

INFORMATICA DATA QUALITY INTEGRATION WITH SIEBEL CRM



100 Cardinal Way
Redwood City, California 94063
Telephone: +1.650.385.5000
Toll-free U.S.: 800.653.3871
Fax: +1.650.385.5500
www.informatica.com

Informatica maximizes the business value of enterprise data. Informatica Data Quality for Oracle's Siebel Universal Customer Master identifies and corrects data quality problems at the point of entry in both real-time and batch modes.

Company Overview

Informatica is a leading provider of enterprise data integration 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 of addressing data integration needs of any complexity and scale.

Integration Overview

Your company has invested significant resources—both human and financial—in deploying Oracle Universal Content Management as your customer data integration or customer hub solution. To maximize return on your investment, you need to make sure that your Oracle Universal Content Management solution is populated and maintained with complete, accurate, consistent, and current data.

Informatica Data Quality for Oracle Universal Content Management catches data quality problems—such as duplicate customer entries—before they enter the content server repository, and prevents data quality errors from re-emerging in the system. The product is certified by Oracle for both real-time and batch data matching and cleansing.

Benefits of Informatica Data Quality for Oracle Universal Content Management include:

- Identifies duplicates and cleanses data in real-time and batch modes.
Duplication of data is one of the most serious and persistent data quality problems, and often 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 or segment customers by market or household. With Informatica Data Quality for Oracle Universal Content Management, you can prevent dirty data from getting into the system in the first place. By using key data matching and cleansing rules as part of the Oracle Universal Content Management data entry process, you can identify duplicates and cleanse data in real-time and batch modes.
- Increases operational efficiency and improves customer service while

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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

Please call

US: 1.800.653.3871

Canada: +416 865 3354

France: +33 01 41 38 92 00

Germany: +49 (0) 69 928809- 0

UK: +44 (0)1628 511311

For additional countries,
please see

www.informatica.com

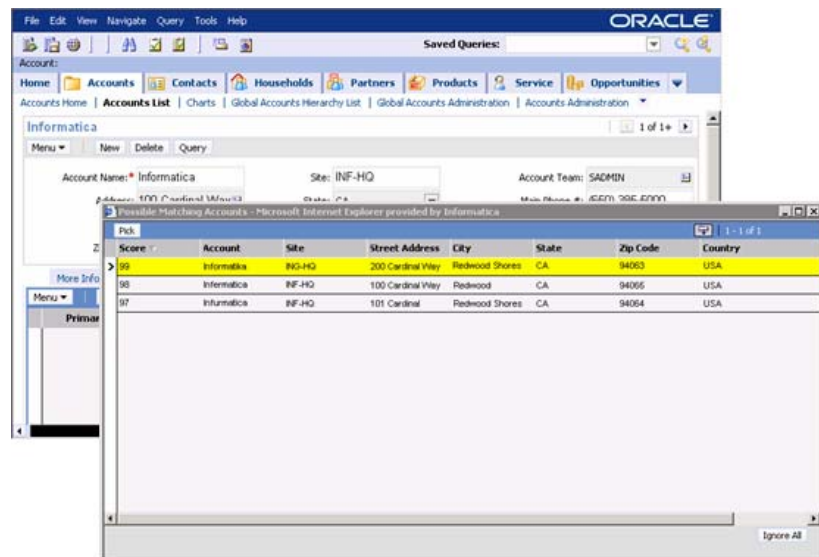
reducing costs. Poor data quality can increase the cost and reduce the effectiveness of your customer service and marketing efforts. It can also hinder productivity, such as when orders go to the wrong address and have to be re-sent or bills can't be generated for goods or services delivered. Duplicate data can wreak havoc with compliance initiatives, such as Know Your Customer and the USA Patriot Act. Informatica Data Quality for Oracle Universal Content Management helps you institute higher data quality standards throughout your company.

- 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 data hub. With Informatica Data Quality for Oracle Universal Content Management, you can be sure that your customer intelligence reporting and analysis is based on high-quality data.

Integration Details

Informatica Data Quality for Oracle Universal Content Management 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 Oracle Universal Content Management, you can leverage robust and flexible data matching and cleansing capabilities to identify relationships between customer records, even when using incomplete or partially incorrect information, and you can correct data before it enters Oracle Universal Content Management. The product helps you support a proactive data quality process within the Oracle Universal Content Management environment



Informatica Data Quality for Oracle Universal Content Management catches data errors before they enter your customer data hub, helping you to maintain a high standard of data quality.

Support

Informatica can support you and your Informatica software deployment—be it a regional installation or a geographically dispersed project—through our 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

Belgium +32 15 281 702

Europe (toll-free) 00 800 4632
4357

France +33 1 41 38 92 26

Germany +49 1805 702 702

Holland +31 306 022 797

Singapore +001 800 4632 4357

Switzerland +41 800 81 80 70

United Kingdom +44 1628 511
445

E-Mail

Support requests:
support@informatica.com

Internet

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

Batch Data Quality Processes: With Informatica Data Quality for Oracle Universal Content Management, you can cleanse and deduplicate data already housed in Oracle Universal Content Management 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.

Customizable Data Quality Rules: You can 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 Oracle Universal Content Management.

Environment

Partner Environment

Informatica 8.5

Oracle Environment

Oracle's Siebel Universal Customer Master 8.0

Oracle Database 10g

For additional information about partnering with Oracle, please contact opninfo_us@oracle.com or visit www.partners.oracle.com.

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