

Understanding Entity-Level Identity Resolution

Real-Time Entity-Level Identity Resolution is the process of instantly connecting fragmented data across devices, channels, and systems to identify a single customer as interactions happen—creating a unified, always up-to-date 360° view.

The Problem: Fragmented Identities

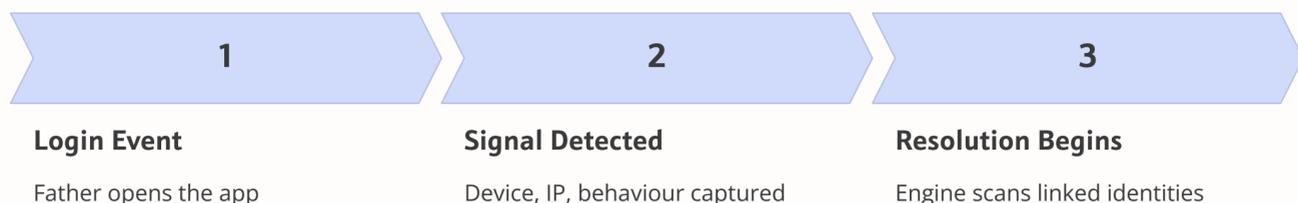
For instance, Insurance providers see **father, mother, and son as three unconnected profiles** — each living in a separate system, with no awareness of their shared household, behaviour, or combined risk profile.



Result: Coverage gaps go undetected. Cross-sell opportunities are missed. Fraud signals remain invisible.

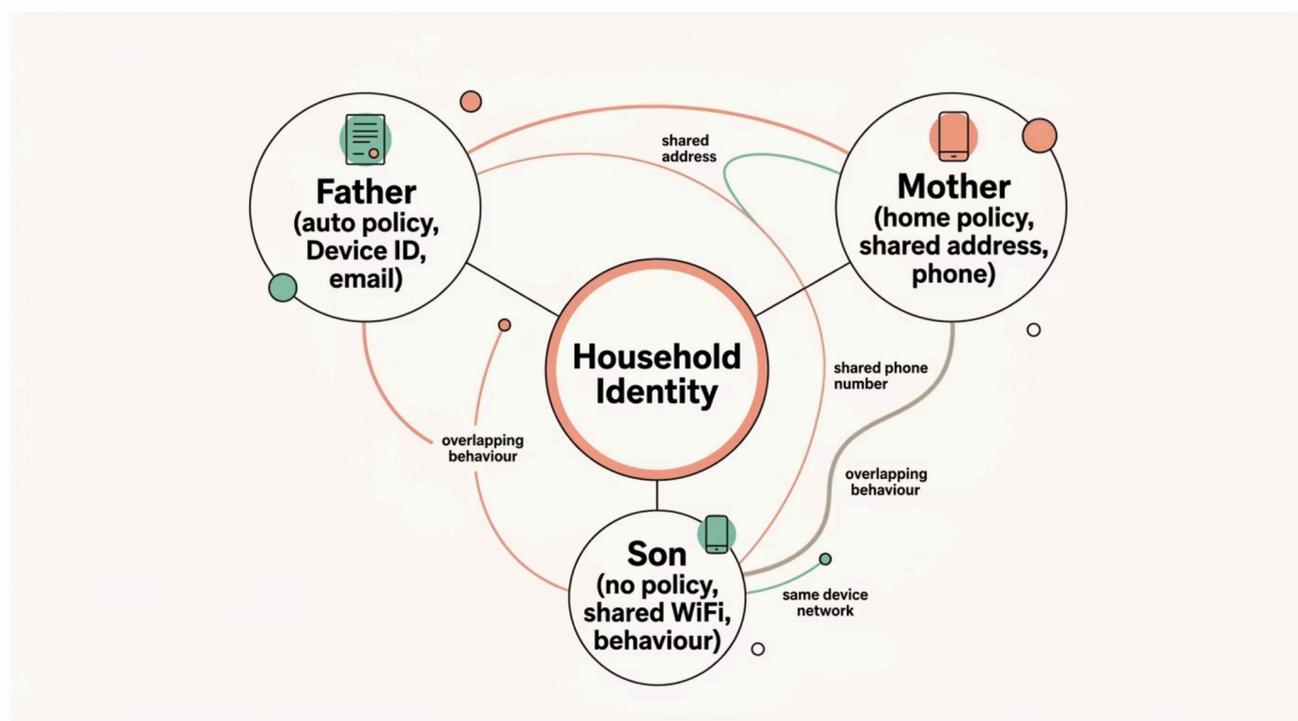
The Trigger: One Signal Changes Everything

The father opens the insurance mobile app to check his auto policy. This **single real-time interaction** initiates the identity resolution engine — instantly scanning for linked identities, shared signals, and household connections.



Identity Resolution in Action

The engine connects all family members into a **single household identity graph** in milliseconds.



The Outcome: A Unified Household View

For the first time, the insurer sees the **complete household picture** — gaps, risks, and opportunities — all in one real-time entity-level profile.

Missing Health Insurance Son has no health coverage — flagged as a high-priority gap across the household.	Coverage Gaps Detected Mother's home policy lacks flood and contents coverage — surfaced automatically.	Cross-Sell Opportunities Bundle offers triggered in real time: life, health, and multi-vehicle discounts.
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Business Impact



Applicable Across Industries



Discover Lemnisk's Real-Time Entity-Level Identity Resolution

Turn fragmented signals into a unified, real-time entity level customer view across industries. From a single interaction to a complete household graph — in milliseconds.

Real-Time Millisecond resolution on every interaction	Entity-Level Households, businesses, individuals — all unified	Cross-Industry Insurance, banking, retail, healthcare and beyond
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