

About Ent-Vision Smart Data

Ent-Vision Smart Data is Asia's leading Data Quality and Data Preparation Solution aimed at delivering AI driven highly automated enterprise data services. It is empowered by Natural Language Programming with Machine Learning Algorithms to build enterprise insights.

The suite of Ent-Vision Smart Data Solutions consist of:

- Data Cleansing
- Data Enrichment
- Data Linking
- Geo Analytics

Ent-Vision Corporate Data Enrichment

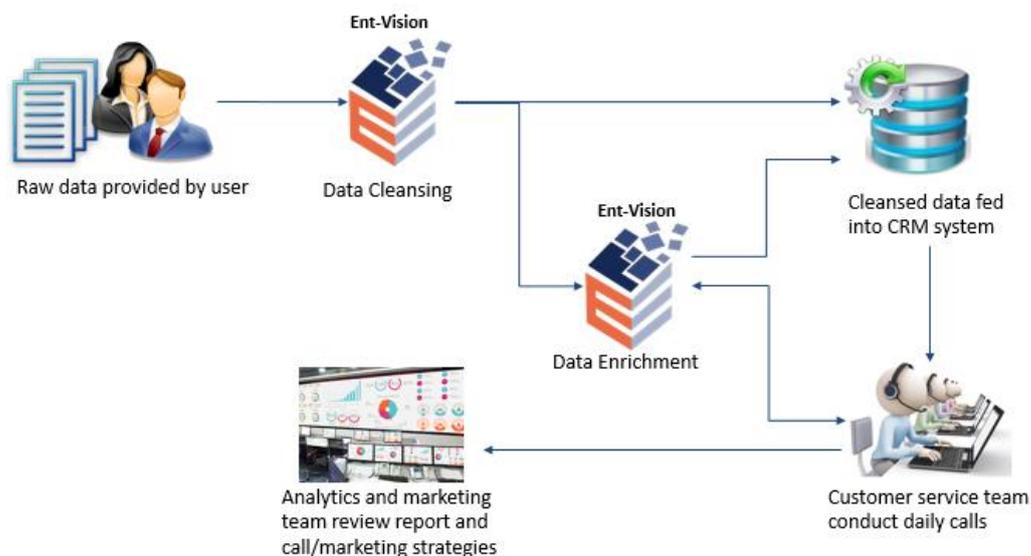
Corporate data enrichment enhances the quality and depth of your data by supplementing your existing data set with essential data from external data sources.

Ent-Vision Corporate Data Enrichment is highly-automated and built upon consistent algorithms. The intelligence gathering process begins with query pre-processing, where the request triggers a search within Ent-Vision Intelligence Database. Where information is not available, Ent-Vision engine runs simultaneous search threads to multiple websites to retrieve the information required.

The information is then evaluated based a set of criteria such as site rating and content relevance. Information is also tracked based on source and date, which allows our system to automatically update or refresh the information at stipulated intervals.

Classic Application - Customer Service Center

In an Ent-Vision supported customer service centre setting, raw data generated from multiple sources is cleansed and enriched before it goes into the CRM system. **Data Enrichment** then supplements the cleansed data with essential company information enabling you to improve your call rate and reduce wastage of marketing resources from performing costly and time-consuming manual web searches.



Key Features of Ent-Vision Corporate Data Enrichment

- **Basic Account Profiling**
 - ✓ Enrich your database with basic company information such as Company Name, Industry, Address, Mainline, Fax and Website

Example of enterprise intelligence that Ent-Vision captures from corporate website

Corporate Profile

Keppel Land is the property arm of the Keppel Group, one of Singapore's largest multinational groups with key businesses in offshore and marine, property as well as infrastructure.

One of Asia's premier property companies, Keppel Land is recognised for its sterling portfolio of award-winning residential developments and investment-grade commercial properties as well as high standards of corporate governance and transparency. Keppel Land was privatised and delisted from the Singapore Stock Exchange with effect from 16 July 2015 following Keppel Corporation's voluntary unconditional cash offer for the remaining shares in Keppel Land which it did not own. The Company is 99.27% owned by Keppel Corporation at the end of the privatisation exercise.

Industry Vertical: Real Estate

Our Offices

Keppel Land Limited
(Co. Reg. No. 189000001G)

230 Victoria Street
#15-05 Bugis Junction Towers
Singapore 188024

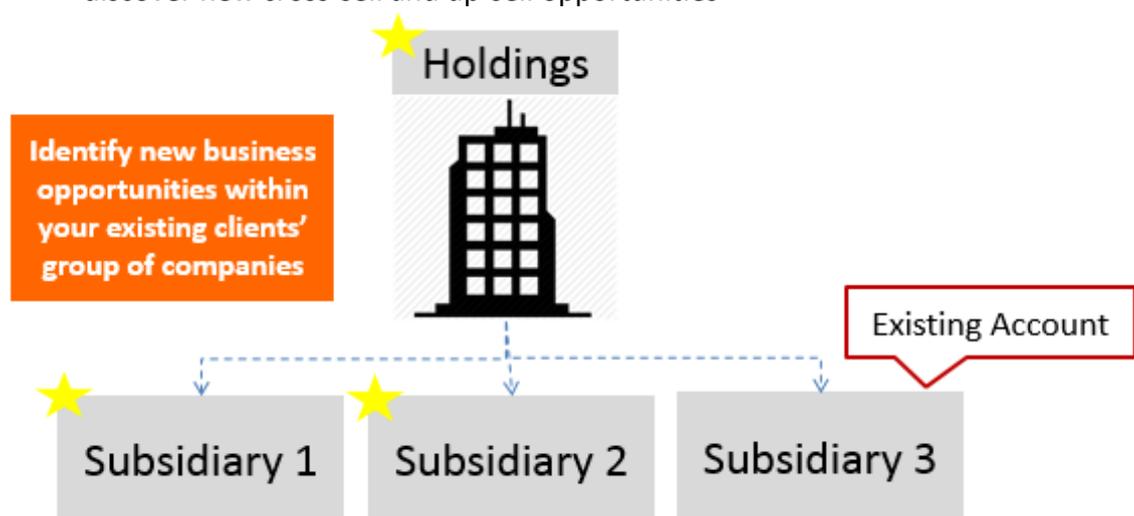
Tel: (65) 6338 8111
Fax: (65) 6337 7168
Website: www.keppelland.com

Company Name

Address

Telephone
Fax Number
Website

- **Find Related Companies**
 - ✓ Gain a competitive advantage by leveraging corporate hierarchy data to discover new cross-sell and up-sell opportunities



Benefits

1. Increased Effectiveness of Marketing Campaigns

Missing and obsolete data has been a significant stumbling block for marketers in their targeting efforts. With enriched data, you can power smarter segmentation and lead scoring, thereby maximizing your marketing dollars on targeted campaigns by sending the right messages to the right people. It also allows you to identify the best new prospects and increase your return on investment.

2. Efficient Allocation and Utilisation of Resources

It can be a daunting and costly task for staff to manually key in every single company name, and scour through every result page and chunks of text to extract the information they need. Ent-Vision Data Enrichment is more cost and time-effective as our system continuously and automatically extracts information by running multiple searches on different sites. This allows you to more efficiently utilise limited staff resources.

3. Improved Reliability and Accuracy of Enriched Data

Ent-Vision Corporate Data Enrichment captures enterprise intelligence from corporate websites and a library of tracked and reliable news sites. Information acquired from different sources is evaluated by our system using a set of pre-defined criteria and tabulated with mathematical probabilities. The resulting data output is credible, relevant and up-to-date.

Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about our **Ent Vision Data Enrichment** service, email us at sales@ent-vision.com or call us now at (65) 6742 7945 for a no obligation discussion.