

# Identity Resolution: Adjacent Markets Analysis

	<b>Business Intelligence (BI)</b>	<b>Customer Relationship Management (CRM)</b>	<b>Data Quality (DQ)</b>	<b>Master Data Management (MDM)</b>
<b>Major Focus</b>	Acquire better understanding of market behavior and business context in order to enhance management effectiveness	Manage and improve customer interactions by capturing, storing, and analyzing customer information, then using that information for targeted marketing	Ensure that data is correct, consistent, and complete by monitoring, analyzing, profiling, matching, standardizing, and reporting on information across the organization	Ensure that organization has “single view of the truth” rather than multiple inconsistent versions of the same master data, a common problem in large organizations
<b>Application to identity resolution</b>	Use information stored in BI’s data marts and data warehouses and deliver information using BI reporting components.	Capabilities needed to rate customers for marketing purposes are repurposed to help resolve identities.	The “de-duping” features of data quality tools can be used to resolve multiple entity or identity instances.	MDM initiatives often result in datasets of resolved information that can feed identity resolution solutions.
<b>#1 Strength in identity resolution</b>	Access to multiple data sources	Massive amounts of customer information kept up-to-date	Often leverages “standard” or “reference” data that can validate the existence of a person or other entity	Existence of master (reference) data helps resolve multiple instances of the same person/entity
<b>#1 Weakness in identity resolution</b>	Cleansing of data associated with BI destroys information highly valuable to identity resolution solutions.	CRM focuses on identifying good customers, not uncovering bad ones.	De-duping is a simpler process than identity resolution and typically is applied to data much more consistent in its format.	As with BI, data cleansing to achieve a single version of the truth destroys data highly valuable to identity resolution solutions.
<b>SUMMARY</b>	<i>BI tools were created with different use cases in mind, so they are inadequate for building identity resolution solutions.</i>	<i>CRM software doesn’t address identity resolution problems, but identity resolution can leverage CRM as a data source.</i>	<i>DQ tools often perform data matching well but they lack other required features of identity resolution solutions.</i>	<i>MDM finds a single version of the truth, while identity resolution uses multiple versions to find bad guys.</i>