

INFORMATION SECURES

Turning Legislation into Opportunities

Siebel Solution for Social Security Number Confidentiality

The U.S. Social Security Number (SSN) has a unique status as a privacy risk. No other form of personal identification plays such a significant role in linking records that contain sensitive personal information. The widespread use of the SSN as an individual identifier—resulting in its appearance on mailing labels, ID cards and badges, and in various publicly displayed documents—has been a major contributor to the recent growth in identity theft and other forms of credit fraud.

The need to significantly reduce the risks to individuals from the inappropriate disclosure and misuse of their SSNs has led California and other states to take steps to limit how SSNs can be used and displayed.

Oracle's Siebel Solution for Social Security Number Confidentiality helps financial services organizations comply with new privacy requirements at a low cost, in a compressed timeframe, and with minimal disruption to the business. Moreover, it lays a foundation for customer management systems and processes that will deliver significant value to your business.

Create Value from Legislation

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Key Benefits

- Fast time to compliance: Siebel Solution for Social Security Number Confidentiality can be implemented within six to eight weeks. Integration to other applications is facilitated with a variety of technologies.
- No changes to back-office applications: The Siebel solution eliminates the need to remove SSNs from back-office systems.
- Low total cost of ownership: Siebel Universal Identification Master costs much less over the solution lifetime than custom-built options.

The California legislation poses a significant challenge for financial service institutions, many of which maintain legacy systems that use the SSN as a unique customer identifier. Removing the SSN from all legacy systems to comply with the new privacy legislation would be a huge task comparable in scope and complexity to Year 2000 projects.

Siebel's Solution for Social Security Number Confidentiality allows financial service institutions to comply with the new privacy law within a few weeks and with minimal disruption. Instead of relying on removal of the SSNs from all systems, the Siebel solution allows continued use of the SSN in back-office systems via Siebel Universal Identification Master.

The Siebel Solution for Social Security Number Confidentiality allows organizations to meet the requirements of the SSN legislation with minimal retrofitting of their legacy systems and little disruption to the business. At the same time, it provides an opportunity to lay the foundation for customer management systems and processes that will deliver significant value to your business.

Put Simplicity into Action

The idea is simple—shift the burden of compliance to a secured centralized repository for customers' SSNs and minimize the required changes to the existing legacy applications. The key enabling technology for this transition is Siebel Universal Identification Master, which includes rich capabilities for safeguarding and actively managing customer IDs. Siebel Universal Identification Master becomes the centralized hub for customer ID management that generates a Universal Unique ID (UUID). This UUID becomes the enterprise customer identifier used in the front-office systems (such as call center and sales force automation) and in all interactions with the customer across all channels. Back-office systems (such as underwriting, and policy administration), however, can continue to use customer SSNs and do not need to be modified to use the new UUID. Instead, Siebel Universal Identification Master maintains a cross-reference between the UUID and the customer's SSN stored in the back-office systems.

Discover Benefits Beyond Regulatory Compliance

Banks and insurance companies can use compliance activities for SSN confidentiality as a starting point to improve the way they interact with customers. Becoming a customer-driven financial services institution starts with knowing customers—during every customer interaction and over every channel. However, all too often customer information is spread across multiple legacy systems. The Siebel Universal Customer Master family of products allows financial service organizations to achieve and maintain a unique, complete, and correct profile of each and every customer over time. Robust cross-referencing and unique universal ID generation help you identify and link the profiles of the same customer across multiple applications.

Siebel Universal Customer Master

- Unifies customer data from numerous applications
- Rationalizes the data to remove duplicates, standardizes names and addresses, and links profiles of the same customer across applications and business units
- Distributes the unique, correct, and complete customer profile back to the operational applications
- Analyzes customer data to achieve real-time insights

Solution Components

- Siebel Universal Identification Master
- Siebel Analytics (optional)
- Universal Application Network (optional)

Take Two Steps to Social Security Number Confidentiality

1. Safeguard Social Security Numbers

- Ensure protection of SSN and other sensitive information with specialized encryption
- Set different create, read, update, and delete rights for different applications connected to Siebel Universal Input Method (UIM) at the application level
- Differentiate employee access to customer information by role and position
- Manage all customer information from a centralized console
- Track all changes to customer information

2. Integrate Applications

- Publish Application Services Interfaces (ASIs) as Web Services, Enterprise JavaBeans (EJBs), Java, or COM interfaces
- Manage large data feeds (for up to several million records) with batch import (and export) capabilities
- Publish data records that have been inserted and/or updated in the Siebel Universal Identification Master with workflow policies, workflow processes, and Web service interface
- Integrate processes for synchronized individual and corporate account information across the enterprise

CONTACT US

For more information on Oracle's Siebel Solution for Social Security Number Confidentiality, call **+1.800.ORACLE1** to speak to an Oracle representative or visit oracle.com/applications/crm/siebel/business-integration/universal-customer-master.html.



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