

# INFORMATICA DATA QUALITY INTEGRATION WITH SIEBEL CRM



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*Informatica maximizes the business value of enterprise data. Informatica Data Quality for Siebel identifies and corrects data quality problems and validates address information in both real-time and batch modes for Siebel CRM environments.*

## Company Overview

Informatica is a leading provider of enterprise data integration and data quality software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise.

Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time it takes to their address data integration needs.

## Integration Overview

You have invested significant resources—both human and financial—in deploying Oracle’s Siebel CRM as your customer relationship management (CRM) solution. To maximize return on your investment, you need to make sure that your solution is populated and maintained with complete, accurate, consistent, and current data.

Informatica Data Quality for Siebel catches data quality problems—such as duplicate customer entries—before they enter the server repository, prevents data quality errors from re-emerging in the system, and validates address data. The integration has been validated by Oracle for both real-time and batch data matching, cleansing, and address validation operations.

Informatica Data Quality for Siebel

- Identifies duplicate data. Duplicate data records is one of the most serious and persistent data quality problems, and often this problem begins in the data entry process. Duplicate entries in your customer data hub can launch a sequence of data quality problems that spread throughout the information chain. Duplicate customer records make it difficult to analyze customer habits and segment customers by market or household.
- Prevents dirty data from getting into the system in the first place. By using key data matching and cleansing rules as part of the Siebel CRM data entry process, you can identify duplicates and cleanse data in both real-time and batch mode.
- Increases operational efficiency and helps you improve customer service while reducing costs. Poor data quality can increase the cost and reduce the effectiveness of your customer service and marketing efforts. Poor data quality can hinder productivity, for example when orders go to the wrong address and have to be re-sent or bills can’t be generated for goods or services delivered. Duplicate data can wreak havoc with compliance

INTEGRATED WITH



SIEBEL CUSTOMER  
RELATIONSHIP MANAGEMENT

Through the Oracle PartnerNetwork Applications Integration 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

Please call

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Canada: 416.865.3354

France: +33 01 41 38 92 00

Germany: +49 (0) 69 928809- 0

U.K.: +44 (0)1628 511311

For additional countries,  
please see

[www.informatica.com](http://www.informatica.com)

initiatives, such as Know Your Customer and the USA Patriot Act.

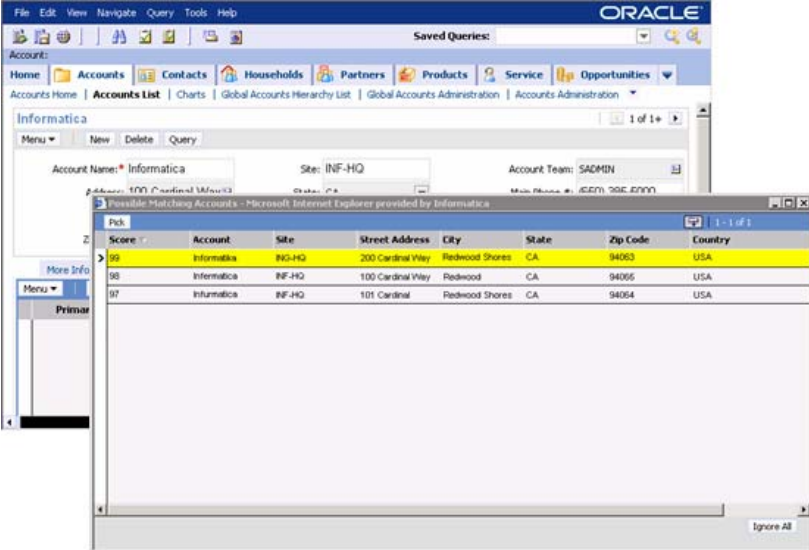
Informatica Data Quality for Siebel helps you institute higher data quality standards throughout your company, which helps your company use its data to increase operational efficiency and improve service levels to your customers while reducing costs.

- Improves decision-making through accurate reporting and analysis. To make better, faster business decisions that drive growth, your company needs to base those decisions on complete, accurate, consistent, and current customer data. You can't afford errors, duplicates, or inconsistencies in your customer relationship management system. With Informatica Data Quality for Siebel, you can be sure that your customer intelligence reporting and analysis is based on high-quality data.

## Integration Details

Informatica Data Quality for Siebel identifies and corrects data quality problems both at the point of entry in real time and in batch modes.

**Point-of-entry data quality rules:** With Informatica Data Quality for Siebel, you can leverage robust and flexible data matching and cleansing capabilities to identify relationships between customer records based on incomplete or partially incorrect information, and to correct data before it enters Siebel CRM.



Score	Account	Site	Street Address	City	State	Zip Code	Country
99	Informatica	INF-HQ	200 Cardinal Way	Redwood Shores	CA	94063	USA
98	Informatica	INF-HQ	100 Cardinal Way	Redwood	CA	94065	USA
97	Informatica	INF-HQ	101 Cardinal	Redwood Shores	CA	94064	USA

**Informatica Data Quality for Siebel catches data errors before they enter your customer data hub, helping you maintain a high standard of data quality.**

**Batch data quality processes:** With Informatica Data Quality for Siebel, you can cleanse and de-duplicate data already housed in Siebel CRM, or data integrated through alternate interfaces or processes. You can schedule data cleansing and matching processes as batch jobs. You can also run more in-depth data matching rules in batch mode and present results back to end users.

**Address validation capabilities:** Informatica Data Quality for Siebel lets you easily validate address information during data entry or as a batch process. The data entry process allows a user to drill-down into the address details to ensure that a correct,

## Support

Informatica supports all Informatica software deployments—whether a regional installation or a geographically dispersed project—through support centers in North America, Europe, and Asia.

Contact Informatica Global Customer Support to open a new service request (SR) or to follow up on an existing SR by telephone, e-mail, or via the internet.

### Telephone

North America 1.877.INFA  
HELP (1.877.463.2435)

Australia 1800 151 830

Bangalore, India +91 80 4112  
5738

Europe (toll-free) 00 800 4632  
4357

Singapore 001 800 4632 4357

### E-mail

support@informatica.com

### Internet

Register at  
my.informatica.com to open a  
new service request or to  
check on the status of an  
existing SR.

validated address is selected. Informatica Data Quality for Siebel also tracks the current address validation status, allowing you to report on validation levels and filter out or submit invalid data for further batch address validation processing.

**Customizable data quality rules:** Informatica Data Quality for Siebel lets you easily configure and customize real-time and batch data cleansing processes by extending prebuilt data quality business rules or by adding new rules to address specific organization requirements. You can fully configure and customize data matching rules by setting upper and lower match thresholds, weighting individual matching algorithms based on data types, and assigning “degrees of importance” to matched elements at the field level. You can also apply data quality rules to custom fields defined in Siebel CRM.

## Environment

### *Informatica Environment*

Informatica 8.6

### *Oracle Environment*

Oracle’s Siebel CRM 8.0

Oracle Database 10g

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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