

# Initiate Systems – Leaders in Master Data Management

STRATEGICALLY LEVERAGE AND SHARE CRITICAL DATA ASSETS THROUGHOUT YOUR ENTERPRISE

## INITIATE SYSTEMS AT A GLANCE

- Established in 1995
- Over 200 software customers across 10 market segments
- Cited as a “Leader” by Gartner and Forrester
- Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and in Australia, Canada and the UK

## OUR CUSTOMERS

Initiate Systems has nearly 200 software customers across 10 market segments.

Our customers range from healthcare providers and retail pharmacies to credit card issuers and hospitality chains. In Canada, Initiate software was selected as the foundation for a nationwide electronic health record system and covers more than 70 percent of the population.

### Finance, Banking and Insurance

- Allstate
- Capital One
- eSure
- Tower Insurance
- Wells Fargo

### Pharmacy Benefits Managers

- Allscripts Healthcare Solutions
- RxHub
- SureScripts

### Healthcare Payers

- Anthem BlueCross BlueShield of Connecticut
- BlueCross BlueShield of Minnesota
- Humana
- United Healthcare Insurance
- WellPoint

Initiate Systems enables organizations to confidently share critical data assets.

Multinational corporations, healthcare organizations and government agencies rely on Initiate® software and services to deliver complete, accurate and real-time views of data spread across multiple systems, domains or databases. Initiate’s multi-domain master data management (MDM) solutions facilitate interoperability, information sharing, entity resolution and data quality to increase revenues, reduce costs and mitigate risks.

## What Sets Initiate Apart

### Accuracy of Recognition Technology

- Decreased duplication rates for one organization from 12% to 0.76%
- Discovered 23% of one organization’s records shared an address with another customer

### Time to Value

- Minimal configuration, which leads to a 3 to 6 months average implementation time
- Low services-to-software cost ratio

### Scalability and Performance

- Installations from under one million to over a billion objects (people, patients, members, individuals, suspects, organizations, etc.)
- Enable searching across 8 data sources comprising 7 billion records, returning results in less than 2 seconds for one customer

### Experience and Expertise

- Nearly 200 software customers across 10 market segments
- Global implementations

### Non-invasive

- Proven success across a variety of implementation styles
- Linked data across 10 disparate systems in 12 facilities for one customer, assigning enterprise identifiers to an already existing enterprise data warehouse

Initiate Systems’ solution provides customers with a comprehensive MDM platform that can adapt easily to changing and expanding business requirements. Our solution delivers single, trusted and complete versions of critical data assets in real time to the people, processes and applications that rely on them. Initiate® software can perform thousands of transactions per second in environments involving hundreds of millions of underlying records and can scale to handle rapidly increasing data volumes. Customers across industries as diverse as healthcare, government, banking, insurance, communications and retail pharmacies rely on Initiate software to meet their business needs and strategically leverage their data.

## Initiate Software

Our core product is Initiate Master Data Service®, which is a comprehensive master data management platform. Initiate Master Data Service provides identity matching and management, data modeling, information quality management, data sharing, relationship and hierarchy management, and multi-lingual, integration and synchronization capabilities.

Initiate Master Data Service enables organizations to implement a variety of MDM styles. Initiate Master Data Service is designed to support very high transaction and data volume environments and to search across hundreds of millions of records, returning results in less than a second.

## OUR CUSTOMERS (cont.)

### Healthcare Providers

- Baylor Health Care System
- BMI Healthcare (UK)
- Catholic Healthcare West
- Cedars-Sinai Medical Center
- Northeast Georgia Medical Center
- Partners HealthCare
- Sentara Healthcare
- Sutter Health
- University of Pittsburgh Medical Center

### Hospitality

- Choice Hotels International
- Hyatt

### Technology

- Dell
- Intuit
- Microsoft

### Retail

- Barnes & Noble
- CVS
- Longs Drug Stores
- SUPERVALU
- Walgreens

### Public Sector

- Department of Veterans Affairs
- Florida Department of Health
- In-Q-Tel
- Canadian Health Ministries of Alberta, New Brunswick, Manitoba, Ontario, Newfoundland & Labrador and Saskatchewan
- Naval Criminal Investigative Service (NCIS)
- Northrop Grumman

To see more customers and learn how they are using Initiate software, visit [www.Initiate.com/customers](http://www.Initiate.com/customers)

## Our Markets

### Healthcare

Initiate® software is the most widely deployed EMPI solution for healthcare providers, integrated delivery networks (IDNs), regional health information organizations (RHIOs), payers, pharmacy benefits managers, labs and government agencies. More than 1700 healthcare sites have deployed Initiate software or relied on Initiate for MPI cleanup. Healthcare organizations select Initiate’s software and services to assist in enhancing their strategic initiatives, including:

- Improving patient safety and care
- Enhancing customer service
- Providing new services
- Enabling interoperability between facilities and regions
- Ensuring regulatory compliance
- Protecting data privacy and security
- Creating a critical foundation for implementing electronic health records (EHRs)

### Commercial

Initiate Systems has been cited as a “Leader” by both Gartner and Forrester Research. Initiate® solutions help a wide range of customers meet their MDM or customer data integration goals. The accuracy of real-time data at the point of service enhances companies’ ability to achieve a multitude of strategic initiatives, including their efforts to:

- Increase sales
- Improve customer service and satisfaction
- Protect customer privacy and security
- Streamline operations
- Decrease IT and marketing costs
- Reduce fraud
- Ensure regulatory compliance

### Public Sector

Initiate enables strategic initiatives that allow civilian, intelligence, law enforcement, Department of Defense and public sector healthcare agencies to increase real-time data accuracy, share information without compromise, save time, increase efficiencies, and reduce overpayments and costs.

Initiate enables cooperation on vital initiatives, including:

- National security, by providing the most accurate, complete view of selected individuals and entities, minimizing false positives and negatives
- Saving time and money by automating manual data analysis processes, enabling organizations to focus on more strategic tasks
- Creating an agency-wide or cross-agency solution, providing a complete view of individuals and entities to all participating authorized organization and personnel automatically, on demand

**To learn how Initiate Systems can help you address master data management challenges, contact us today at (800) 992-0300 or visit us at [www.Initiate.com](http://www.Initiate.com).**



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