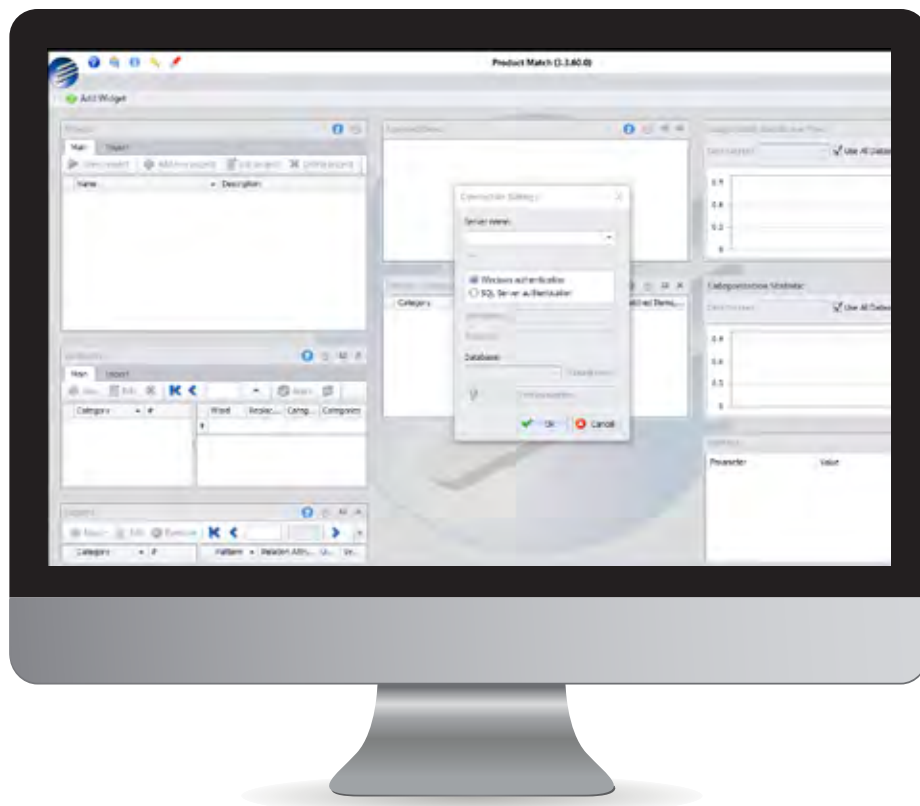**Datasheet**

ProductMatch™

ProductMatch™

## Leading Technology for Product Data Quality

How do you manage large amounts of unstructured data and make sense of it all? Many marketing and operations managers are challenged to find the right tool that can deal with unstructured, varied data. Product data covers many categories, each of which has a separate semantic definition. A different approach is required to sort through the many variations.

What happens when your system is loaded with data in an incorrect format? Reports will be inaccurate, items will be hard to locate, and customers will be lost. With much of the software available in today's market typically dealing with structured data, we saw a void in the market for dealing with unstructured, varied data.

Intuitively make sense of complex, unstructured product data with ProductMatch's advanced contextual recognition and machine learning capabilities. Automating product data standardization, attribute extraction, and classification made easy.

How it Works
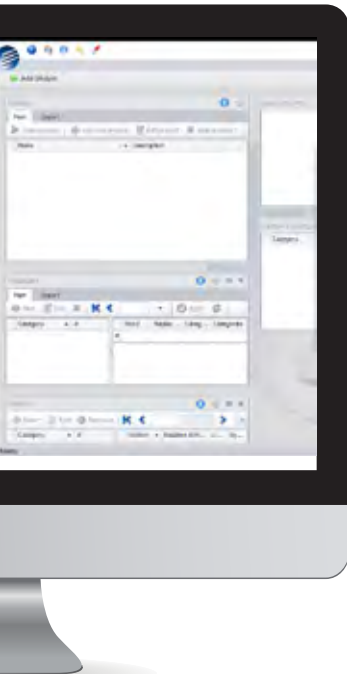
Raw Data	SKU	Source	#.....	Category	Score	Hyp...
PREP SOLUTION PVP IODINE 80Z A4246	156770	Sheet2$	1	SOLUTION	100%	Goo...
PVP-I SCRUB SOLUTION, 4 OZ 7.5% POVIDONE, U.S.P. A4247	143417	Sheet2$	1	WIPE	50%	Goo...
GAUZE OWEN STER 8 X 12IN A4450	173274	Sheet2$	1	TAPE	75%	Goo...
WIRE KIRSHNER 2.0MM DIA 13 3/4IN SPADE/FLAT STAINLESS STEEL A4649	147263	Sheet2$	1	SURGICAL	50%	Goo...
DRESSING HYDROCOLLOID 4X 4IN A6234	173252	Sheet2$	1	DRESSING	50%	Goo...
BAKER 5CC JEJUNOSTOMY KIT B4087	183896	Sheet2$	1	NONSURGICAL	50%	Goo...

Definition: TAPE

Hide Unrelated

TAPE
- Main
  - Gauze
    - Gauze Owen
- Type
  - Sterilized
    - Ster
- LONG_DESCRIPTION
  - 8 X 12IN
- CPT/HCPS
  - A4450
    - A4450

ProductMatch™ helps you make sense of unstructured product data in a visual, highly intuitive manner. Using machine learning for effective attribute extraction and product matching, ProductMatch™ can recognize and transform complex product data from disparate sources. The platform is specifically designed to uncover hidden relationships, learn from past experiences with machine learning, and create hierarchical categorization on top of unstructured data. The end result is a clean and consistent view of your product data that helps optimize business spend, maximize profit margins, and enhance operational efficiency.

Making Human Decisions at Computer Speed
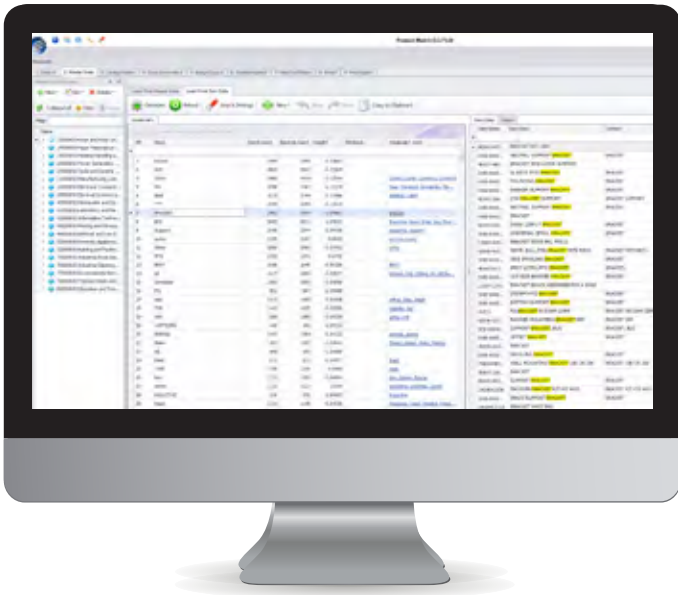
Product and item data has ever been the bane of data quality platforms, requiring manual effort to accurately make sense and bring structure to it. With ProductMatch, experience human decisions at computer speed. Data Ladder's advanced semantic recognition technology processes product data at lightning speeds from disparate data sources, understands its context, and helps you make decisions easily by accurately matching, categorizing, and naturally deriving complex product hierarchies. From cleanup to consolidation, ProductMatch will get your data right.

Simplifying Attribute-Rich Data

Perfect for those working in distribution, manufacturing, retailing, and sourcing, ProductMatch™ simplifies the job of knowledge workers dealing with attribute-rich data. Import attributes and categories at scale, and let our software derive complex hierarchies and categorize unstandardized product data automatically. With our advanced pattern builder and language translation features, you can create patterns visually to search and parse out any unstructured data with ease. Product data that is usable will improve operational efficiencies to maximize sales and provide a better experience for customers.

Automate Complex Classifications

From medical coding standards like ICD-10 to global products and services classifications systems like UNSPSC, ProductMatch™ helps make sense of unstructured data by applying context to it using our world-class semantic technology. The software automatically derives hierarchies by identifying parent-child relationships in your data, matching codes accurately and efficiently, and processing massive amounts of information quickly. Group your data in as many levels as you want with our unmatched matching capabilities, and create complex, multitiered classifications with ease.

Affordable and Easy to Use

ProductMatch™ costs 90% less than comparable solutions and is easy to use for the first-time user unfamiliar with data quality tools. Whether you're a marketing director piecing together market research data for a product launch, or a catalog manager maintaining large volumes of product data, ProductMatch™ offers seamless integration and management of the most intricate data. Automate the creation of reliable data for businesses with Data Ladder's semantic technology that translates unstructured data into standardized information for use across the enterprise.

	ProductMatch™	Other Systems
Machine learning from current master files with semantic recognition	✔	✔
Modern visual interface with 10% improvement to attribute extraction productivity	✔	
Initial training time needed	4 Hours	2 Weeks +
Advanced pattern builder designed for ease of use	✔	
Dedicated account manager and support specialist	✔	Ticketing System
Cost	80% lower than other systems	

ProductMatch™ provides both value and ease for users. Initial training time required is just four hours, as compared to a two week training period for other platforms. The latest version also gives clients the ability to deduplicate and match hundreds of millions of records.

ProductMatch™ meets the needs of today's client, with updates including:

- ✓ Improved multi-user management
- ✓ New and improved dashboard
- ✓ Ability to manage multiple projects
- ✓ Ability to import/export the entire project

- ✓ New paragraph view available
- ✓ Ability to share rules
- ✓ Major performance enhancements for larger data sets

Data Ladder
Get the most out of your data

ERP

Samsung 1080i
Wi-Fi 32'' LCD
#2589-1

Website

LCD 32 Inches Wifi
Sam 240 Hz

In-Store

240 Hz Black WF
LCD

Catalog

Wi-Fi 1080i Samsung
240Hz Black

Disparate Sources

PM

Result: A single source of truth

=

Specs Search	Samsung 1080i Black 240 Hz Wi-Fi TV	
Standardized Data		
Display Size		32 Inches
Display Type		LCD
Resolution		1080i
Brand		Samsung
Refresh Rate		240 Hz
Color		Black
Features		Wi-Fi
Model		2589-1

ProductMatch™ uses semantic and machine learning technology to recognize and standardize difficult and complex product data from multiple sources. Our contextual recognition tools enable the user to integrate data more efficiently. From cleanup to consolidation, ProductMatch™ will get your data right.

Benefits

Suitable for a small or medium sized organization, ProductMatch™ offers numerous benefits for the user:

- ✓ Transforms complex and unstructured data

- ✓ Customized dashboard provides easy to use widgets for client personalization

- ✓ Machine learning capabilities overcome the traditional limitations of data quality

- ✓ Find and define hierarchical relationships

- ✓ Enriches data with attributes and classifications

- ✓ Custom output function allows client to define how data is viewed

- ✓ Ideal for product classification (UNSPSC, tariff codes, etc)

- ✓ Create product cross references to improve competitive intelligence

- ✓ Increases revenue and improves customer satisfaction

From PIM or ERP initial loads, to migrations, ad-hoc clean-ups, to searching, and governance, ProductMatch gets your unstructured data right. By performing simple point-and-click actions, you can consolidate, clean, categorize, and classify your product data. The platform's integrated governance capabilities for data stewards and product specialists ensure product data management becomes part of enterprise processes to derive valuable business insights without fail.

VitalWare™
MAKING THE BUSINESS OF HEALTHCARE EASIER

"We liked the ability of the product to categorize the data in the way that we need it, and its versatility in doing that."

Adrian
Senior Product Manager

Benefits

One distributor was able to see an 80 percent reduction in use of outsourced services, saving nearly $975,000.

A manufacturer was able to save a significant amount of time by realizing a match rate of 95 percent in less than one hour.

One major organization had undergone an M&A, and was able to reduce the number of parts records in their inventory from 650,000 to 55,000.

An electronics distributor realized an 18 percent increase in online conversions by improving product categorization and standardization.

Data Ladder
Get the most out of your data

Our Customers

Schneider Electric

dimension data

Kingfisher

VitalWare™
MAKING THE BUSINESS OF HEALTHCARE EASIER

GRAINGER.
FOR THE ONES WHO GET IT DONE

ABOUT US

Data Ladder is a data quality software company dedicated to helping business users get the most out of their data through data matching, profiling, deduplication, and enrichment tools. Whether it's matching millions of records through our fuzzy matching algorithms, or transforming complex product data through semantic technology, Data Ladder's data quality tools provide a superior level of service unmatched in the industry.

Why Data Ladder

It's simple: Intuitively make sense of complex, unstructred product data with advanced contextual recognition and machine learning capabilities. With ProductMatch™, automating product data standardization, attribute extraction, and classification is easy.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering product data cleansing services through **ProductMatch™.**

Free Download

Talk to Our Solution Architects