

Praxi Launches CaaS on AWS Marketplace and Expands Advanced Matching Controls for Regulated Data Environments

New capabilities give data professionals stronger control over how sensitive enterprise data is matched, interpreted and curated, with 30 statistical measures, exclusion lists and secure customization options.



capabilities for Praxi CaaS (Curation as a Service) on AWS Marketplace, giving enterprises a faster path to deploy its AI-powered data curation platform in AWS environments. Built for organizations managing structured, semi-structured and unstructured data at scale, Praxi CaaS is designed to automate discovery, classification, enrichment and downstream action while helping data teams improve compliance, analytics and AI-readiness outcomes.

Praxi Data is also introducing a major enhancement to its matching capabilities: improved data matching with more detailed data fingerprint with weighting options using 30 statistical measures add to class leading pattern identification that gives users independent control over each term.

For data professionals working in regulated industries, the update is aimed at a familiar challenge: getting more trustworthy outputs from complex data without sacrificing speed or governance. The new capabilities are designed to improve matching precision, make curation logic more explainable and give teams more confidence in how sensitive or business-critical data is being interpreted across large, messy datasets.

Praxi.ai said the release strengthens one of the platform's core differentiators. While many data curation tools offer limited matching controls, Praxi's expanded feature set enables organizations to tune matching logic at a more granular level, supporting more nuanced entity resolution, classification and pattern-recognition workflows. In practice, that gives data teams more control over outcomes, less ambiguity during review and a stronger foundation for consistent decision-making.

At the same time, Praxi's library of pre-trained sensitive terms remains locked down and non-editable by default, reducing security risk. Users can still clone existing terms to create customized versions, apply exclusion logic and build more complex matching rules without altering the protected base library. The goal is to give teams flexibility where they need it while preserving the safeguards expected in tightly governed enterprise environments.

[Praxi CaaS](#) is positioned for regulated and data-intensive sectors, with public product materials highlighting support for industries such as insurance, banking and healthcare, as well as privacy and identity use cases tied to frameworks such as GDPR, CCPA and HIPAA. The platform is now accessible and deployable on AWS, including in customer VPC environments and built to integrate with enterprise data ecosystems that may include platforms such as Collibra, Databricks, Snowflake and Informatica.

"Enterprises do not just need more automation. They need more control over how data is interpreted, matched and trusted," said Andrew Ahn, Founder and CEO of Praxi. "With our [AWS Marketplace launch](#) and this new matching enhancement, we are giving customers a faster way to operationalize curation while also giving them much finer control over the logic behind the results. That combination of speed, precision and security is where Praxi stands apart."

Praxi Data previously announced the general availability of CaaS in March 2025, positioning the product as an end-to-end platform for automating data discovery, profiling, classification and action. Praxi's current CaaS offering emphasizes rapid ROI, industry-specific pre-trained models and the ability to turn fragmented or underused enterprise data into actionable business insight.

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