What is NameSearch?

NameSearch is robust **contact data matching software** that offers unparalleled **fuzzy matching and duplicate identification** capabilities

Why NameSearch?

Other searching and matching engines often use exact matching, wildcard matching, or phonetic matching. More often than not, a single approach to matching is not sufficient to overcome the many variations that exist in data environments.

NameSearch enables you to quickly perform searches through large volumes of data with interactive and bulk search & match capability. Using **fuzzy search** technology, NameSearch will **overcome dissimilarities between single and multiple data sources** due to: misspellings, nicknames, extra or missing information, acronyms, prefixes, suffixes, noise words, keyboard errors, and more. While many matching products look for exact matches, NameSearch uses multiple search algorithms in order to find the most matches possible. Without concerns for exact spellings or correct sequences, the highly customizable NameSearch software will search and match on elements such as: personal and corporate names, addresses, Social Security Numbers, telephone numbers, dates, e-mail addresses, or other identifiers. For example, when looking for Robert Smith at 223 East Main Street, NameSearch identifies the following potential matches:

- o Rob Smith; Roby Smith; Smith, Robert; Bob Smith; Bobby Smith; Bob Smyth; Rob Smeeth; Bob Smythe; etc.
- o 223 East Main Str; 223 Main Street East; 223 E. Mane Str; 223 East Main Street Apt 4; etc.

How does NameSearch Work?

NameSearch is extremely powerful and highly adaptable, having the flexibility to meet the needs of an unlimited number of business applications. Its architecture allows for customization of matching criteria, searching techniques, integration approaches, phonetic algorithms, and rule sets. All input into NameSearch goes through four phases:

1. **Sanitization** – basic cleaning of input where special characters are removed; all words are capitalized, etc.
   E.g., O'Connors → O CONNORS
2. **Standardization** – swap words in the input with a more standard form. E.g., DOING BUSINESS AS → DBA; a k a, a ka, aka, ak a, Also Known As → AKA
3. **Word Recognition** – words in the cleaned, standardised input are then examined. Further standardization may occur at this point.
   E.g., John, Jon, Jonny, Jonathon, Jonathan → JOHN; Bill, Will, Billy, Willie, William → WILLIAM
4. **Phonetic Tokenization** – A phonetic representation of the words in the input record is created
   E.g., Wooster → WORCESTER; Calcutta, Kalkuta, Kalkota → KOLKATA

How is NameSearch Delivered?

NameSearch is delivered through a set of fully customizable **APIs** that can be easily integrated into a customer's database; Dynamic Link Library (for Windows), Shared Object (for UNIX), z/OS library, or other operating system.

NameSearch is bundled with a host of Software Development Kits (SDKs), making the task of integrating fuzzy searching and matching extremely easy. The software library is comprised of callable functions used for the processes of information retrieval through search key and range building, and the ranking of search results through comparison and intelligent scoring.

Experian QAS Professional Services (PS) supports the on boarding and implementation of NameSearch into the customer's database. PS will work with the customer during the sales process to understand the details around the customer database structure as well as the customer's specific de-duplication needs. Based on the customer requirements, PS will choose the appropriate SDK to use for the NameSearch implementation and recommend search and comparison keys that will return the best results for the customer.