

Firstlogic Solutions® Product Brief

Firstlogic® Edge & Enterprise Solutions

Firstlogic® Data Quality Management For Siebel® CRM & UCM

Cleanse & Enhance Data within your Siebel® Environment



Quick Facts

Summary

The Firstlogic® Data Quality Management (DQM) for Siebel® Customer Relationship Management (CRM) & Universal Customer Master (UCM) Connector leverages the SAP® Business Objects™ Data Quality Management platform to provide a combination of prebuilt software, pre-configured templates and business rules that are tuned to tackle data quality challenges within your Oracle's Siebel CRM & UCM application. The software's data quality functionality enables you to correct and verify customer data in real-time while preventing duplication of stored information to maintain a single customer view.

Business Challenges

- Business and marketing programs based on poor data quality, resulting in the inability to target best customers and suppliers
- Inability to make solid business decisions due to lack of trust in the data driving business efforts

- Compliance concerns and the legal and financial risks of reporting and acting on bad data
- Process delays due to duplicate or incorrect data within enterprise systems
- Proliferation of bad data throughout the enterprise

Key Features

- **Real-time and batch cleansing of customer data** – Maximizing interactions with customers and prospects
- **Creation of a single best record view** – Resolving duplication to provide a comprehensive view of a customer
- **Elimination of duplicate records** – Provide your customer service representatives with comprehensive information about customers and prospects.
- **Prebuilt solution** to be deployed and adapted to your Siebel environment to expedite return on investment and user adoption

Business Benefits

- **Cleanse Data Early** – Identify and correct data as it's being entered in your CRM application
- **Increase Efficiency** – Simplify and streamline data entry processes resulting in better customer experiences
- **Comprehensive Customer View** – Representation of a customer in a single best record view
- **Effective Marketing Campaigns** – eliminate undeliverable, duplicate and returned mailings
- **Trusted Decisions** – Base decision making on consistent, up-to date and de-duplicated data
- **Profitable Outcomes** – Accurately profile customers and maximize interactions with prospects

For More Information

To learn more, please call your Firstlogic Solutions representative or visit us at <http://www.firstlogicsolutions.com/dqm-for-siebel-crm-ucm.aspx>



DQM for Siebel® CRM & UCM

Firstlogic DQM for Siebel CRM & UCM Connector enables both real-time and batch address cleansing and duplicate detection for Siebel CRM & UCM systems.

Add Data Quality Capabilities Keeping Siebel Native Look

The Firstlogic DQM for Siebel Connector includes prepackaged data quality integration functionality with Siebel CRM and Siebel UCM, utilizing Siebel's internal Universal Data Quality Connector application programming interface (API) to provide embedded cleansing and duplicate detection within the Siebel environment. The API makes calls to the connector library, which, in turn, handles all connectivity and communications with SAP BusinessObjects Data Quality Management. By leveraging the Siebel API, integration is seamless – there is no special script to import or configure.

Real-Time Processing

- Real-time processing ensures accurate data at the point of entry by cleansing and finding duplicates in your data before it is saved to your Siebel database.
- Cleanse and correct data from more than 234 countries upon initial data capture
- Prevent duplicate records from entering the system with real-time matching
- Enable fuzzy searching for easy look-ups
- Geocoding options for latitude and longitude location awareness
- Delivery Point Validation(DPV) functionality verifies addresses are deliverable

Batch Processing

- Batch processing can be used on the entire Siebel database to perform both initial and periodic data cleansing and record matching.
- Automate the cleansing of data within Siebel CRM & UCM
- Records are corrected and standardized against referential data resources
- Powerful matching capabilities with prebuilt data flows configurable to your business rules
- Duplicate resolution performed with Siebel's consolidation routines
- Incremental matching – perform batch matching only for recently updated records



Supported Systems and Platforms

SAP® BusinessObjects™ Data Services

- Release 3 (32 bit) Windows®, Linux®, AIX®, Solaris®
- Release 4 (64 bit) Windows®, Linux®, AIX®, Solaris®

Oracle® Siebel® CRM & UCM

- Release 7 – Windows®
 - Integration with VBScript or Siebel® eScript,
- Release 8 – Windows®, Linux®
 - Integration with Siebel® Data Quality Connector
 - Integration with VBScript or Siebel® eScript

For more information

To learn more about Firstlogic® DQM for Siebel® CRM & UCM Contact us at 1-888-725-7800 www.firstlogicsolutions.com info@firstlogicsolutions.com

