



# Interzoid

## Better Data. Better Analytics. Stronger Decisions. Greater Impact.

### AI-Powered Data Matching for Analytics You Can Trust

Analytics is only as good as the data behind it. Interzoid's Generative-AI powered Data Matching Solution ensures clean, consistent, and enriched data—so you can unlock deeper insights, make smarter decisions, and drive measurable results.

#### THE DATA PROBLEM IN ANALYTICS

Poor data quality undermines the accuracy of analytics, limits enrichment opportunities, and leads to costly strategic missteps.

- ✘ Inaccurate, inconsistent, and incomplete data
- ✘ Duplicate records and conflicting information
- ✘ Difficulty matching internal data with third-party sources
- ✘ Unreliable reports and dashboards
- ✘ Poor decisions, wasted resources, and missed opportunities



According to Gartner, poor data quality costs organizations an average of **\$15 million USD** per year.

The financial impact of poor strategic decisions made based on bad data is largely immeasurable.

#### EXAMPLE: SAME ENTITY, DIFFERENT PERMUTATIONS

ORGANIZATIONS		
	Global Health Systems	Global Health System, Inc.
	GHS	Global Health Sys
	Global Health Systems LLC	Global Health Systems, LLC
	Global Health Systems Inc.	GHS, Inc.
INDIVIDUALS (PEOPLE)		
	John A. Smith	John Smith
	J. Smith	Jon A Smith
	John Andrew Smith	John A Smith, MD
	Jon Smith	J. Andrew Smith

Different data. Same entity. Reduced noise. Greater clarity. Better insights.

#### THE INTERZOID SOLUTION

Interzoid uses Generative AI, Machine Learning, and advanced algorithms to match, unify, and enrich your data.



##### 1. DISCOVER

Profile your data and discover inconsistencies, duplicates, and quality issues across systems.



##### 2. MATCH & UNIFY

Generate similarity keys to match and consolidate records across internal and external sources.



##### 3. PREVENT

Use Interzoid Matching APIs to validate and standardize data at the point of entry—preventing future issues.



##### 4. ENRICH

Leverage customizable data enrichment to add context and connect more data for deeper insights.

#### DEPLOY YOUR WAY



Cloud APIs  
Per-call usage



Batch / Dataset APIs  
Process large volumes via files or database connectivity



Customizable Data Enrichment  
Add the right attributes to power your analytics

#### BETTER DATA. BETTER ANALYTICS. BETTER RESULTS.



##### MORE ACCURATE ANALYTICS

Reliable, consistent data delivers accurate reports, dashboards, and KPIs you can trust.



##### INTEGRATE & ENRICH WITH CONFIDENCE

Easily match and blend third-party data for a complete, 360° view of your business.



##### BETTER DECISIONS

High-quality data drives better strategic, tactical, and operational decisions.



##### IMPROVE EFFICIENCY & REDUCE COSTS

Spend less time cleaning data and more time generating insights and value.



##### REDUCE RISK & COMPLIANCE ISSUES

Improve data governance and reduce the risk of errors, fines, and non-compliance.



##### GAIN COMPETITIVE ADVANTAGE

Leverage superior data quality and insights to outperform competitors and grow faster.



#### High-Quality Data Fuels High-Performance Analytics.

Interzoid helps organizations turn messy, inconsistent data into a trusted foundation for analytics, AI, and business growth.

Clean data. Confident insights. Competitive advantage.



Ready to unlock the full potential of your data?

Visit [interzoid.com](https://interzoid.com) to learn more.