

InfoSphere Global Name Recognition

Voice-over	Suggested on-screen visuals / text
<p>1. Consider how your organization would benefit from: ...insight about individual and business names... ... in-depth understanding of names through culture, gender, and name parsing elements, and the ability to identify names that are likely to represent the same person in a list.</p>	<p>What's in a Name?</p> <ul style="list-style-type: none"> • Culture • Gender • Parsing elements • Multiple identities
<p>2. IBM InfoSphere™ Global Name Recognition, or GNR, enables extensive name insight to better utilize name data.</p>	<p>IBM InfoSphere™ Global Name Recognition</p> <ul style="list-style-type: none"> • Extensive name insight • Better utilization of name data
<p>3. GNR software leverages a linguistic-based approach founded on more than 20 years of research and use.</p> <p>Unlike its competitors, GNR compares every name it analyzes with its database for the most comprehensive analysis and scoring available.</p>	<ul style="list-style-type: none"> • Linguistic-based approach • Comprehensive analysis and scoring tools
<p>4. GNR is used for list checking and comparisons, threat and fraud initiatives, as well as to effectively target customer service and marketing initiatives.</p>	<p>Target customers for sales initiatives</p>
<p>5. Trust the platform that supports smarter business through intelligent decision making — IBM InfoSphere Global Name Recognition software.</p>	<p>IBM InfoSphere™</p> <p>... smarter business ... intelligent decision-making</p>

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