Sygnos DB

An Intelligent Database

Rich Profile Data Enrichment

Unlike traditional databases where users have to enrich their data manually, our intelligent database system will periodically update the database with new information gathered from predefined sources. This feature not only allowed the database to create persistent data, it minimises the risk of having missing or incomplete data.

Data enrichment usually involved two kinds of data, Geographic and Demographic data. Using these information, the resulting enriched data will provide greater value for the user organisations. However, as all data are fundamentally snapshots in time, there needs to be a continuous enrichment process to keep the data up-to-date.

Geographic Data Enrichment

Geographic data enrichment involves adding postal data or latitude and longitude to an existing dataset that includes customer addresses. There are a number of providers that allow you to purchase this data, which can include ZIP codes, geographic boundaries between cities and towns, mapping insights, and so on.

Demographic Data Enrichment

Demographic data enrichment involves acquiring new demographic data, such as marital status and income level, and adding that into an existing customer dataset. The types of demographic data are vast, as are the sources. You could receive a dataset that includes number of kids, type of car driven, median home value, and so on.

Our system periodically keep track of updates from the data sources to ensure that the latest data available for the users are the most recent data available. The time commitment for keeping data up-to-date is a strong argument for automating the process.

Our machine learning algorithms run on a continuous basis to substantially streamline the data enrichment process because they can match and merge records much faster than a human data steward. This lead to a data enrichment process that runs 24 hours a day, seven days a week, and results in data that is always the most up-to-date it can be. Ultimately, this allows brands to maintain a high level of enrichment and keep the process moving forward in real time to enhance customer engagement.

SygnosDB