

# Do you have a single view of your customer?

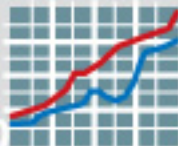
Getting your customer data synchronized, across different applications, data warehouses, and legacy systems, so that users always get the most accurate information—that's the dream. A new technology, customer data hubs, is making it possible to get a 360-degree view of the customer.

## Flexible Data Maintenance and Cleansing

The hub contains the master customer identity, but flexible data maintenance means you can update information at the hub or at the spoke applications. Data is cleansed and analyzed as it moves from spoke to hub. An added benefit: Every user becomes a quality watchdog, identifying and correcting bad information as soon as it's noticed.

## Better Service

All customer data at your fingertips, so you can answer any question.



## Better Analysis

Know who your top ten customers are—and why they're at the top of your list.



## Better Marketing

Targeted, smart spending, to just the right people.

## Better Relationships

Get the complete picture to find the best opportunities and provide the best service.