

# DATANOMIC DN:DIRECTOR INTEGRATION WITH SIEBEL CRM



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*Intuitive, Collaborative, Effective Data Quality*

*dn:Director is an integrated data quality management application designed for the business user*

## Company Overview

Datanomic's holistic approach to compliance and data management enables its growing list of European and North American blue chip clients to achieve a rapid return on investment by exposing and correcting deficiencies in information. Datanomic serves clients from a wide spectrum of industries including financial services, telecommunications, government, professional services, and engineering.

## Integration Overview

It is becoming increasingly well-recognized that the majority of performance problems associated with CRM systems are not the result of missing or flawed system functionality, but in fact are due to errors in the data powering the system—duplicate records, missing data, data formatting errors, names entered in a multiple forms, and so on. Many CRM systems are geared toward fast data capture rather than complete and accurate data capture. This leads to problems when the data is used for relationship management, new marketing promotions, business intelligence, and other business processes.

Integrating dn:Director with Oracle's Siebel Customer Relationship Management using Datanomic Siebel Connector provides a flexible and fully configurable means of addressing these data quality issues.

dn:Director and Datanomic Siebel Connector can provide

- Account cleansing (such as name standardization)
- Account duplicate identification
- Contact cleansing (such as telephone number standardization and e-mail address validation)
- Contact duplicate identification
- Address cleansing (such as postal code validation and address enrichment via third-party provider)

INTEGRATED WITH



SIEBEL CUSTOMER  
RELATIONSHIP MANAGEMENT

Through the Oracle PartnerNetwork Application Integration Architecture for Partners Initiative, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

## Availability

Sales

+44 (0) 1223 228 450

Switchboard

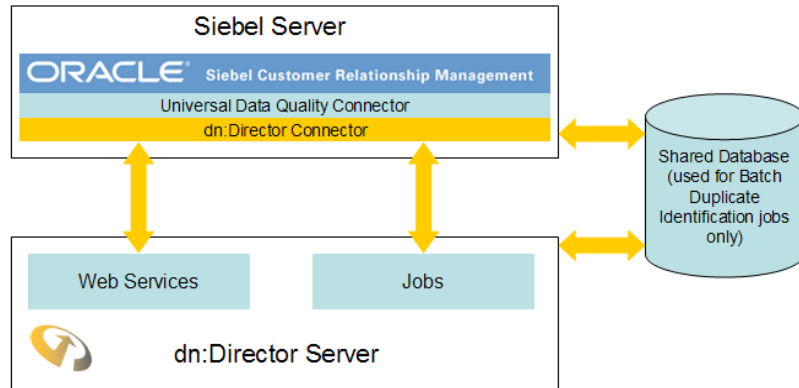
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## Integration Details

By integrating with Siebel's universal data quality connector, dn:Director Connector enables Siebel CRM to utilize dn:Director's fully configurable data quality processing capabilities in batch or real time. The following diagram is an overview of the architecture:



## Support

Technical Support

+44 (0) 1223 228 444

Mon–Fri: 09:00–17:00  
(excluding U.K. national  
holidays)

[support@datanomic.com](mailto:support@datanomic.com)

dn:Director Connector uses a Web services interface for real-time operations such as contact cleaning and contact duplicate prevention, and uses dn:Director Jobs for batch operations such as batch account duplicate detection.

A shared staging Oracle or PostgreSQL database is used to hold result records during batch duplicate identification jobs..

dn:Director Connector can be configured to process any account, contact, or address data field from core Siebel business components. The solution also supports universal data quality connector operations such as data cleansing and deduplication.

## Environment

### *Datanomic Environment*

dn:Director 7.0

Microsoft Windows Server 2003 R2 Service Pack 2

### *Oracle Environment*

Oracle's Siebel Customer Relationship Management 8.0

Oracle Database 10g Enterprise Edition, release 10.2.0.2.0 (64-bit production)

Red Hat Enterprise Linux, release 4.4

For additional information about partnering with Oracle, please contact [opninfo\\_us@oracle.com](mailto:opninfo_us@oracle.com) or visit [www.partners.oracle.com](http://www.partners.oracle.com)

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