

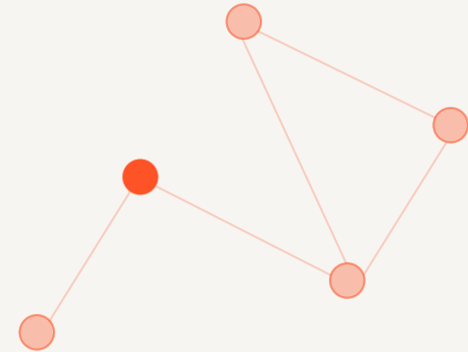
Senzing

**Know who's who
before it matters.**

Resolve identities. Reveal relationships. Reduce risk.

01 IDENTITY INTELLIGENCE

Introducing Identity Intelligence



In what context do we know Elizabeth Reston?

How many places would you have to look?

- Is Elizabeth a victim?
- Is Elizabeth a job applicant?
- Is Elizabeth a fraudster?
- Or is Elizabeth all three?

IDENTITY #1



Victim

Elizabeth Reston
123 East Court Rd
liz@home.com



Job Applicant

Liz Reston
123 E. Court Road
reston@home.com



Fraudster

Beth Smith-Reston
POB 1667
liz@home.com

Why is it so hard to find Beth?



Doing business creates this challenge: every acquisition, every legacy system, every product launch, every partner feed and every data source.

EVASION



Variation

Different data caused by scripts, typos, and values that change over time.



Sprawl

Data scattered across dozens of systems, with no central view.



Fragmentation

Internal silos and external feeds that never quite agree.



Volatility

Data that never sits still, and every new source brings shapes you didn't expect.



Velocity

Decisions that once took days now happen in seconds.

Clean records still aren't resolved identities

WHAT YOUR DQ PROGRAM DOES

Cleans the records

- Standardizes and validates fields
- Dedupes within a system
- Builds the golden record

WHERE IT STOPS

Identities stay scattered

- Same person, different names, across systems
- Match rules break as data changes
- Hidden relationships stay hidden

WHAT'S MISSING

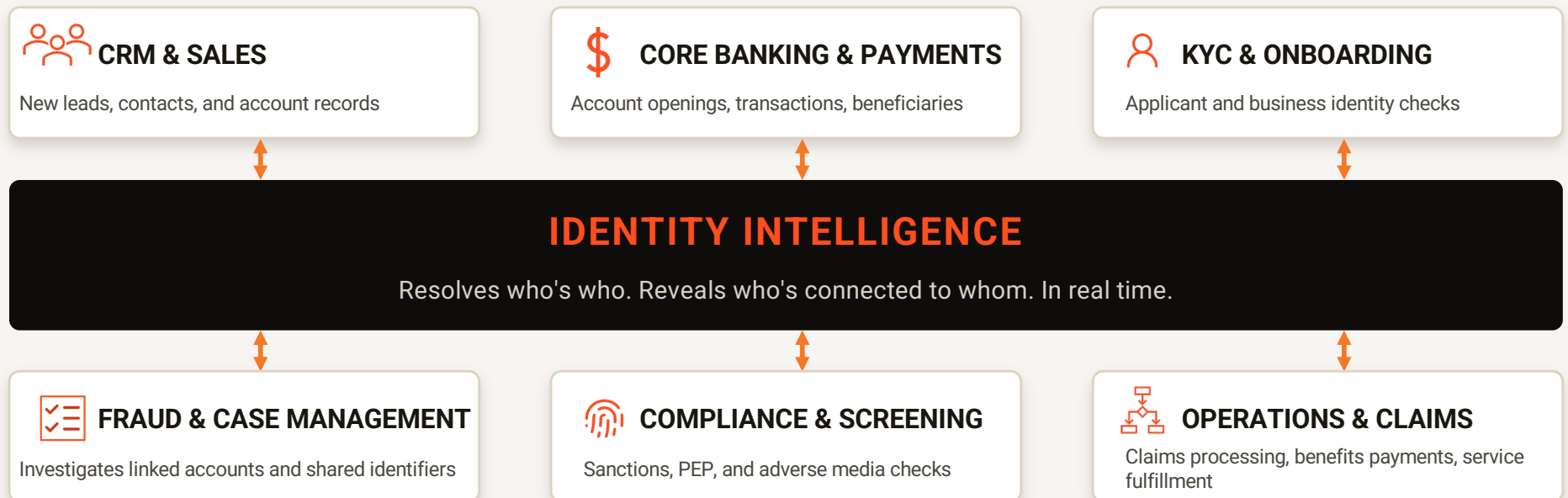
Identity Intelligence

- Resolves who's who across every source
- Revises conclusions as new data arrives
- Reveals who's related to whom

Not a replacement for your DQ program. The layer it has been missing.

IDENTITY INTELLIGENCE

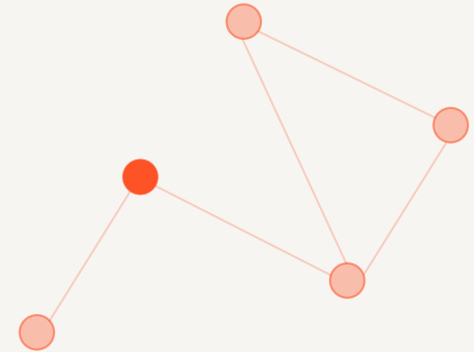
Continuous Identity Intelligence is the solution



The layer doesn't replace these systems.

It gives every one of them the same continuously current answer to who's who and who's connected to whom.

02 ENTITY RESOLUTION



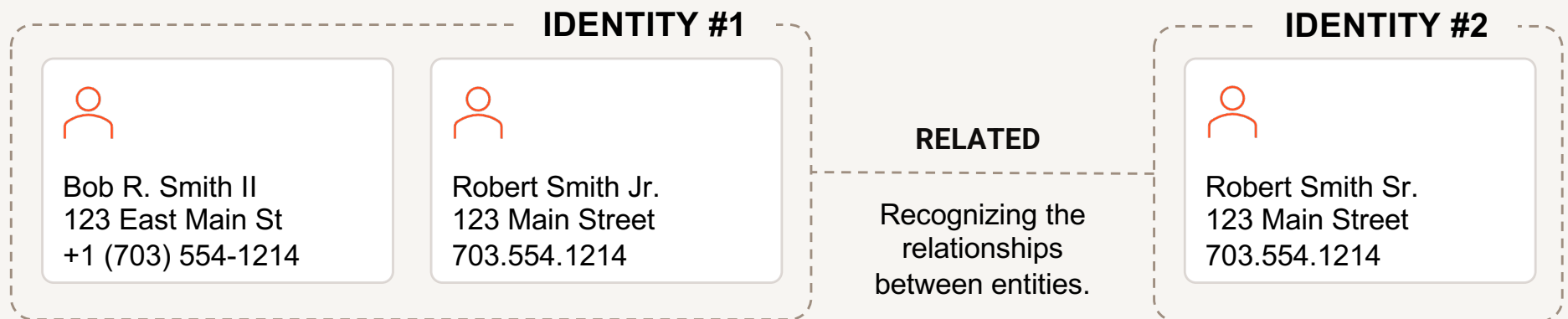
How does entity resolution fit in?

ENTITY RESOLUTION

What is entity resolution?

Recognizing when records are the same entity, **despite having been described differently.**

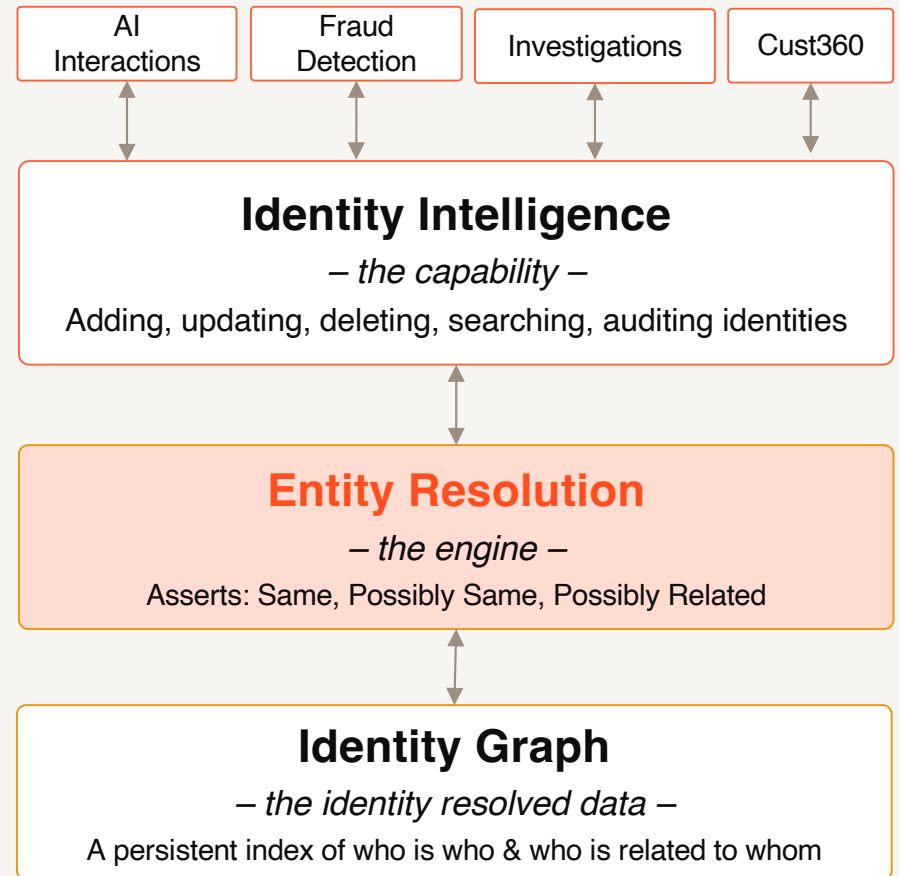
Recognizing when records are not same entity, **despite having been described similarly.**



ENTITY RESOLUTION

Senzing is the entity resolution engine behind Identity Intelligence

- Identity Intelligence runs on entity resolution.
- Entity resolution creates and manages the identity graph.
- Senzing delivers entity resolution as an SDK. You build it into your applications, pipelines and AI agents.



Senzing expertise, inside **your AI agent**

What is MCP (Model Context Protocol)?

A standard way for AI assistants to use a product's tools and knowledge.

Senzing's MCP Server

Teaches your AI assistant to install Senzing, map your data and write the code that builds entity resolution into your own products.

-  Grounded answers
-  Working code
-  Guided workflows

Users explore

Map any source with a guided process.

Agentic DevOps

Design, code and deploy.

Agentic data prep

Analysts investigate resolved identities.

Agents converse

Agents read identities and relationships, then decide what's next.

The MCP guides the build. The Senzing engine does the resolving.

LIVE DEMO

What Jeff will show you

1

Load data for a mission

Customer due diligence: a customer source, a watch list, and a public data with company hierarchies & beneficial ownership.

2

See how matches are made

Pre-configured out of the box. Drill into why records matched and why similar ones did not. Built-in principles, not rules.

3

Find hidden relationships

Possible matches and possibly related: people sharing a Social Security number, an address or an employer.

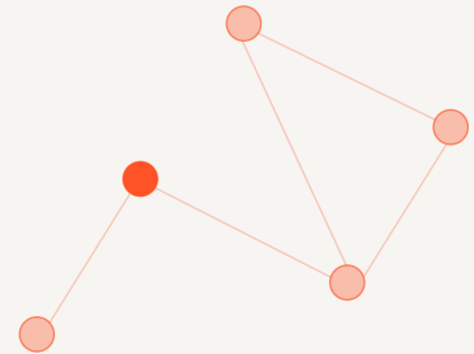
4

Accelerate setup with AI

Learn how the MCP server can make it easy to install and run the Senzing engine.

03 LIVE DEMO

Demo



LIVE DEMO

What you just saw



No rules written

Resolved messy, real-world records with no rules, thresholds or tuning



Self-correcting

Earlier conclusions revised the moment new data arrived



Hidden relationships

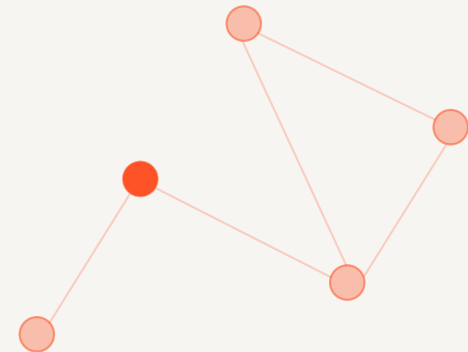
Connections surfaced beyond the duplicates



Explained decisions

Every match traced back to its reasons and source records

03 IN PRACTICE



Where identity intelligence pays off

Where identity chaos gets expensive

The same question in every industry, of people and organizations alike — who is this, and who are they connected to?

Financial Services

- **KYC** — one customer, however many records they arrive as.
- **Sanctions Screening** — the owners behind the owners.
- **AML Investigations** — the connections behind an alert.

Insurance

- **Policyholder 360** — one policyholder, every touchpoint.
- **Vendor Risk** — the same repair shop under many names.
- **Claims Fraud** — the ring behind the claims.

Public Sector

- **Perpetual Vetting** — re-screen people, not just at intake.
- **Grantee Screening** — the company behind the award.
- **Investigations** — who a subject is connected to, and why.

Healthcare

- **Patient 360** — one patient across every system.
- **Provider Data** — which are the same, which are affiliated.
- **Claims Integrity** — the network behind a claims pattern.

WHY SENZING

The right answer, right away, from day one



THE RIGHT ANSWER

Can we defend it?

Every decision explainable

- Shows why records matched or didn't, with a full audit trail
- Keeps your data in your environment



RIGHT AWAY

Can it keep up?

Always the current truth

- Resolves every change in true real time
- Scales from a handful to billions of records



FROM DAY ONE

Is it easy to make it work?

Expert knowledge, built in

- No rules, no training, no tuning, no consultants
- Learns only from your data, and what it learns stays with you

IDENTITY INTELLIGENCE

Senzing is the global leader in Identity Intelligence

We didn't enter this category – we created it.

Decades

of entity resolution innovation

10s of billions

of records, per instance – proven in production at our largest customers

Here's a sample of the companies we do business with:



CODE for
AMERICA



EQUIFAX



NICE
ACTIMIZE



County of
Sonoma



LINKURIUS

LOCKHEED MARTIN

RZOLUT



carahsoft



ALESSA



ENTERPRISE
KNOWLEDGE

valcon

NEXT STEPS

A personalized demo is the fastest path to value

Let's walk through Senzing together — built around your use case, your data sources, and your questions — and map out what success looks like for your team.

Schedule your personalized demo → senzing.com/contact

What we'll do together



Start with your use case



See a scenario like yours



Leave with a clear plan

Prefer to look around first? **Try it** at senzing.com/try-senzing/ — then let's talk.

Senzing

Q&A



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