
## Additional use cases

### Continuous detection

Verato Auto-Steward detects any time your MDM misses a duplicate record or incorrectly matches two records.

### Match supplementation

Verato Auto-Steward provides a unique identifier for each customer. Use this identifier to supplement your MDM's matching.



## Why it works: Referential Matching

Referential Matching is a proprietary, next-generation approach to identity matching that is dramatically more accurate than conventional matching approaches and algorithms. Verato leverages an extensive self-learning database of U.S. identities as an “answer key” for demographic data like names, addresses, and birth dates.

Verato references this database during the matching process, allowing Verato to match identities that conventional approaches and algorithms could never match — even identities that contain different, incorrect, out-of-date, or sparse demographic data. Verato Auto-Steward can even provide substantiating data as proof of its match decisions.

Consumer A	Verato Reference	Consumer B
NAME Katherine Smith —	NAME Katherine Smith Kathy Smith Katherine Jones	NAME — — Katherine Jones
DOB 1968-08-14	DOB 1968-08-14	DOB —
SSN —	SSN 456-78-9012	SSN 456-78-9012
PHONE (214) 456-5645 —	PHONE (214) 456-5645 (815) 987-4567	PHONE — (815) 987-4567
ADDRESS — — 123 Main St.	ADDRESS 200 S Madison St. 200 Madison Street 123 Main St.	ADDRESS 200 S Madison St. — —
Both match to the same reference record, therefore they match to each other.		

## Top four reasons to use Verato Auto-Steward

1

### System agnostic, seamless integration

Whether you use Informatica, Oracle, IBM, TIBCO, Reltio, or another MDM, you can plug Verato Auto-Steward into your existing solution to automatically optimize its performance with Referential Matching.

2

### Optimize your MDM's performance

Verato Auto-Steward can dramatically decrease the manual processes surrounding person-level data in your MDM, both as new data sources are added as well as resolving existing issues within your MDM.

3

### Enable your data stewards to focus on more meaningful work

By automatically resolving 75% of the data stewardship tasks that normally would have to be manually resolved, Verato Auto-Steward allows your team to focus on work that is more meaningful to your organization.

4

### Lower your MDM's TCO while increasing your ROI

By eliminating 75% of the manual effort surrounding person data in the MDM, organizations that use Verato Auto-Steward decrease the total cost of ownership (TCO) of their existing MDMs. In fact, these organizations have reported a 50-60% higher ROI by using Verato Auto-Steward instead of a manual process.

**Verato**, the identity experts for better data management, enables smarter growth, improved efficiency, and actionable insights by solving the problem that drives everything else — knowing who is who. Only the Verato next generation cloud identity platform enables interoperability across an increasingly complex digital ecosystem with unprecedented accuracy, ease, and time-to-value.

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