



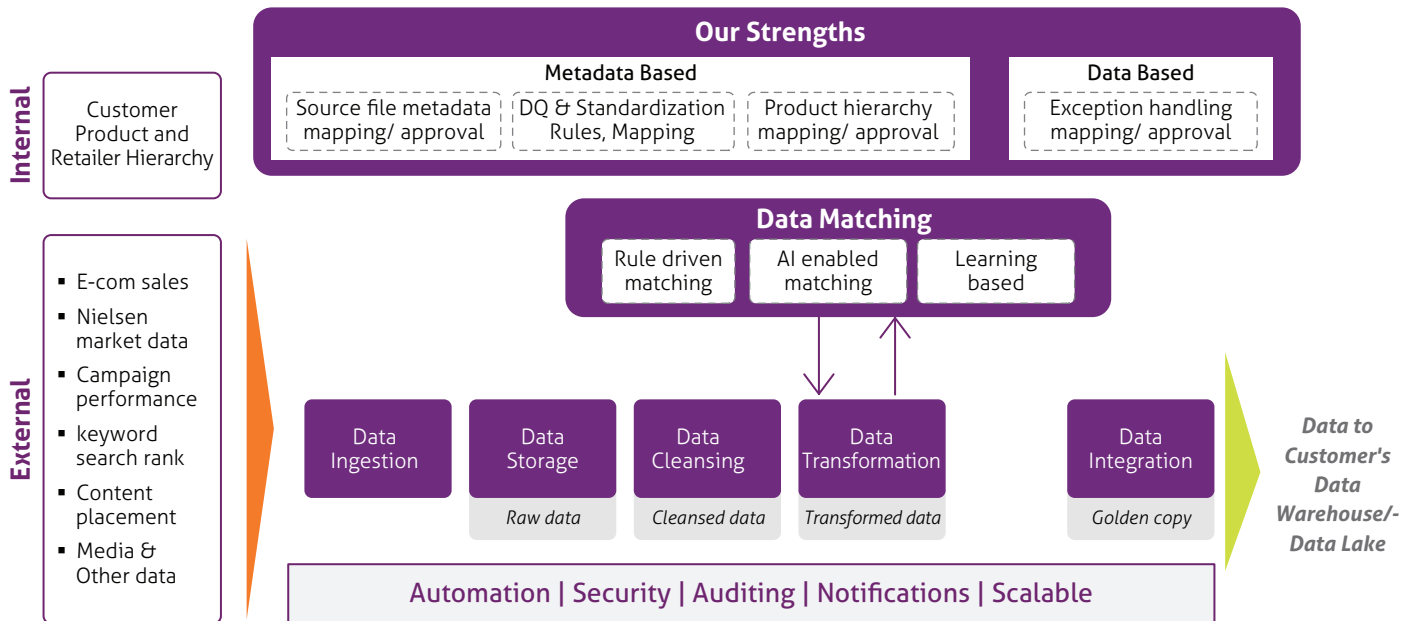
MatchPoint – Fast-tracks the creation of golden customer records

MatchPoint gives you the tools, utilities, and logic needed to successfully profile, cleanse and match your data.

Tackling challenges with ecommerce and syndicated data to get 100% visibility:

- **Nielsen** defines the category for entire market. It's necessary to map all the data, your own items and competitors to that product hierarchy as you measure it.
- Each category database has a different format with varied attribution fields.
- Non-standard product names with abbreviations and sizes, for instance, "*CHCK BRST RFRG BNLS HND TRMD SKNL WHL TRY IN WRP 23.2 OZ*".
- Inconsistent UPC sizes across products - 9, 10, 11, GTIN etc.
- Missing hierarchy levels across products.
- No easy way to link private label products with product manufacturers.
- Rapidly evolving the e-commerce landscape with additional sources and continuous changes.

eCommerce Data Harmonization Solution – MatchPoint:



MatchPoint helps in different stages of the data lifecycle:

Data Profiling - Get power insights on:

- Pattern Frequency
- Cardinality
- Unique Value Counts
- Category Counts

Cross Reference - Manage:

- Abbreviation Dictionary
- Word Replacement
- Attribute Mapping

Data Cleansing - Cleanses data with the below functionalities:

- Abbreviation Replacement

- Reformatting Functions

- Text Standardization
- Find and Replace
- Attribute Extraction

Matching and de-duplication - Ready to use data matching algorithms included:

- Soundex
- Jaro / Winkler
- Jaccard Comparison
- Levenshtein Distance
- Monge-Elkan
- Longest Common Substring / Word Matching

Benefits:

Simplifies keying and linking of product codes for customers largely in the CPG space, where they need to resolve matching and master resolution issues across large volumes of product description data.

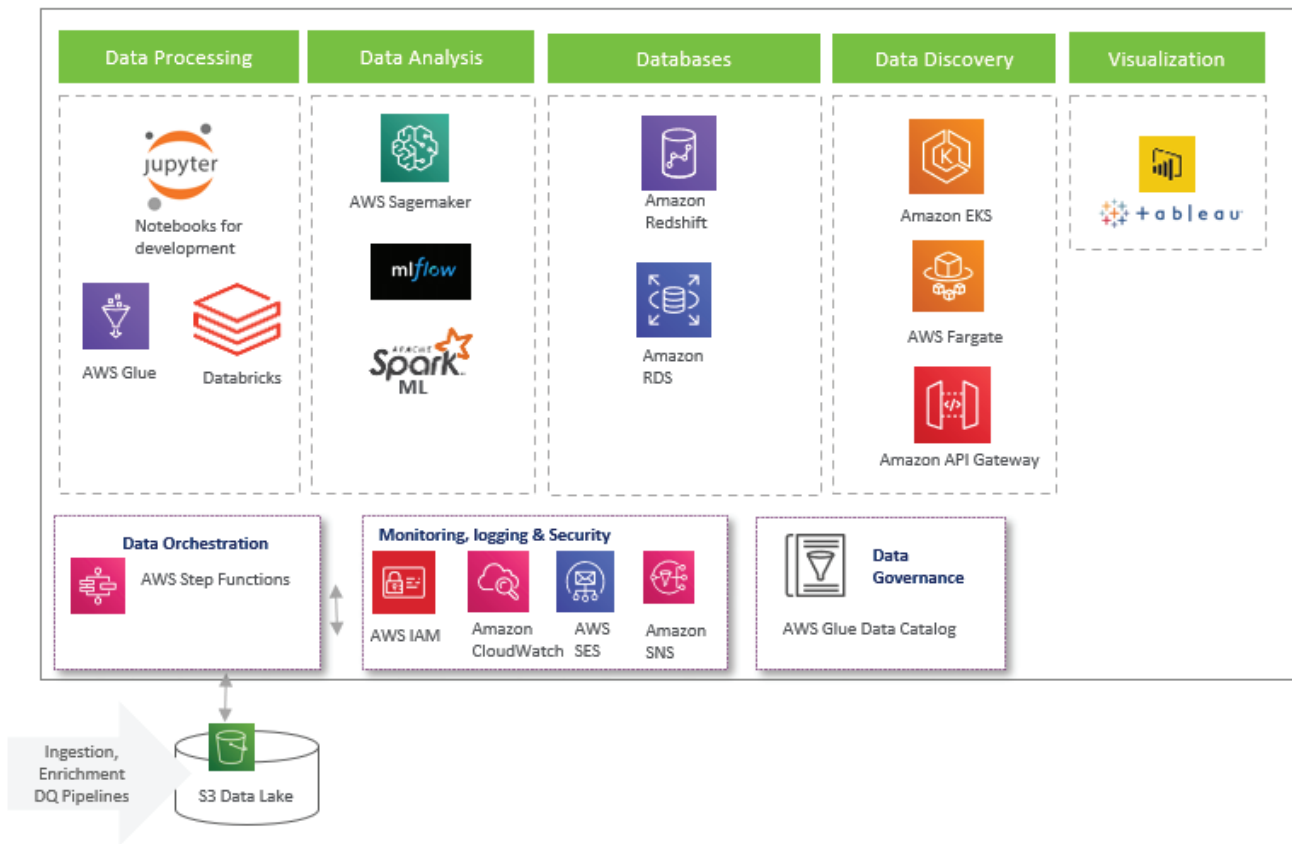
MatchPoint has also saved over 5000 hours of manual labor in cleaning data each year for a large consumer products company (CPG) company.



Our Experience:

MatchPoint is powered by the **AWS Platform** with below technology support:

AWS Services: AWS Step functions, AWS S3 for DataLake, AWS Glue Catalog for Data catalog, AWS RedShift for DW needs and spark in EMR.



Mindtree helped a CPG company with:

- 400 bps improvement in forecast accuracy and 100 bps improvement in service on 40% of turnover for the extended supply chain for a global FMCG major.
- 20M+ recommendations per month | ~ 1 TB data processed per hour | ~ 13.5 billion computations at distributor – pack level | 90% operations cost saving due to the usage of Spot Fleet Instances.
- It is industrialized using special connectors, with matching algorithms of MatchPoint.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to more than 260 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 31,900 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.