

PROCESS INTEGRATION PACK FOR ORACLE CUSTOMER HUB

KEY BUSINESS BENEFITS

Faster MDM Implementation

- Pre-built MDM integration processes
- Pre-built “MDM Aware” participating applications
- Pre-built MDM composite web services
- Pre-built composite application user interface

Reduced Total Cost of Ownership

- Reduced maintenance cost with AIA Framework
- Easier extensibility with AIA foundation pack.

Accelerated SOA Enablement

- AIA framework provides integration framework and best practices to accelerate SOA adoption in the enterprise
- Increased cross-application business process efficiency with clean data across the enterprise.

Process Integration Pack for Oracle Customer Hub is a collection of core processes to support out of the box Customer Master Data Management (MDM) integration process across Oracle Customer Hub (OCH), Siebel CRM, and Oracle E-Business Suite. It also provides a framework to enable MDM integrations with other Oracle and non-Oracle applications. This is made possible by the delivery of four key complementary components including –

1. *A new set of composite web services in OCH.*
2. *Pre-cabled Application Integration Architecture (AIA) Process Integration Packs (PIPs) connecting OCH to Siebel CRM and Oracle E-Business Suite.*
3. *The modification of these applications for them to become “MDM Aware”.*
4. *A composite application user interface enabling non-Oracle applications such as legacy and web applications to become” MDM Aware”.*

The major benefits of this PIP are faster MDM implementation, lowered Total Cost of Ownership (TCO) and accelerated Service Oriented Architecture (SOA) enablement.

End-to-End Customer Master Data Management Solution

The Process Integration Pack for Oracle Customer Hub integrates the Oracle Customer Hub application (Oracle Siebel Universal Customer Master, or UCM) with Siebel Customer Relationship Management (CRM) and Oracle E-Business Suite (EBS). Oracle Customer Hub serves as the master data repository that provides a single consolidated system of record for customer data and child entities such as addresses, privacy preferences and related contacts/accounts. This PIP handles two major types of customer entities: Organizations and Persons (also referred to as Accounts and Contacts respectively in Siebel CRM and OCH).

The PIP for OCH processes support 2 broad types of operations: the Push Mode and the Pull Mode.

The Push Mode

In this mode of operation, Siebel CRM and Oracle E-Business Suite act as passive participating applications where they send new or updated customer information to the hub for cleansing, de-duplication and enrichment. The hub then in turn publishes the cleansed golden version to all the participating applications.

The processes that operate in Push mode include the following (as illustrated in Fig. 1)

- Synchronize Organizations and Persons from Siebel CRM to OCH.
- Synchronize Organizations and Persons from OCH to Siebel CRM.
- Synchronize Organizations and Persons from OCH to Oracle EBS.
- Synchronize Organizations and Persons from Oracle EBS to OCH.
- Publish merge messages from OCH to Siebel CRM.

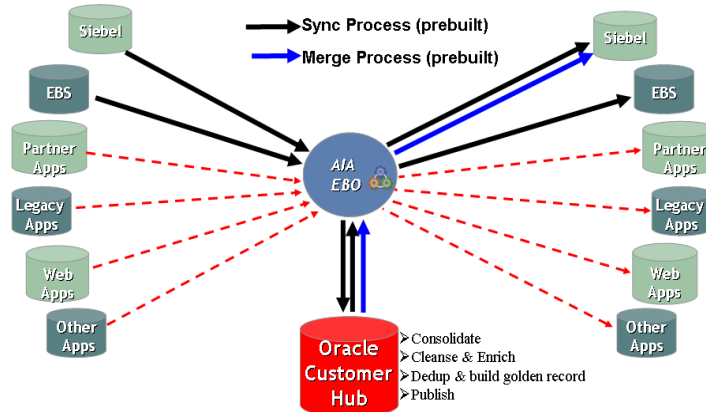


Figure 1: Push Mode with Sync and Merge Process

The push mode flows are asynchronous. This mode of operation is non-intrusive with respect to the need to change the source and target applications. They do not assume that the hub is the data master, thereby ensuring that the authoring can be decentralized. Because of the non-intrusive character of this architecture, “push mode” MDM implementations can lead to faster MDM project delivery.

The Pull Mode

In this mode of operation, Siebel CRM and Oracle EBS interact with the hub in real time by executing synchronous integration processes at the time of data entry.

The processes that operate in Push mode include the following (as illustrated in Fig. 2)

- Match Organizations and Persons in OCH from Siebel CRM.
- Fetch Organizations and Persons in OCH from Siebel CRM
- Sync Organizations and Persons between Siebel CRM, Oracle E-Business Suite and OCH.

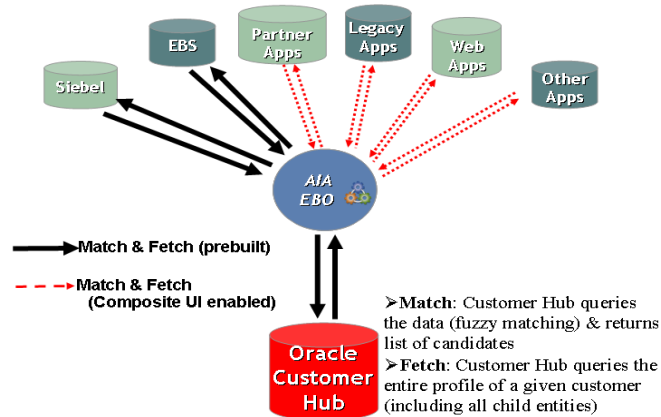


Figure 2: Pull Mode: Match and Fetch Process

The Pull mode processes are synchronous and enable a real-time interaction between Siebel CRM, Oracle E-Business Suite and OCH. Through these processes the consuming applications have on-demand access to the source of truth for customer data and hence allow duplicate data prevention and capture of the right data at the time of entry. The push mode is usually more complex to implement, as it requires an intrusive integration with the edge applications. In this overall solution, Oracle is providing out of the box Siebel CRM and Oracle E-Business suite as “MDM aware” applications.

“MDM Aware” participating applications

In order to enable the overall end-to-end MDM pre-cabled solution, Oracle enhanced both Siebel CRM and Oracle E-Business Suite to make these applications “MDM Aware”. An “MDM aware” application is an application that supports its original functions yet behaves such that an external system can hold its master information. This solution significantly reduces the complexity of enabling an interaction between Siebel CRM, Oracle E-Business suite and OCH.

Composite SOA based web services in OCH

Another key component of the overall solution is the new set of composite web services developed to support the flows described above. They include Party Create, Read, Update and Delete (CRUD) services, Outbound Publish Party service, Original System Reference (cross-reference) services and the Match service amongst others. These services enable Oracle Customer Hub to support better end-to-end flows. Unlike traditional hubs of the MDM market, these services eliminate the work required to build custom composite interfaces orchestrating multiple fine-grained web services.

Composite Application User Interface

Finally in order to support the ability to enable non-Oracle and legacy applications to become “MDM Aware”, Oracle is providing a composite application user interface that is easily embeddable in these systems. This user interface layer, which is easily customizable, allows an out of the box integration with the hub to support the match and fetch processes detailed above. The only remaining gap to be filled during the implementation is the transformation between the AIA Enterprise Business Object (EBO) and the legacy application. Please note that in this release the composite application UI is used to enable E-Business Suite as an “MDM Aware” application. Figure 3 illustrates the use of composite application UI to connect to any non-oracle application.

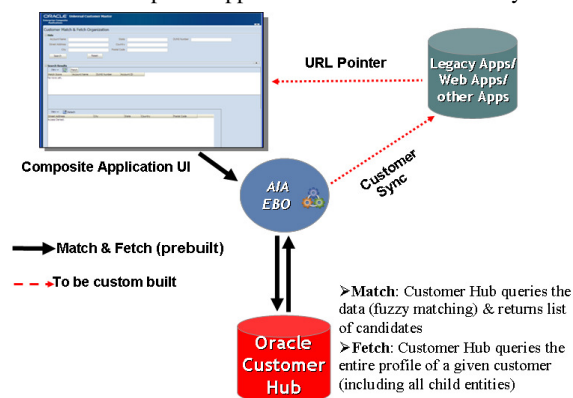


Figure 3: Composite UI for Match & Fetch

KEY CAPABILITIES

The PIP for Oracle Customer Hub solution allows users to:

- **Match Customer:**
Match Customer against OCH to retrieve a set of matching customer records in order to identify the closely matching record.
- **Fetch Customer:**
Retrieve the best version customer record residing in OCH from the participating application.
- **Sync Customer:**
Synchronize customer data (Organizations and Persons) between OCH and participating applications (Siebel CRM and Oracle E-Business Suite).
- **Merge Customer:**
Publish the merge operation (of two or more duplicate records inside OCH) to the participating applications, for those applications to merge the same records.

The composite applications user interface is easily embeddable in legacy or web or other Oracle or non-Oracle applications thereby making these applications MDM Aware.

KEY BENEFITS

By implementing the PIP for Oracle Customer Hub, a customer realizes significant benefits:

Faster MDM projects implementation

MDM Projects can be significantly accelerated with the use of the following out of the box capabilities:

- Rich set of pre-built, standards based MDM integration processes that prevent complex integration development, one of the most time consuming task of any MDM project.
- Pre Built “MDM Aware” participating applications prevents complex intrusive modification of these systems another daunting work stream.
- Pre-built composite OCH web services prevents the need to build complex orchestration of granular web services
- Pre-built Composite application user interface enables legacy and other Oracle and non-Oracle applications to easily become “MDM-Aware” thereby minimizing these costly customization investments

Reduced Total Cost of Ownership (TCO)

The PIP for OCH solution results in lower TCO using

- An AIA framework that enables companies to allocate less work on maintenance and interoperability issues resulting in less time to design and implement integrations.
- The AIA Foundation Pack that provides pre-built common objects and services that can be easily extended and customized to reflect any customer's needs.

AIA as an SOA Foundation

Built on the Oracle Application Integration Architecture (AIA) framework, the integration includes everything you need to rapidly enable service-oriented applications, from business processes to common objects and services, to SOA Governance, at greatly reduced cost. AIA Process Integration Packs are designed to be easily extended to evolve as your business changes, allowing you to respond to customer and market needs with greater agility and flexibility. Customers can realize increased efficiency in cross application business processes, by using cleansed, consolidated and enriched customer data while achieving lower cost of ownership.

CONTACT US

For more information, please visit oracle.com/aia or call +1.800.ORACLE1 to speak to a representative.

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