

USE CASE

# Accurate Identity Resolution Across Fragmented Markets

Establishing persistent, explainable identity across emerging market ecosystems

Fragmented identity data limits accurate decision-making and prevents a consistent view of individuals across systems. Living Identity® enables deterministic identity resolution and persistent identity continuity, establishing a unified, reliable foundation for decision-ready identity.



## The Challenge

Identity data in emerging markets is fragmented across multiple sources, leading to duplication, inconsistency, and unreliable decision-making.



### Disconnected identity records

Customer data exists in silos, preventing a unified and consistent view of profiles



### High duplication and conflicting data

Multiple records create inconsistencies and reduce reliability



### Limited trust in identity matching

Inaccurate or probabilistic matching leads to uncertainty in entity resolution



### Lack of persistent identity continuity

Entities are not maintained consistently across systems and lifecycle events



## The Solution

Living Identity® enables deterministic identity resolution by establishing persistent identity entities and explicit linkages across identifiers.



### Deterministic entity resolution

Accurate matching across multiple identifiers without probabilistic uncertainty



### Persistent identity continuity

Long-lived entities that maintain continuity over time and across systems



### Explainable confidence indicators

Transparent signals for every entity resolution

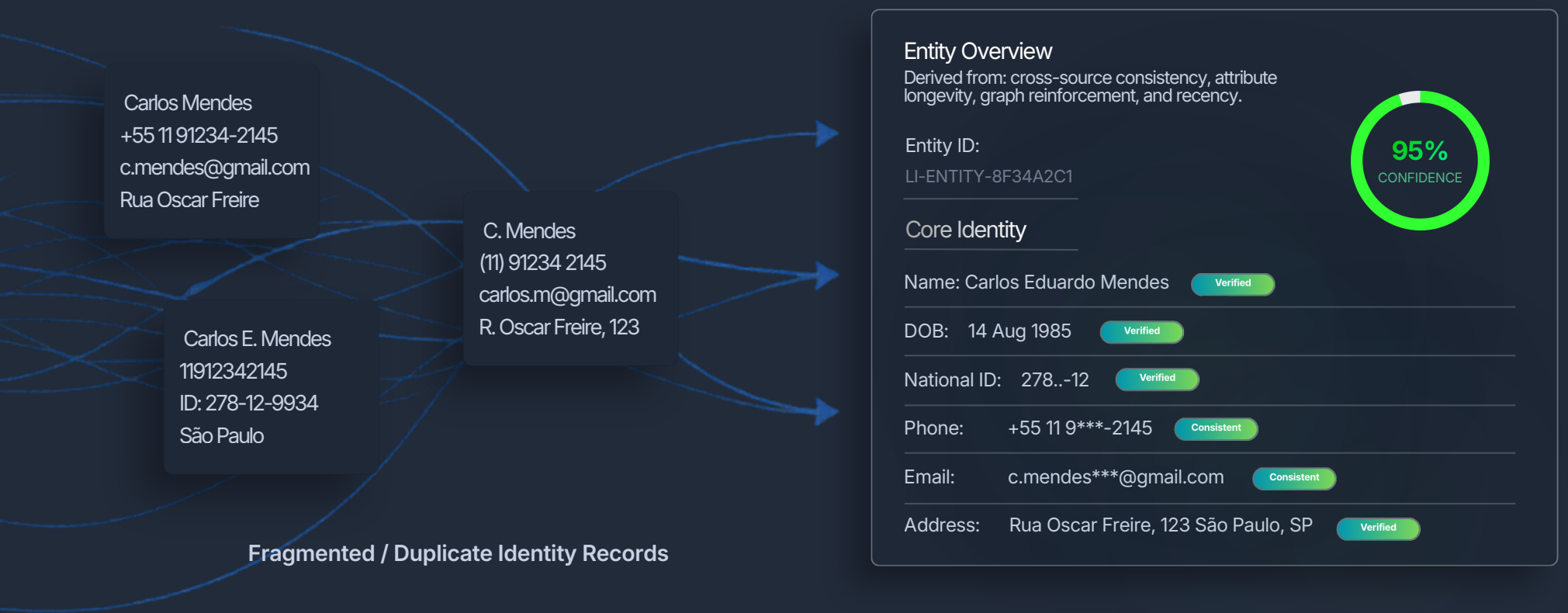


### Provenance and recency tracking

Every entity link is tagged with source lineage and last-seen recency

## Identity Resolution | Single Customer Truth

From fragmented identity records to a single, persistent customer view



## Business Impact

Delivering a unified, decision-ready identity foundation



### Improved data integrity across systems

Consistent, accurate identity data across all workflows



### Reduced duplication and identity conflicts

Elimination of redundant records and conflicting profiles



### Unified, persistent identity layer

A single, continuously maintained identity across all systems



### Stronger foundation for risk and compliance

More reliable inputs for onboarding and decision-making

Explore Living Identity® →