OUT OF THE BOX INTEGRATION

Duck Duck Go · Clearbit · Zoominfo
+ many more

Golden Record
Origin Entity Code 🔑   NEW
Name
Display Name   Stored
Description
Entity Type
Created Date
Codes
+ many more

person.firstName
person.lastName
person.email
person.city
person.phoneNumber

Data set

Mapping Engine from JSON to Clue

Database | JSON
Files
Azure ADF
+ many more

Clues

Enricher Engine

New Clue

🔍 **Clue**
Origin Entity Code 🔑
Name
Display Name
Description
Entity Type
Created Date
Codes
+ many more

person.firstName
person.lastName
person.email

Enrich?   Yes / No

Static
Identical structure for all clues, each value can influence how the golden record will be created.

Dynamic
Referred as the "Property Bag" holds all the dynamic information, it can change from one source to another, from one entity type to another.

Pre-Process Rules → Processing → Post-Process Rules

Does this exist already?   No / Yes

Datapart   Created
Origin Entity Code 🔑
Name
Display Name
Description
Entity Type
Created Date
Codes
+ many more

person.firstName
person.lastName
person.email

Datapart   Stored
Origin Entity Code 🔑
Name
Display Name
Description
Entity Type
Created Date
Codes
+ many more

person.firstName
person.lastName
person.email

Golden Record   Existing
Origin Entity Code 🔑
Name
Display Name
Description
Entity Type
Created Date
Codes
+ many more

person.firstName
person.lastName
person.email
person.city
person.phoneNumber

Golden Record Engine

Stream Engine

OUT OF THE BOX EXPORT TARGET
Power BI
Kafka
MS SQL
+ many more

Metric Engine

Glossary

OUT OF THE BOX INTEGRATION
Salesforce
Oracle
MS SQL
+ many more

Mesh Engine
Does the source support mech (direct source update)?

Yes

Data Steward

Manual Golden Record Edit
Clean
Prepare

ENTITY TYPE
👤 /Person

Clues
Jhon Doe   Robert Johnson   Mary Smith
Customers   Leads   Employees

Customer Vocabulary   Employee Vocabulary

VOCABULARY KEY
⚛ person.email

customer.salesforce.email   employee.email
Customers
customer.sql.email
Leads   Employees

VOCABULARY
Employee Vocabulary

☐ **Identification**
employee.identification.firstName
employee.identification.email
employee.identification.employeeNumber

☐ **PayRoll**
employee.identification.revenue
employee.identification.hiringDate