

Toshiba Strengthens Internal Export Control System with Name Matching

ROSETTE

To prevent technology and products from being diverted into terrorist hands for use as weapons, major countries publish watchlists to restrict trade with organizations and individuals that pose a security risk. An increasing number of private companies are also producing similar watchlists.

Toshiba is a multinational conglomerate with nearly 120,000 employees worldwide. Its diverse businesses manufacture products for energy generation, retail and business solutions, consumer electronics, and much more. Many of Toshiba's products are subject to stringent export controls.

In an effort to strengthen its export compliance, Toshiba developed its own system to highlight companies and organizations with whom trading is restricted.

The challenge

Due to the global nature of their business, Toshiba needed to match the names of individuals and organizations across multiple languages and scripts.

As they evaluated linguistic and name matching systems, Toshiba identified several challenges the system would need to address:

- Watchlists grow and change daily due to additions and updates
- Manual matching and verification take an onerous amount of time and are simply unsustainable
- Missed and mistaken matches occur due to the wide variability of names across languages
- There are limitations to using partial match searches and pattern match searches

The solution

Toshiba selected Rosette® by Babel Street to strengthen matching and verification accuracy with these methods:

- Phonetics
- Machine learning
- Algorithms addressing multiple name phenomena

Rosette provided clear advantages over other products, especially when it came to its handling of Asian languages.

- Even with typos, missing letters, inconsistencies or spelling errors in the input data, the relevant candidates are found in the watchlist and provided with a similarity score
- A watchlist that is written in Latin letters can be matched and verified against other languages, including Japanese Kanji, Kana and Katakana, Chinese Hanzi, and Korean Hanja and Hangul
- Aliases, nicknames, and initials can be fuzzy matched
- For Japanese, Rosette matches old-style and modern Kanji characters

The impact

Following the implementation of Rosette name matching capabilities, Toshiba saw a significant reduction in omissions due to manual and visual verification against watchlists, with a corresponding increase in matching efficiency.



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Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

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