

ENTITY 360 · A XAQUA PRODUCT

# Entity 360.

Identity Resolution

Golden Records

Master Data · Live

## One entity. Every system. **Always current.**

Resolves people, organizations, accounts, and assets across every system you own. Finds duplicates. Builds golden records. Maintains the source of truth for who is who — **continuously**, not quarterly. Fuzzy matching by default. Reversible merges. A graph, not a row.

### FOUR SOURCE RECORDS →

CRM Sarah A. Chen · sarah.chen@acme.com · 415-555-0109

0.98

BILLING Sara Chen · s.chen@acme.com · (415) 555-0109

0.96

SUPPORT Sarah Chen · sarahc@acme.com · 4155550109

0.94

MKTG S. Chen · sarah\_c@gmail.com · —

0.81



✓ **GOLDEN RECORD** entity\_id: CUST\_000\_24107

**Sarah A. Chen · sarah.chen@acme.com · +1 415 555 0109**

4 sources merged · lineage preserved · merge reversible

SAME CUSTOMER · SEVEN RECORDS

# One citizen. Five IDs. Zero coordination.

"Sarah Chen" in the CRM. "Sara Chen" in billing. "S. Chen" in marketing. A support ticket under "sarahc@acme.com." A legacy record with a typo. Four teams, four versions, nobody agrees. Reporting is a mess. Service is fragmented. Fraud hides in plain sight. The traditional MDM project takes eighteen months — and still isn't current by the time it ships.

**5x**

Different versions of the same customer is not unusual across CRM, billing, support, marketing, and compliance.

**18mo**

Typical legacy MDM migration timeline. By go-live, the data is already stale.

**90%**

Of duplicate detection cases require fuzzy matching — names, formats, transliterations all differ.

THE PROMISE

# Continuous resolution. Reversible merges.

Entity 360 resolves identity as records land — not in a quarterly batch. Fuzzy matching by default. Confidence scoring with steward review for the edge cases. Every merge is auditable; every merge is reversible. The golden record is computed continuously and published back to the systems that need it.



## Resolve continuously

Fuzzy matching across names, addresses, emails, phones, IDs — even when formats and spellings differ. Same person, different systems, one entity.



## Build golden records

Best-of-breed merging with per-attribute survivorship. Latest verified phone, canonical legal name, authoritative email — composed and re-computed as sources change.



## Capture the graph

Households, organizations, beneficiaries, signatories. Entity 360 is graph-native from day one — not a feature bolted on at year three.

SIX CAPABILITIES · ONE ENGINE

# Identity resolution — end to end.

Cross-system resolution, golden-record computation, duplicate detection, merge / unmerge workflows, relationship graphs, and Qualix-scored identity data — all in one module of the unified xAQUA platform.



## Cross-System Resolution

**Deterministic and probabilistic matching.** Multi-field weighted scoring with phonetic match (Soundex, Metaphone). Fellegi-Sunter probabilistic scoring with configurable thresholds and blocking.



## Golden Record Creation

**Per-attribute survivorship rules.** Source authority weighting. Continuous re-computation as sources change. Lineage preserved — every value traced back to its source record.



## Duplicate Detection

**Surface hidden duplicates already living in your systems.** Auto-merge above threshold. Steward review below. Ranked by impact on joins, reporting, and compliance.



## Merge & Unmerge Workflows

**Stewards approve, reject, or unmerge.** Reason-coded decisions. When two records really were two people, unmerge restores them — with full audit history.



## Relationship Mapping

**Households, organizations, beneficiaries, signatories.** Capture the graph, not just the nodes. Query across relationships with Cezu — Power of Attorney, account holders, family units.



## Qualix-Scored Identity

**Every golden record gets a 7-dim quality score.** Drift alerts on key fields. Trust-weighted consumption downstream. Identity data held to the same bar as every other dataset.

WHERE ENTITY 360 EARNS ITS KEEP

## From government scale to enterprise B2B.



Citizen Identity (CCR)



Customer 360 (B2B)



Pension Beneficiaries



Patient / Member ID



AML / KYC Risk



Vendor Master



Household Resolution



Beneficial Ownership

PROVEN AT GOVERNMENT SCALE

# One citizen. One record. **Every program.**

Tens of millions of records. Eight source programs. One identity that follows the citizen, not the form.

CASE REFERENCE · CALHHS CENTRAL CITIZEN REGISTRY

The **California Central Citizen Registry (CCR)** runs on Entity 360 — resolving one citizen across every health and human services program in the state.



CUSTOMER REFERENCE · PUBLIC SECTOR



A **\$300B+ U.S. public pension fund** uses xAQUA's governance modules — including Entity 360 — for benefit eligibility, beneficiary resolution, and compliance reporting in a fully private deployment.

Members and their beneficiaries reconciled across legacy retirement, health, and payroll systems. Duplicate SSNs resolved. Household relationships preserved. Information retrieval that took the team **days** — searching across siloed systems, preparing extracts, manually joining files — now takes **seconds**. No data leaves the customer's environment.

SEE IT ON YOUR OWN DATA

## Get a 30-minute Entity 360 demo.

We'll resolve a live set of records across four source systems, build golden records with preserved lineage, and publish them back — in under fifteen minutes.

WEB	EMAIL	DEMO
<a href="https://xaqua.io">xaqua.io</a>	<a href="mailto:sales@xaqua.io">sales@xaqua.io</a>	<a href="https://xaqua.io/demo">xaqua.io/demo</a>