

Recognize customers, citizens, criminals,
across multiple cultural variations of name data



IBM Global Name Recognition Technology



IBM provide state-of-the-art global name recognition technology for applications in mission critical situations including security, intelligence, law enforcement, fraud, financial compliance, and customer relationship management – when every name counts.

Highlights

- **Recognize customers, citizens, criminals, across multiple cultural variations of name data**
- **See Beyond Name Order:**
Ovtsyuk, Nadezhda Ivanovna
- **See Beyond Multiple Titles:**
Dr., Rev, Haj, Sri., Col
- **See Beyond Cultural Variations:**
Jörg, Egor, Juergen
- **See Beyond Multiple Prefixes:**
Abdul, Fitz, O', De La,
- **See Beyond Transposition Errors:**
Dena, De"e"na, De"a"ne
- **See Beyond Nicknames:**
Hammed, Mogs, Skip

Names are often times overlooked as miniature databases of knowledge, but that's precisely what they are. In our global society, the ability to accurately recognize and manage the building blocks of an individuals' name can provide the key to recognize identity across cultures, genders, and meanings, This is where IBM's global name recognition technology can help.

In March of 2006, IBM announced the acquisition of Language Analysis Systems (LAS), the world's recognized leader in providing multi-cultural name recognition software solutions for mission critical applications.

IBM customers can now leverage a unique knowledge base of linguistic information on demand from LAS's 20 years of linguistic research and the analysis of millions of names gathered

from across the world. This will enable them to create an accurate, real-time view into the linguistic and cultural properties of names to better compete in the global economy.

Global name recognition's industry applications

Global name recognition technology has historically been and continues to be widely used within the federal government to support the identity recognition needs of solutions ranging from border control to international law enforcement. Today IBM's global name recognition technology has seen increased utilization in the private sector, where it is being used increase the accuracy of watch list checks, ferret out fraud and enable global customer facing applications through better recognition and verification of customer

names to ensure that operations like call centers and direct marketing run smoothly. Industry applications of the technology include:

- Intelligence and Security
- Financial Services
- OFAC Compliance
- Law Enforcement
- Homeland Security
- Marketing Services

IBM's advanced portfolio of global name recognition products

IBM markets a total of nine global name recognition products designed to help search and manage name data. Each product can be used independently or in an integrated fashion to improve the processing of names for any organization. These include the following:

- IBM NameClassifier – identifies the culture(s) of a name
- IBM NameGenderizer – identifies the gender of a name
- IBM NameHunter – culturally sensitive name comparison algorithm
- IBM MetaMatch – culturally sensitive phonetic name comparison algorithm
- IBM Name Variation Generator – produces name variants based on culturally sensitive rules
- IBM NameInspector – Analyzes name data for parsing issues, erroneous names, gender and culture distribution, etc.
- IBM NameParser – culturally sensitive personal name parser
- IBM Name Reference Library – encyclopedia of names, name use and variations
- IBM NameStats – analyzes name data for frequency statistics

How does it work?

Through a combination of computational linguistics and advanced software engineering, IBM's name-recognition tools takes into account alternative spellings, cultural nuances and other linguistic issues to more effectively manage global data sets or as part of an attempt to return the most relevant information for a search query, rather than a laundry list of close matches.

The technology can tell you the culture a name is from, the gender or marriage status of a person, the probable variations of the name in order of frequency, its literal meaning, and the countries in which it is most likely to be found.

For example, financial institutions face a variety of risks and responsibilities to combat international fraud and money laundering. The IBM global name management portfolio is essentially a comprehensive database that can trace the widest variety of names from the widest possible origins in order to cut down the chance of accidentally trading with a black-listed name.

In other business case scenarios, these tools can reduce the possibility of false positives that might result in unwarranted detentions, a credit card being blocked unnecessarily, or someone from not being allowed to fly.

For more information

For additional information about IBM's global name recognition technologies, please visit:

www.ibm.com/data/globalname



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