

Customer Data Hub

Understanding Oracle's
Approach to Customer Data Quality



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Introduction

Faun deHenry

- President and CEO of FMT Systems Inc.
- Work during last 20 years involved founding and operating regional consulting organizations
- Officer in Business Intelligence/Data Warehouse Special Interest Group
- Recognized speaker and trainer on topics including *Managing and Sustaining Virtual Teams*, *Best Practices for Virtual Organizations*, *Oracle's e-Business Suite*, and *business intelligence*

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Agenda

- Cost of poor data quality
- Customer Data Hub
- Implementation options

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Data Quality

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Poor Data Quality

- ❑ Experiencing significant financial losses due to data quality issues
- ❑ When measured, the impact totals into the millions on an annual basis
- ❑ Duplicate records
 - Limit sales effectiveness due to incomplete view of interactions with customers (sales, service, and receivables)
 - Impact revenue recognition and credit and collection risk
 - Increase risk for corporate officers due to questions regarding revenue and profit reconciliation

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Who Are Your Best Customers?

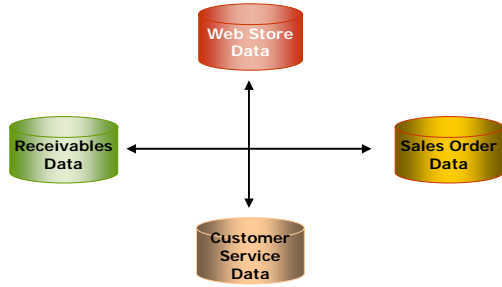
Retention and Service Cost

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Unique Views of the Customer



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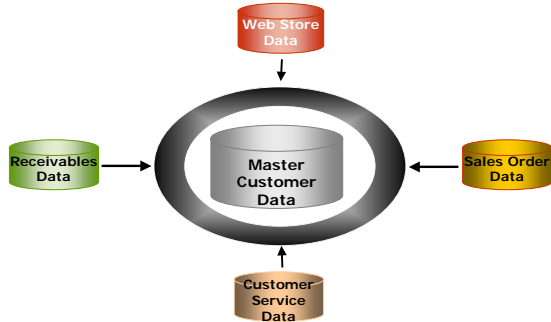
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Customer Data Hub

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Centralize, Clean, and Blend



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The e-Business Suite

- ❑ A single, complete data model
 - e.g. just one definition of customer, products, etc.
- ❑ Integrated suite of applications
- ❑ Automation of enterprise business processes
- ❑ Low total cost of ownership
- ❑ Same database underlies both operational and intelligence applications

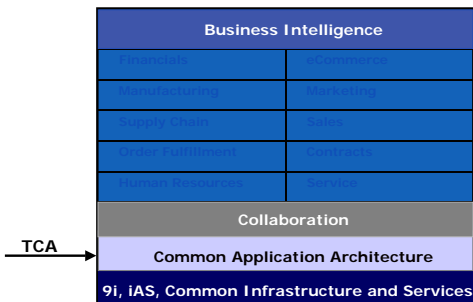
Oracle e-Business Suite



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Trading Community Architecture

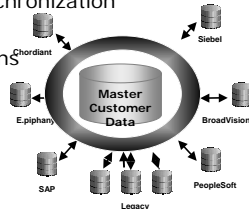


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Customer Data Hub & Other Applications

- ❑ Single view of customer definition
- ❑ Built with E-Business Suite data model and data quality services
- ❑ Near real time data synchronization
- ❑ Data cleansing
- ❑ Key customer interactions
 - Orders
 - Contracts
 - Service history
- ❑ 360 degree view of customer with pre-built analytics



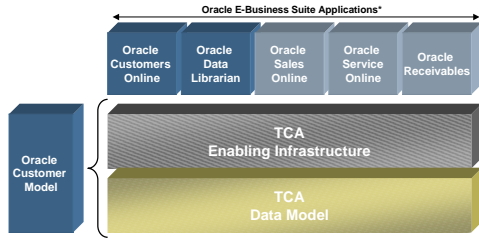
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Oracle CDM Product Family



* This diagram depicts only a small subset of the applications that utilize TCA

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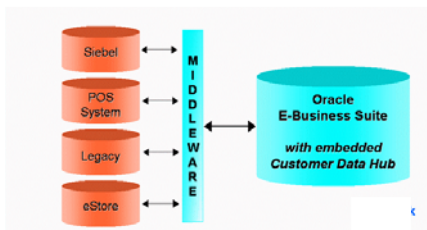
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Implementation Choices

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Hub and Applications in 1 Global DB



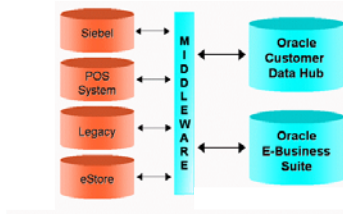
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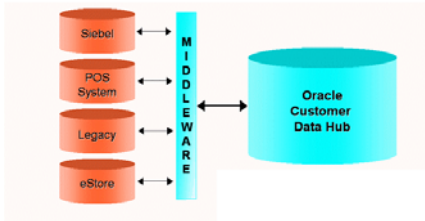
Hub with Applications Separate



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Hub Only With No Applications



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Summary

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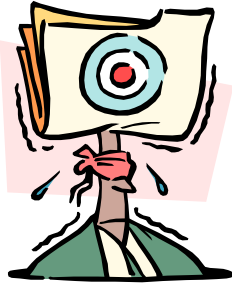
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Questions and Answers



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