



DATA ANALYTICS

# ENTITY ANALYTICS

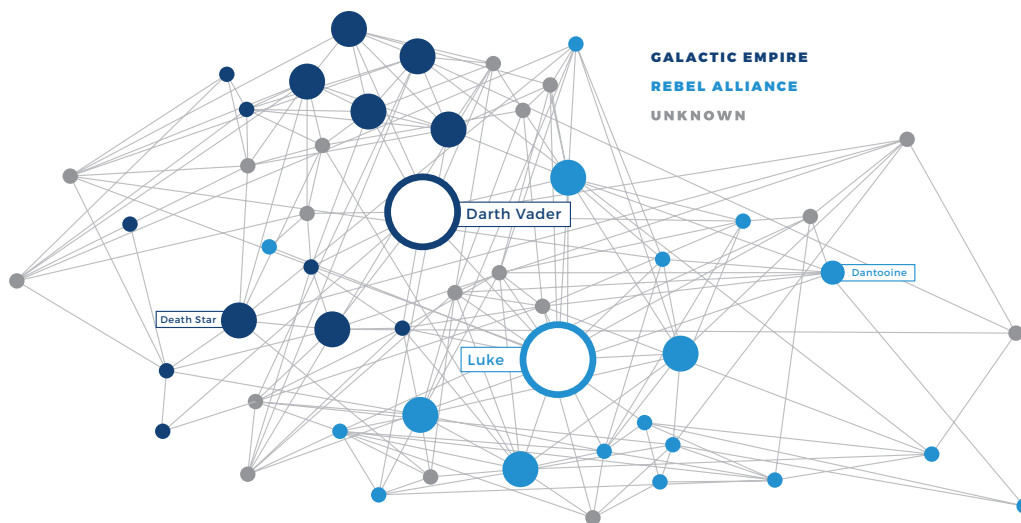
AVAILABLE ON AWS MARKETPLACE

Discover relationships across disparate data.

Novetta Entity Analytics delivers insight by combining data from disparate sources to produce a consolidated, 360-degree view of real-world entities. Novetta Entity Analytics performs large-scale data integration, entity resolution, and analysis to form multi-dimensional views of entities such as people, organizations, locations, and events. Novetta Entity Analytics visualizes the complex relationships between these entities to enable analyst self-service.

## DISCOVER CONNECTIONS

Visualize the relationships between people, organizations, locations, vehicles, and other subjects in your datasets. Novetta Entity Analytics algorithmically surfaces relationships between subjects, explains why those relationships exist, and neutralizes errors, inconsistencies, and omissions.



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# Reduce the noise.

## FEATURES

- Profile and characterize data across sources.
- Identify the frequency of common values and patterns to improve matching strategies.
- Validate record matching and linking fidelity with corpus sampling and review tools.
- Manage pre-built strategies for matching and linking common data types such as names, addresses, phone numbers, and email addresses.
- Integrate data workflows with a full-featured REST API and command line interface.
- Support local and clustered operating modes in on-premise or cloud environments.

## BENEFITS

- Uncover hidden insights that improve opportunity identification and threat detection.
- Resolve billions of records in hours instead of weeks, while integrating high volume, high velocity inbound sources.
- Make confident decisions based on complete data provenance and logic transparency.
- Confidently leverage all your data holdings to achieve your mission.



## CREATE COMPREHENSIVE SUBJECT PROFILES

Quickly view all the data available about the subject of interest, organized for comprehension. Novetta Entity Analytics builds a virtual 'baseball card' of everything known about a subject across all your incoming data streams, exposing disambiguated subject data to powerful search capabilities. Analysts get back information about the subject they are actually interested in without having to manually review and correlate hundreds of false positives. Spend time investigating and analyzing data, not finding and organizing it.