

ORACLE CUSTOMER MASTER DATA MANAGEMENT INTEGRATION PACK

KEY BUSINESS BENEFITS

Faster MDM Implementation

- Pre-built MDM integration processes
- Pre-built “MDM Aware” participating applications
- Pre-built MDM composite web services
- Pre-built composite application user interface

Reduced Total Cost of Ownership

- Reduced maintenance cost with AIA Framework
- Easier extensibility with AIA foundation pack.

Accelerated SOA Enablement

- AIA framework provides integration framework and best practices to accelerate SOA adoption in the enterprise
- Increased cross-application business process efficiency with clean data across the enterprise.

Oracle Customer Master Data Management Integration Pack (Customer MDM PIP) is a collection of core processes to support out of the box Customer Master Data Management (MDM) integration processes across Oracle Customer Hub (OCH), Siebel CRM, Oracle E-Business Suite, Oracle BRM, SAP ERP and third-party content enrichment providers. It also provides a framework to enable MDM integrations with other Oracle and non-Oracle applications. This is made possible by the delivery of four key complementary components including –

1. *A set of composite web services in Oracle Customer Hub.*
2. *Pre-cabled Application Integration Architecture (AIA) Process Integration Packs (PIPs) connecting OCH to Siebel CRM, Oracle E-Business Suite, Oracle Billing and Revenue Mgmt (BRM), SAP and third-party content enrichment providers.*
3. *Enhancements to Siebel CRM and Oracle E-Business Suite that makes them “MDM Aware”.*
4. *A composite application user interface enabling non-Oracle applications such as legacy and web applications to also become “MDM Aware”.*

The major benefits of this Customer MDM PIP are enriched customer information, faster MDM implementation, lowered Total Cost of Ownership (TCO) and accelerated Service Oriented Architecture (SOA) enablement.

End-to-End Customer Master Data Management Solution

The Customer MDM PIP integrates the Oracle Customer Hub application (Siebel Universal Customer Master, or UCM) with Siebel Customer Relationship Management (CRM), Oracle E-Business Suite (EBS), Oracle Billing and Revenue Management (BRM), SAP ERP and third-party content enrichment providers. Oracle Customer Hub serves as the master data repository which provides a single consolidated system of record for customer data and child entities such as addresses, privacy preferences and related individuals/organizations. This PIP handles two major types of customer entities: Organizations and Persons.

Composite Business Processes

The following processes have been engineered to provide open standards based integration for a set of common process flows between Oracle Customer Hub and several consuming applications

and services. By delivering these processes as packaged software the risk, time and costs associated with implementing integration flows between an MDM Hub and its consuming applications can be significantly reduced.

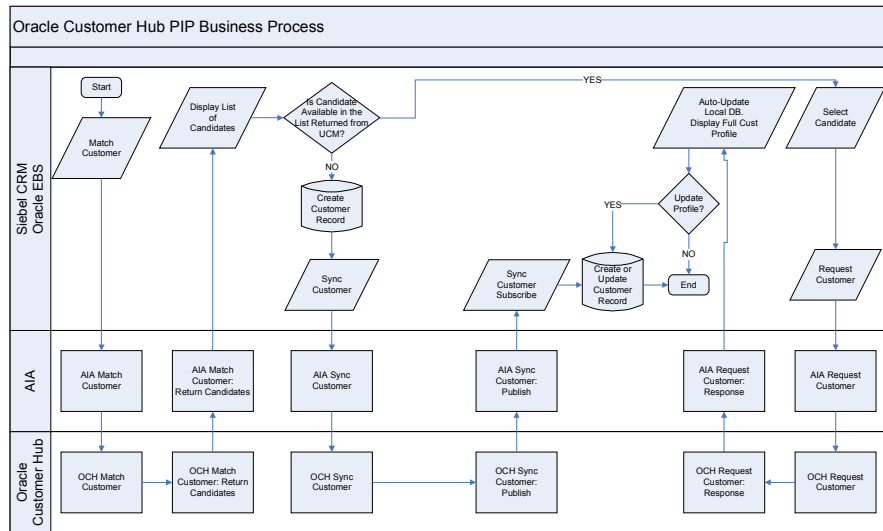


Figure 1: Business Processes for Match, Fetch & Sync Customer

Match Customer

This process begins when a user enters a complete or partial customer record into a source application. The information that has been entered is then sent to Oracle Customer Hub for matching against the master source for customer information held in the Oracle Customer Hub. OCH then executes its match routines and returns a list of potential match candidates (with selected attributes) that can be presented in the source application prior to a customer record being committed into the source systems database. The match customer flow leverages and invokes the fuzzy-matching capabilities of Oracle Customer Hub so that an all-inclusive list of candidates can be returned. This flow can either supplement or replace a “normal” search query executed against the database of the source application to locate a particular customer record (an organization or person).

The source and target application combinations that are supported out of the box are as follows:

- Match Organizations and Persons in OCH from Siebel CRM
- Match Organizations and Persons in OCH from Oracle E-Business

Fetch Customer

This process follows the Match process and enables a user of a source application to select a specific record from the list of candidates returned by Oracle Customer Hub in the match flow. A fetch request is then sent to OCH to retrieve and return the full customer profile of the selected organization or person. If that customer already exists in the source applications database then that existing record is updated otherwise a new record is created in the source application.

The source and target application combinations that are supported out of the box are as follows:

- Fetch Organizations and Persons in OCH from Siebel CRM
- Fetch Organizations and Persons in OCH from Oracle E-Business

The Match and Fetch processes are synchronous and enable a real-time interaction between Siebel CRM, Oracle E-Business Suite and OCH. Through these processes the consuming applications avoid data duplication and achieve on-demand access to master customer data.

Synchronize Customer

This process synchronizes new or updated records from a source application to one or many target systems. The source application can be Oracle Customer Hub itself, which then invokes the synchronization flow to create or update records in the participating target applications, or the source can be one of the participating edge applications that invoke the synchronization flow to create or update records in Oracle Customer Hub.

The source and target application combinations that are supported out of the box are as follows:

- Synchronize Organizations and Persons from Siebel CRM to OCH and vice versa.
- Synchronize Organizations and Persons from Oracle EBS to OCH and vice versa.
- Synchronize (Update only) Organizations and Persons from Oracle BRM to OCH and vice versa.
- Synchronize Organizations and Persons from SAP to OCH and vice versa

This process flow is asynchronous and the mode of operation is non-intrusive on the source and target applications i.e. requiring no change in functionality or processing logic within the participating applications. An edge application does not assume that the hub is the data master, thereby ensuring that the authoring can be decentralized. Because of the non-intrusive character of this process implementations can lead to faster MDM project delivery.

Merge Customer

This process initiates and publishes the results of a merge process that has occurred in Oracle Customer Hub to the edge applications. The merge functionality is a core function in Oracle Customer Hub that enables a Data Steward to effectively determine a survivor record among several duplicate records, or create a new record to consolidate several duplicate or similar records. For this process, Oracle Customer Hub publishes the results of the merge by providing the survivor record and one or many victim records to the edge applications. It is then up to the edge applications to determine whether they can or should consume and implement this merge event in their own database. This process flow is asynchronous.

Enrich Customer

This process makes a request from the Oracle Customer Hub for clean or enriched information from third-party data service providers. This third-party provider cleanses, recognizes, enriches, and protects Oracle Customer Hub person records. The services provided by the 3rd party enrichment provider include:

- *Cleanse* – standardizes information such as name and address to provide a foundation of accurate customer information.
- *Recognize* – enables consumers to consistently be recognized and removes duplications, even when name changes, unreported moves, or incorrectly keyed information have occurred.
- *Enrich* – enhances the data by adding additional contact, demographic, socio-

economic, or lifestyle information.

- *Protect* – provides information necessary to enforce compliance and regulatory processes via the provision of suppression, risk, and compliance information

Data enrichment enables the Oracle Customer Hub to improve the quality and the completeness of the information it holds on consumers. Note that an adaptor which plugs into this enrichment process is required from the third-party enrichment service provider; one example of such a provider is Acxiom Corporation.

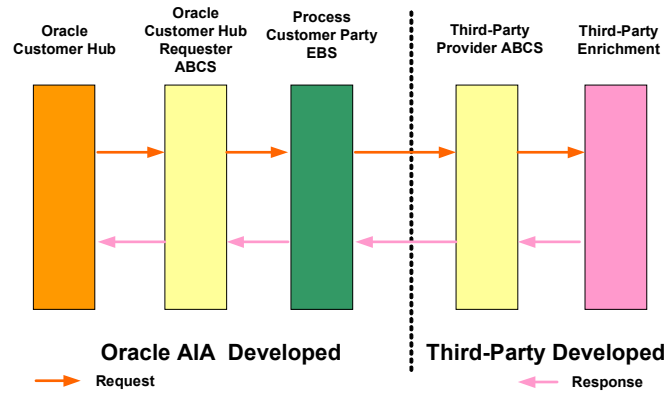


Figure 2: Third-Party Enrichment Integration Spoke

“MDM Aware” participating applications

In order to enable the overall end-to-end MDM pre-cabled solution, Siebel CRM, Oracle E-Business Suite and Oracle BRM have been enhanced to make these applications “MDM Aware”. An “MDM aware” application is an application that supports its original functions yet is able to interoperate with an external MDM Hub that is the master of customer information. By delivering enhancements to consuming applications that make them “MDM aware” Oracle are facilitating a significant reduction the complexity of interactions between Siebel CRM, Oracle E-Business suite, Oracle BRM and Oracle Customer Hub for customer data.

Composite SOA based web services in OCH

Another key component of the overall solution is the new set of composite web services developed to support the flows described above. They include Party Create, Read, Update and Delete (CRUD) services, Outbound Publish Party service, Original System Reference (cross-reference) services and the Match service amongst others. These services enable Oracle Customer Hub to support better end-to-end flows. Unlike traditional hubs of the MDM market, these services eliminate the work required to build custom composite interfaces orchestrating multiple fine-grained web services.

Composite Application User Interface

Finally in order to enable non-Oracle and legacy applications to become “MDM Aware”, Oracle is providing a composite application user interface that is easily embeddable within these systems. This user interface layer, which is easily customizable, allows an out of the box integration with OCH to support the match and fetch processes detailed above. The only remaining work to be completed during the implementation is the transformation between the

AIA Enterprise Business Object (EBO) and the legacy application for synchronizing the fetched record back into the application.

KEY BENEFITS

By implementing the Customer MDM PIP, a customer realizes significant benefits:

Faster MDM projects implementation

MDM Projects can be significantly accelerated with the use of the following capabilities:

- Rich set of pre-built, standards based MDM integration processes that prevent complex integration development, one of the most time consuming task of any MDM project.
- Pre Built “MDM Aware” participating applications prevents complex intrusive modification of these systems another daunting work stream.
- Pre-built composite OCH web services prevents the need to build complex orchestration of granular web services
- Pre-built Composite application user interface enables legacy and other Oracle and non-Oracle applications to easily become “MDM-Aware” thereby minimizing these costly customization investments

Reduced Total Cost of Ownership (TCO)

The Customer MDM PIP solution results in lower TCO using

- An AIA framework that enables companies to allocate less work on maintenance and interoperability issues resulting in less time to design and implement integrations.
- The AIA Foundation Pack that provides pre-built common objects and services that can be easily extended and customized to reflect any customer's needs.

The Oracle Advantage

Oracle Application Integration Architecture (AIA) is a solution that delivers pre-built content, templates and methodology for orchestrating agile user-centric business processes across enterprise applications. The integration packs include everything you need to rapidly enable service-oriented applications, from business processes to common objects and services, to SOA Governance, at greatly reduced cost. AIA Process Integration Packs are designed to be easily extended to evolve as your business changes, allowing you to respond to customer and market needs with greater agility and flexibility. Customers can realize increased efficiency in cross application business processes, by using cleansed, consolidated and enriched customer data while achieving lower cost of ownership.

Built on Oracle Fusion Middleware’s Service-Oriented Architecture (SOA) and BPM products, Oracle AIA transforms rigid IT systems into flexible, integrated environments that can adapt and scale to business needs. Customers can gain comfort in knowing that all Oracle provides a complete integration solution that is fully supported, enhanced and maintained by Oracle thus minimizing any risk associated with integration projects.

CONTACT US

For more information, please visit oracle.com/aia or call +1.800.ORACLE1 to speak with a representative.

KEY CAPABILITIES

Customer Master Data Management PIP solution allows users to:

- **Match Customer:**

Match Customer against OCH to retrieve a set of matching customer records in order to identify the closely matching record.

- **Fetch Customer:**

Retrieve the best version customer record residing in OCH into the participating application.

- **Sync Customer:**

Synchronize customer data (Organizations and Persons) between OCH and participating applications (Siebel CRM, Oracle BRM, Oracle E-Business Suite and SAP).

- **Merge Customer:**

Publish the merge operation (of two or more duplicate records inside OCH) to the participating applications, for those applications to merge the same records.

- **Enrich Customer:**

Provides a process and spoke to facilitate integration with third-party providers of consumer data enrichment services.

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