



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

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

Entity ID: LI-ENTITY-8F34A2C1

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

95% CONFIDENCE

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
- Higher data integrity across the enterprise**
Consistent, accurate identity data flowing through every downstream workflow

- Eliminated duplication and identity conflict**
Redundant records collapsed into governed, reconciled entities
- Trusted foundation for every identity-driven decision**
A reliable identity layer that risk, compliance, and product teams can build on