



USE CASE

Accurate Identity Resolution Across Fragmented Markets

Establishing persistent, explainable identity across emerging market ecosystems

A single customer should not exist as five disconnected records. Yet across fragmented data ecosystems, duplication, inconsistency, and probabilistic matching turn one individual into many — eroding trust in every downstream decision.

Living Identity® establishes deterministic identity resolution and persistent entity continuity, delivering one unified, reliable identity foundation built to last over time.

The Challenge

Identity data fractures across sources, systems, and time — leaving organizations without a reliable view of who is who.

- Identity records scattered across silos**
The same individual exists in multiple systems with no connecting thread
- Duplicate and conflicting profiles**
Redundant records create contradictions that erode decisioning trust
- Probabilistic matching without certainty**
Statistical guesses where deterministic resolution is required
- No continuity over time**
Entities break apart as identifiers change, age, or evolve

The Solution

Living Identity® resolves fragmented data into persistent, deterministic entities — engineered for accuracy, longevity, and full transparency.

- Deterministic entity resolution**
Accurate matching across multiple identifiers — no probabilistic uncertainty
- Long-lived identity continuity**
Entities maintained across systems, identifier changes, and lifecycle events
- Explainable confidence indicators**
Transparent signals supporting every resolution decision
- Full provenance and recency tracking**
Every entity link tagged with source lineage and last-seen recency

Identity Resolution | Single Customer Truth

From fragmented identity records to a single, persistent customer view

Fragmented Records:

- Carlos Mendes
+55 11 91234-2145
c.mendes@gmail.com
Rua Oscar Freire
- Carlos E. Mendes
11912342145
ID: 278-12-9934
São Paulo

Resolved Entity:

C. Mendes
(11) 91234 2145
carlos.m@gmail.com
R. Oscar Freire, 123

Entity Overview
Derived from: cross-source consistency, attribute longevity, graph reinforcement, and recency.

Entity ID: LI-ENTITY-8F34A2C1 95% CONFIDENCE

Core Identity

- Name: Carlos Eduardo Mendes Verified
- DOB: 14 Aug 1985 Verified
- National ID: 278.-12 Verified
- Phone: +55 11 9***-2145 Consistent
- Email: c.mendes***@gmail.com Consistent
- Address: Rua Oscar Freire, 123 São Paulo, SP Verified

Five fragmented records, one persistent entity — resolved with full provenance, recency, and explainability.

Business Impact

Delivering a unified, decision-ready identity foundation

One customer, one truth

A single, persistent identity entity across every system and lifecycle event

Eliminated duplication and identity conflict

Redundant records collapsed into governed, reconciled entities

Higher data integrity across the enterprise

Consistent, accurate identity data flowing through every downstream workflow

Trusted foundation for every identity-driven decision

A reliable identity layer that risk, compliance, and product teams can build on