

DQ-Connector SAP® Business Suite

Also for world-wide leading CRM platforms such as SAP® the same rule applies: that a CRM system is only as good as the quality of data contained and used in it. In particular, customer, contact, and address data play a key role, because only highest address quality and duplicate-free customer data enables a single view of the customer (SVC). The Uniserv DQ connector for SAP Business Suite plays a major part in improving the data quality in Oracle Siebel CRM. Only then can the full performance of its CRM be fully exploited.

FEATURES

- ▶ Avoidance of additional costs and loss of image caused by incorrect addresses and returned deliveries.
- ▶ Avoidance of duplicated contact data which undermines the targets and functions of a CRM system. Because when different information about the same customer exists in different datasets, this counteracts the target of a complete and unified 360° view over the fields of sales, marketing, professional services and help desk; and thereby prevents efficient and complete implementation of CRM.
- ▶ Fast access and error tolerant search for information in the SAP Business Suite. Careful data input is maintained and promoted by fast processing times. The good status quo of the customer data in the CRM system remains at a permanent high level.

ADVANTAGES

- ▶ guaranteed high quality data in the SAP Business Suite
- ▶ highly efficient sales and marketing processes
- ▶ satisfied customers and stronger customer loyalty
- ▶ motivated employees, who with a well maintained CRM system adequately represent the demands of corporate quality during their external contact to customers

FUNCTIONS

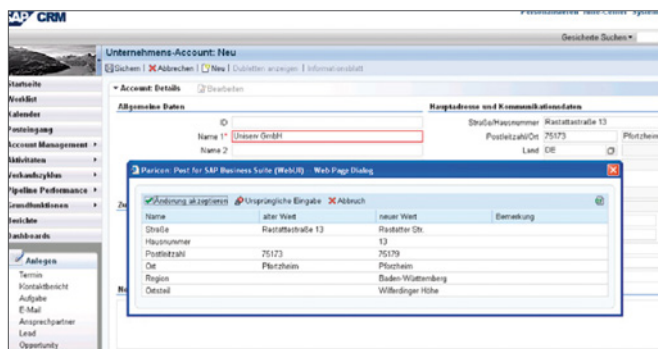
For improvement and security of the data quality in the SAP Business Suite, the Uniserv Data Quality connector provides routines for:

- ▶ a qualitatively optimal search for customer data
- ▶ gathering and alteration of customer data

The quality securing functions can be used as required, either separately or together.

These quality securing functions enable:

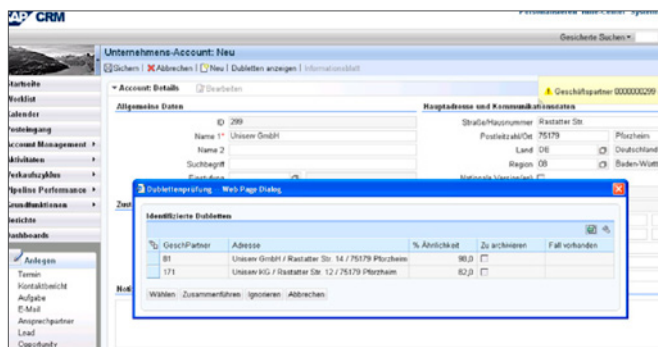
▶ Check (and where necessary, correction) of addresses



Address correction direct in the SAP system

- Validation, norming and correction of addresses directly during input (real time)
- Automatically created selection lists of possible address candidates following input of an ambiguous address
- Enrichment with additional address elements
- Automatic check for correct postal details without an "extra click"

▶ Check for possible duplicates



Duplicate fund direct in the Oracle system

- Fast error tolerant check with individual parameters finds possible duplicates immediately during input
- Duplicate identification starts automatically when a new account is registered or an existing account is altered
- During duplicate matching, possible duplicates are compared error-tolerantly to each other
- In the event of possible duplicates being found, a list is created. The user then selects an alteration dialogue, from which data cleansing rules can also be set.

PRE-REQUIREMENTS

The Data Quality connector Real Time SAP® Business Suite is a component of the two solutions of mail for SAP® Business Suite and post for SAP® Business Suite. These also include the Uniserv Online components mailRetrieval or post together with the international postal framework. The above post and mail solutions for SAP® Business Suite can be integrated in the following SAP products:

- ▶ SAP CRM (3.1 or above)
- ▶ SAP ERP (SAP R/3 4.6C or above)

For the use of post for SAP® Business Suite within SAP CRM 2007 or SAP CRM 7.0, the Uniserv add-on for WebUI integration is necessary.

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Data Protection. As specialists in the management of address and customer data, we are well aware of the extreme importance of data protection and data security. All guidelines and stipulations of the German data protection laws (Bundesdatenschutzgesetz - BDSG) are rigidly observed at all our branches and locations.

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