



The First Real-Time AI for Entity Resolution

Senzing and Mithril Join Forces to Democratize Entity Resolution Technology with Privacy by Design Features

*Former IBM Fellow Jeff Jonas and team
have the world's only real-time AI for entity resolution*

VENICE, Calif. – July 26, 2018 – [Senzing®](#), Inc., an artificial intelligence-based (AI) software company focused on entity resolution, today announced an investment from [Mithril Capital Management](#), a leading technology growth capital firm founded by Ajay Royan and Peter Thiel. Mithril is partnering with Senzing to ensure complete democratization of Senzing's entity resolution (ER) 2.0 technology, which was created from inception with [Privacy by Design](#) principles.

Senzing, a 2016 IBM spin out, was founded by former IBM Fellow Jeff Jonas to make world-class entity resolution available to more than just elite organizations with huge budgets. His intent was to make Senzing easy to use, affordable, and scalable—from laptops to large cloud deployments.

[Entity resolution](#) determines who is who and who is related to who in data. Senzing addresses the widest range of entity resolution use cases. From the simple, like finding duplicates in your address book, to the most sophisticated, such as searching for criminal or fake identities in real-time across thousands of data sources and billions of records.

"Senzing is delivering a powerful, intuitive and unique way for all organizations to figure out who is who in their data," said Ajay Royan, managing general partner and founder at Mithril. "With intrinsic Privacy by Design principles, and the ability to get started for free, Senzing has set a new high bar for democratized access to high-quality, one-of-a-kind entity resolution and privacy-enhancing analytics."

The Senzing technology, originally code-named "[G2](#)", began as an IBM skunk works project in 2009. From inception, it was built to incorporate Privacy by Design principles. Senzing launched its first product, a GDPR compliance offering, on Data Privacy and Protection Day in 2018.

"I'm both impressed and encouraged by the privacy-preserving work Jeff and Senzing are doing," said Ann Cavoukian, the creator of Privacy by Design. "I've known Jeff for more than a decade and applaud his continuous commitment to personal privacy and to creating privacy enhancing technology."

"This investment and partnership with Mithril perfectly positions Senzing to bring entity resolution to everyone, everywhere," said Jeff Jonas, founder and CEO at Senzing. "For the first time, small and mid-sized organizations can harness world-class entity resolution to gain competitive advantage."

For more information on entity resolution 2.0 technology, and to download the software for free, visit: www.senzing.com

About Mithril

Mithril invests in leading growth companies by partnering with teams who use technology to build transformative and durable businesses, often in industries long overdue for change. Each of these businesses is unique, but all face common challenges to unlocking long-term growth. Mithril helps navigate these critical inflection points by investing in size and with conviction. www.mithril.com

About Senzing

Senzing delivers the first real-time AI for Entity Resolution. With Privacy by Design principles built in from the start, the plug-and-play Senzing Entity Resolution products are the most affordable, easy-to-use solutions for discovering who is who and who is related to who in big data. Financial Services, Healthcare, Government, Manufacturing and other organizations use Senzing to improve fraud and risk detection, marketing and customer 360 programs - and AML, GDPR and other regulatory compliance efforts. Global companies, government organizations, small and medium-sized businesses and independent software vendors are deploying Senzing technology to better understand their data and augment analytics initiatives. To learn more, visit <http://www.senzing.com/> or follow us on [Twitter](#) and [LinkedIn](#).

Media Contact:

Kristine Masopust
VP Marketing & Communications
kristine@senzing.com