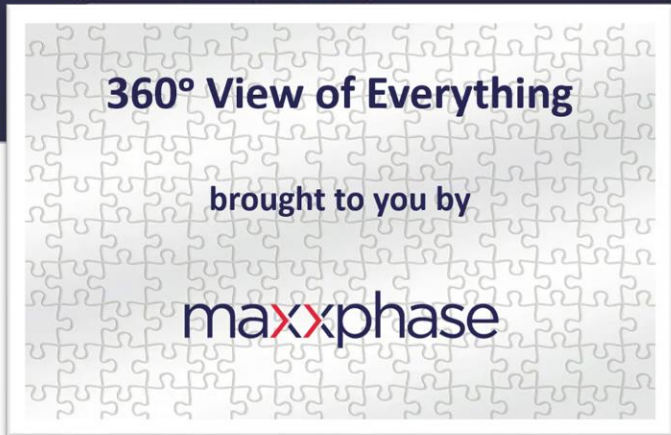


Product Fact Sheet

Maxxphase Atomos Data Compatibility Standard



The Person

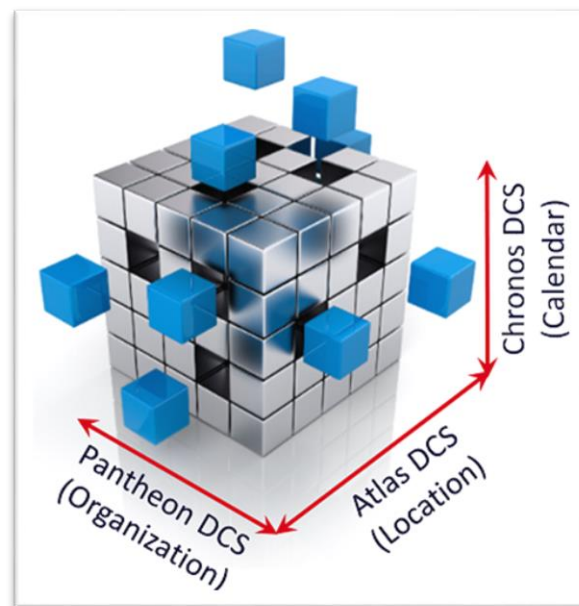
The Maxxphase Atomos DCS addresses the personal information master data domain. Specifically, Atomos DCS is focused on the unique identification and classification of persons. For our purposes, we define a person as an individual being. Within a business, personal information may be used in many roles, such as customer, employee, or consultant. Likewise, depending on the role of a person within the business, persons are uniquely identified and classified using several different sets of master data. A person in the role of a customer can be identified merely by their name and address. A person in the role of an employee can be uniquely identified by an assigned employee number or a government-assigned Social Security Number, for example. The Maxxphase Atomos DCS needs to be very flexible, allowing different businesses to identify and classify persons as required within their business and within their industry. As such, the governance of the Atomos DCS will be at the enterprise level with the ability to further identify and classify individuals as a function of master data enrichment in the Atomos DCS MDM.

Personal Data Privacy

Atomos DCS uses a Master Data Management (MDM) approach to construct and maintain the standard. In addition, source personal information may be centralized into a golden record along with data from various personal data enrichment sources. These golden data records are directly sharable with any compatibility data systems. Beyond that, an area of the MDM may be configured to be a high-security area or Compatible Data Safe. All sensitive personal data may be secured in this centralized Compatible Data Safe. The contents of this Compatible Data Safe can be directly and securely shared with any compatible data systems with the proper security credentials.

Documentation and Software

The Maxxphase Atomos DCS product includes software to implement the generic Atomos DCS related data modeling objects. After the data models have been updated to include enterprise-specific attributes, the data model objects are instantiated as needed to enhance the selected data systems. The Maxxphase Atomos DCS documentation included consists of the Data Compatibility Architecture Guide, the Data Compatibility Standard Product Overview, the Atomos DCS Technical Guide and the Atomos DCS Implementation Guide.



The Compatible Data System

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