

# Civica MultiVue Enrich

Providing the most complete data for more effective service delivery

Real-time verification and enrichment from trusted reference sources

Civica MultiVue is an MDM solution that enables organisations to become a data-driven business by creating a complete and accurate view of your customer, citizen, tenant or person(s) of interest across previously siloed and disparate data sources.

MultiVue Enrich offers incremental capability building on MultiVue to ensure internal data can be verified against external reference data sources. This ensures you can trust the accuracy of your data and distribute your single view of the customer across your organisation with confidence.

## Why choose MultiVue Enrich?

Despite augmenting customer records internally, it's not uncommon to find there's still not enough insight to make targeting and segmentation decisions. MultiVue Enrich allows those organisations to append additional information to records, leveraging a broad range of data enrichment sets available, to fill in the gaps and make intelligent decisions every time.

## Service features:

- ▶ Incorporates business data (company names, addresses, location relationships, SIC codes, SME indicators)
- ▶ Access to a broad range of social demographic enrichment data for record enrichment
- ▶ Enhances data quality
- ▶ Ability to append additional data to records e.g. Grid References, UPRN's etc.
- ▶ The flexibility of cloud-based deployment.

## MultiVue Enrich enables you to:

- ▶ Create a complete and accurate customer record
- ▶ Maintain high quality validated records
- ▶ Verify against external reference data sources
- ▶ Augment internal records with additional external data.

Certification Number 663  
ISO 9001  
ISO 14001  
ISO 27001  
ISO 22301  
OHSAS 18001



## About Civica

Civica is an international software company and a global leader in public services technology. We provide the software and automation behind essential every day services, working with our customers to deliver a stronger performance and achieve better outcomes for people and communities.

Our purpose is simple. We provide the systems and the technology know-how to help our customers excel, working with them to make a difference for the lives of millions of people and the teams who serve them.

As a cloud-led business, our vision is to harness the potential of digital, cloud and data together to support our customers' digital ambitions.

- ▶ 2.5 million users of our software
- ▶ Digital solutions transforming 500 organisations
- ▶ £120bn administered annually by Civica systems
- ▶ Supporting essential services for more than 90million people
- ▶ More than 4,500 colleagues
- ▶ Producing 17 years of unbroken growth