Siebel 7.8
Integration with
Group 1 Software
Data Quality Connector
Version 4.2

The Group 1 Data Quality Connector for Siebel 7.8 provides Siebel 7.8 users with accurate, consistent, consolidated, and up-to-date customer information. The Group 1 Data Quality Connector version 4.2 links to Siebel 7.8, providing name standardization with Dunn & Bradstreet integration, address correction and de-duplication services in batch and real-time modes within Accounts, Prospects, and Contacts records.

The address correction and consolidation components are based upon Group 1’s data quality solutions. The Group 1 Data Quality Connector for Siebel 7.8 enables users to verify customer address information. Consolidation includes the features of Intelligent Merge, the ability to preserve previously entered information when merging duplicate records, and Automatic Merge, the ability to automatically merge new data into an existing Account, Prospect, or Contact.

Access to quality information provides accurate delivery of goods and services, increases target marketing effectiveness, and enhances customer relationships through better service. Consolidating customer records provides businesses a single, integrated view of their customers and the products and services they are utilizing across the enterprise, which is necessary to achieve loyalty and strengthen the bottom line.

**BENEFITS**

- Supports address correction for addresses
- Enhances target marketing, solidifies customer relationships, and increases customer satisfaction through improved service
- Eliminates much of the manual work associated with duplicate resolution

**FEATURES**

- The ability to identify unique customers, facilitating the creation of targeted communications to establish and maintain 1-to-1 relationships.
- The integration with Dunn & Bradstreet to automatically identify account records that exist in the Dunn & Bradstreet database and use this information during the consolidation process.
- A rich set of configurable options in an easy-to-use centralized Options Manager within Siebel and Management Console (a GUI application), enabling modifications on-the-fly, individual batch job settings, and scheduling.
- The Automatic Merge consolidation option which eliminates the need for manual intervention to resolve a duplicate Account, Prospect, or Contact.
- The Intelligent Merge consolidation option which automatically preserves previously entered information when merging duplicate records.
The Group 1 Data Quality Connector for Siebel 7.8 provides integration of Group 1’s data quality and consolidation solutions into Siebel 7.8 environment. Installation and configuration occurs on the Siebel server side, requiring no client maintenance. This architecture ensures easy implementation and maintenance of data quality throughout the enterprise, without having to distribute or coordinate client applications.

The solution supports all Siebel 7.8 clients. Interactive sessions communicate directly with the server using Siebel EAI. Batch processing operates in the same manner as interactive clients and invokes data quality services on the server using Siebel EAI. Mobile client data may be standardized and cleansed during database synchronization.

The Options Manager and Batch Manager within Siebel, controls the interactive configurable options, batch job setup and scheduling. The Management Console controls the server settings of the Group 1 Data Quality components.

Accessible to a designated administrator, data quality standards can be configured from a central location for the entire enterprise. The Management Console resides on the server, thus eliminating the need to re-configure or redistribute clients.

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