(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
17 July 2003 (17.07.2003)

PCT

(10) International Publication Number
WO 03/058427 A1

(51) International Patent Classification[7]: G06F 7/00

(21) International Application Number: PCT/US02/41630

(22) International Filing Date:
27 December 2002 (27.12.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/344,067 28 December 2001 (28.12.2001) US

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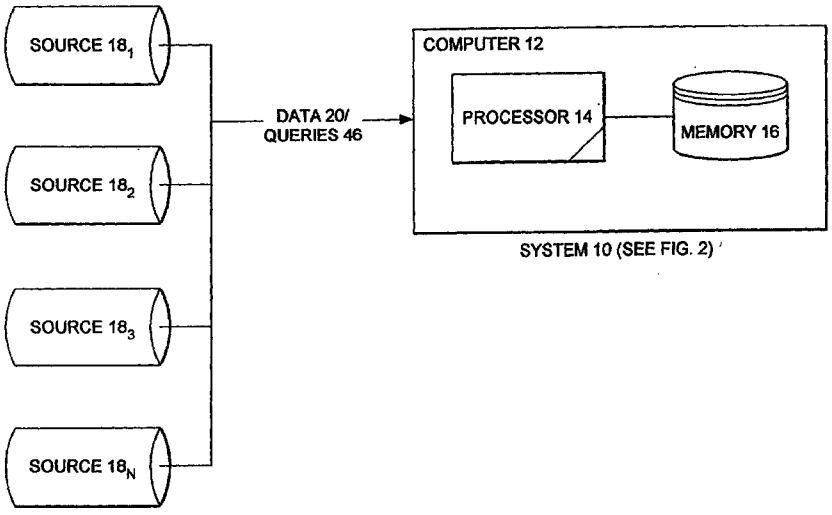
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: REAL TIME DATA WAREHOUSING



(57) Abstract: A method and system for processing data into and in a database (16) and for retrieving the processed data is disclosed. The data comprises identifiers of a plurality of entities (18) .The method and system comprises: (a) processing data into and in a database (16) ,(b) enhancing received data (20) prior to storage in a database (16) ,(c) determining and matching records based upon relationships between the records in the received data (20) existing data without and loss of data, (d) enabling alerts based upon user-defined alert riles and relationships, (e) automatically stopping additional matches and separating previously matched when identifiers used to match records are later determined to be common across entities and not generally distinctive of an entity, (f) receiving data queries (46) for retrieving the processed data stored in the database (16), (g) utiliziing the same algorithm to process the queries (46) and (h) transferring the processed data to another database that uses the same algorithm.

WO 03/058427 A1