

Informatica Data Quality for Siebel

Maintain High Levels of Data Quality in Your Siebel Solutions

Forrester Research, Inc.
 “It’s Time To Invest In Upstream Data Quality”
 October 2, 2008

“Investments in downstream batch data quality solutions can help to mitigate many data quality issues, but there is no replacement for capturing the right data in the first place.”

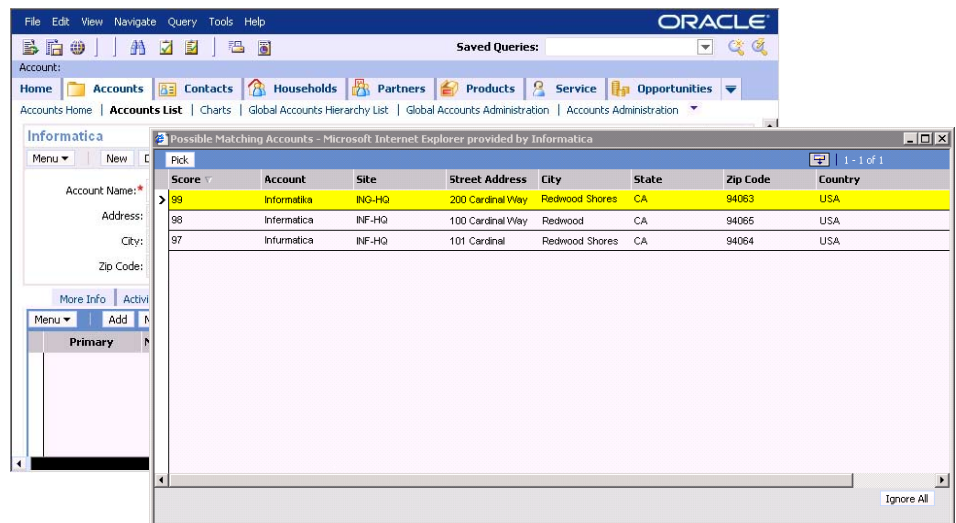
BENEFITS

- Identify duplicates and cleanse data in real-time and batch modes
- Validate address data in real-time and batch modes
- Increase operational efficiency and improve customer service while reducing costs
- Improve decision making through accurate reporting and analysis

Your company has invested significant resources—both human and financial—in deploying Siebel. To maximize return on your investment, you need to make sure that your Siebel solution is populated and maintained with trusted and authoritative data.

Duplicate entries in your customer data hub can launch a sequence of data quality problems that can spread throughout the information chain. Duplication of data often begins at data entry. Duplicate customer records make it difficult to analyze customer habits or to segment customers by market or household.

Informatica® Data Quality™ for Siebel catches data quality problems—such as duplicate customer entries or invalid addresses—before they enter the content server repository and prevents data quality errors from re-emerging in the system driving better business outcomes. The product is certified by Oracle for both real-time and batch data matching and cleansing.



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

Key Features

Point-of-Entry Data Quality Rules

- Activate key data quality rules as part of the Siebel data entry process to prevent dirty data from entering the system
- Take advantage of robust and flexible data matching and cleansing capabilities
- Identify relationships between customer records based on incomplete or partially incorrect
- Ensure that address information is valid
- Support a proactive data quality process within the Siebel environment

Batch Data Quality Processes

- Cleanse and deduplicate data already housed in Siebel or data integrated through alternate interfaces or processes
- Schedule data cleansing and matching processes as batch jobs
- Run more in-depth data matching rules in batch mode and present results to users
- Validate address information

Centralized Data Quality Rules

- Data quality services are centrally managed and deployed in support of all applications, to promote reuse and to support data governance
- Easily configure and customize real-time and batch data cleansing methods by extending prebuilt data quality business rules or by adding new rules to address your specific requirements
- Fully configure and customize data matching rules by setting upper and lower match thresholds, weighting individual matching algorithms based on datatypes, and assigning degrees of importance to matched elements at the field level

- Apply data quality rules to custom fields defined in Siebel

Benefits

Identify Duplicates and Cleanse Data in Real-Time and Batch Modes

Duplication of data is one of the most serious and persistent data quality problems, and often this 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. With Informatica Data Quality for Siebel, 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 Siebel data entry process, you can use the product to identify duplicates and cleanse data in real-time and batch modes.

Validate Address Data in Real-Time and Batch Modes

With Informatica Data Quality for Siebel, you can drill down into address details during the data entry process to ensure that only correct, validated addresses have been selected. You can track the address validation status, which allows you to report on validation levels and filter out only valid data for use in campaigns or submit invalid data for further batch address validation processing.

Increase Operational Efficiency and Improve Customer Service While Reducing Costs

Poor data quality can increase the cost and reduce the effectiveness of your customer service and marketing efforts. Poor data quality can hinder productivity, such as when orders go to the wrong address and have to be resent, or when 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 Siebel helps you institute higher data quality standards which helps your company use data to increase operational efficiency and improve service levels to your customers, while reducing costs.

Improve Decision Making Through Accurate Reporting and Analysis

To make better, faster business decisions that drive growth, your company needs to base its decisions on complete, accurate, consistent, and current customer data. You can't afford errors, duplicates, or inconsistencies to populate your customer data hub. With Informatica Data Quality for Siebel, you can be sure that your customer intelligence reporting and analysis is based on trusted and authoritative data.

Learn More

Learn more about Informatica Data Quality for Siebel and the entire Informatica product platform. Visit us at www.informatica.com or call 1.800.653.3871.

About Informatica

Informatica enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.



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