

SANCUS: AI DATA CLEANSER

“Data cleansing and enrichment solution that uses machine learning and deep learning technologies to deliver reliable data to business”

Data Validation

- Global address validation & correction using postal directories and 3rd party APIs
- Contact/lead email verification

Data Cleansing

- Business rule configuration, Standardization, De-dupe using AI/ML algorithm & golden record creation
- Deployed on customer, contact, product, material, vendor master data

Data Ingestion

- Integrates seamlessly with tools/applications like Oracle ERP, Salesforce, etc.
- Leverage OCR tools to scrap data from documents to be consumed by downstream layers for Cleansing



Data Enrichment

- Customer/contact enrichment through 3rd party partnerships
- Product/material enrichment through web scraping, image processing, unstructured data analysis

Hierarchy Management

- Customer/vendor hierarchy validation, creation and management through 3rd party partnerships
- ML algorithms for product/material hierarchy assignment at scale (including GPC/GS1 migration)

Feedback Loop

- Active Learning based feedback module allows business users to pass feedback and override the algorithm's results
- Enables a reinforcement loop to keep the machine learning models accurate with time



LIBRARY OF ADVANCED AI ALGORITHMS

Web scrapers, Smart string fuzzy matches, Soundex, Haversine algorithms for data cleansing, trained on large datasets



WORKS WITH MULTIPLE PLATFORMS

Unique capability of integrating with multiple ERP/CRM systems, flat files and 3rd party providers



RAPID INTEGRATION AND DEPLOYMENT

Ready for data hosting on cloud, in-house database/-BI systems based on organisation's current tech stack



CUSTOMIZED TO YOUR BUSINESS

Tailored offering by industry vertical and business function; and fit to suit your needs

SUCCESSFUL DEPLOYMENTS

INCREASED SALES CONVERSIONS (\$4M BENEFIT)

For an industrial firm by integrating multiple CRMs and 3rd party data(Dodge, D&B) enrichment

SCALED PRODUCT CATEGORIZATION (~3M SKUs CLASSIFIED)

For a CPG firm by leveraging machine learning algorithms achieving 28x throughput and 95% accuracy

BETTER MARKETING EFFECTIVENESS

For a technology firm by cleansing and 3rd party data enrichment (Aberdeen) of contact data systems