



Firstlogic Solutions® Product Brief

FIRSTLOGIC® DATA QUALITY MANAGEMENT FOR SIEBEL® CRM & UCM

SUPPORTED SYSTEMS AND PLATFORMS:

SAP® Data Services

Windows®, Linux®, AIX®, Solaris®

Oracle® Siebel® CRM & UCM

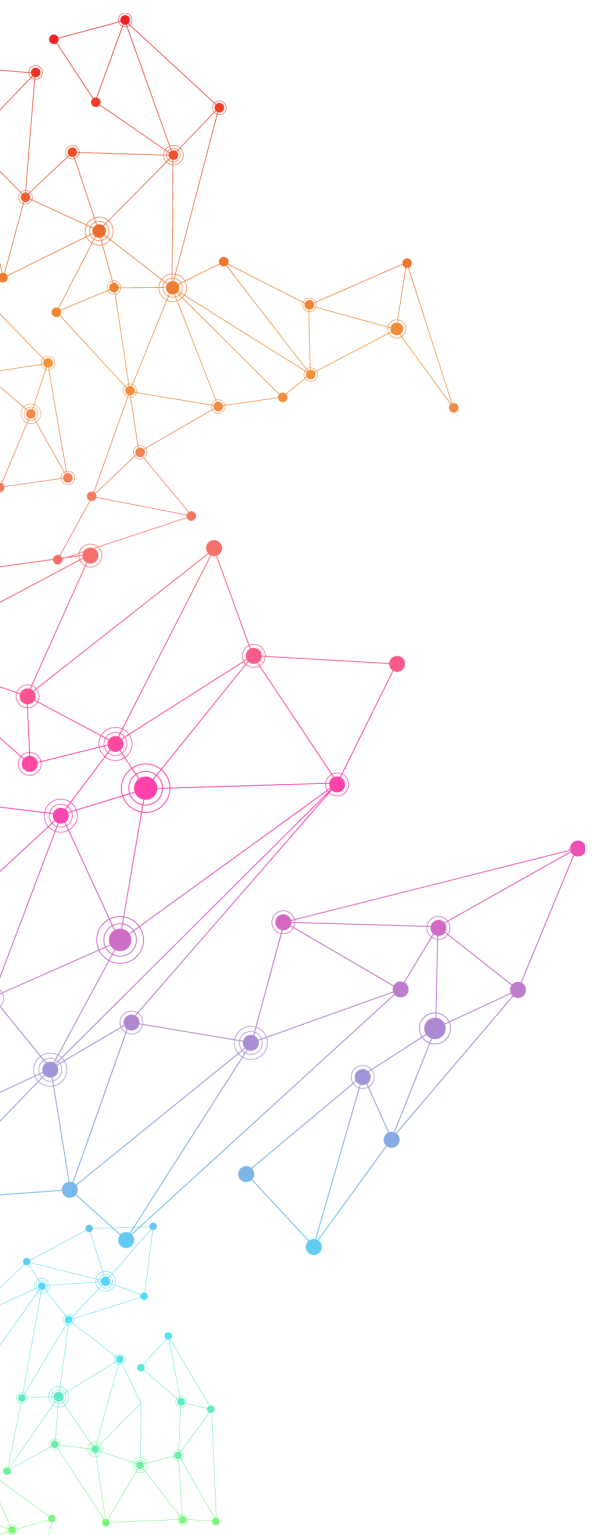
Windows®, Linux®

- Integration with Siebel® Data Quality Connector



YOUR SIEBEL® ENVIRONMENT - NOW MORE ACCURATE & EFFICIENT

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



CHALLENGES

Dissatisfied Customers

Are your customers happy? Business and marketing programs based on poor data quality result in the poor targeting of the best customers and suppliers.

Dirty Data

How clean is your data? Proliferation of bad data throughout the enterprise limits the ability to make solid business decisions due to lack of trust in the data driving business efforts.

Ineffective Marketing

Are your customers stuck without a solid follow-up from their favorite brands? Are they receiving offers and promotions for which they can't qualify? Activate the buying cycle, strengthen loyalty programs, and target with geocoding to improve customer satisfaction.



FEATURED SOLUTION

Native-Look Data Quality Capabilities

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

Ensure accurate data at the point of entry by cleansing and ending 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 deemed as known addresses ensuring successful delivery



FEATURED SOLUTION

Batch Processing

Use across the entire Siebel database to perform both initial and periodic data cleansing and record matching with:

- Automated data cleansing of data within Siebel CRM & UCM
- Referential data resources for corrected and standardized records
- Powerful matching capabilities with prebuilt data flows configurable to your business rules
- Duplicate resolution performed with Siebel's consolidation routines
- Incremental matching for recently updated records



BENEFITS

- Cleanse Data Early – identify and correct data as it's entered in your CRM application
- Increase Efficiency – simplify and streamline data entry processes for better customer experiences
- Comprehensive Customer View – representation of a customer in a single best record view
- Effective Marketing Campaigns – eliminate undeliverable, duplicate and returned mail
- Trusted Decisions – consistent, up-to date and deduplicated data enables confident decision-making
- Profitable Outcomes – accurately profile customers and maximize interactions with prospects