

DATA SHEET

Pitney Bowes Spectrum™ Business Services

BUSINESS APPLICATION CONNECTOR FOR SIEBEL® HELPS TO IMPROVE DATA QUALITY, MAXIMISE BENEFITS, AND BOOST ROI



OVERVIEW

Summary

The Business Application Connector for Siebel enables users to seamlessly verify and correct worldwide address data. This data spans both postal and non-postal data sources to deliver more accurate and complete information. Support is included for:

- > Siebel Enterprise Apps v.7.8 and v.8.0
- > Siebel Industry Apps v.7.8 and v.8.0

Benefits

- Enables automatic or manual merging of duplicate records including an intelligent merge option that automatically carries forward previously entered information
- Offers configurable options through an easy-to-use graphical user interface
- Provides all data quality functions in interactive and batch mode
- Displays return codes to denote the status of the data quality operations within a record

You have made a commitment to more profitable relationships – now it's time to ensure your Siebel® investment delivers the maximum return.

The results you reap from your Siebel solution can be greatly enhanced if the data ingested is clean. This includes consistent data definitions that are enriched with the relevant information required by your end-users, no matter where it lies within your organisation. Secure your Siebel investment with the Pitney Bowes Spectrum Business Services featuring the Business Application Connector for Siebel.

Fully Siebel-certified

Offering the Best Data For Increased ROI

Spectrum Business Application Connector for Siebel enables IT professionals to easily integrate this powerful tool into your Siebel solution. The Spectrum Business Application Connector is built on the industry leading service-oriented architecture (SOA). The look and feel of the interactive screens mirror the existing Siebel user interface, creating an enhanced and easy to follow user experience. It also provides a more accurate and consolidated picture of your

customer, vendor, and business partner by verifying global address information and merging duplicate records in real-time or batch mode.

Scaleable Service-oriented Architecture

Built on the principles of SOA, the Spectrum Business Application Connector for Siebel delivers functional components as a set of pre-configured services for use within Siebel. These components are built to scale across multiple processors and servers for use in high volume transactional environments to support a growing organisation. Our integration allows users to tune and configure rules without making code changes or re-compiling and re-linking applications. Because we offer message-based APIs, changes made to the server do not impact our integration into Siebel. Those same APIs are leveraged across other applications within the enterprise and, because the same platform is used in batch as part of data cleansing efforts during migration and conversion from legacy systems, consistent customer information is ensured.

INTEGRATED WITH



SIEBEL CUSTOMER RELATIONSHIP MANAGEMENT

James Martin and Co.										
Menu	New	Delete	Query							
Account Name:	James Martin and Co.	Site:		Account Team:	SADMIN	Status:	Active			
Address:	50 Water St	Address Line 2:		Main Phone #:		Account Type:				
City:	Boston	State:	MA	Main Fax #:		Territory:				
Zip Code:	02109-3902	Country:	United States Of Ar	URL:		Industries:				
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Menu	Pick	Score	Account	Site	Address	City	State	Zip Code	Country	Phone #
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"Increasingly, information asset quality translates directly into an enterprise's ability to retain customers, avert risks, seize opportunities, and reduce expenses." — META Group

Pitney Bowes Spectrum™

Business Services

BUSINESS APPLICATION CONNECTOR FOR SIEBEL®

Global Address Data Quality

The Spectrum Business Application Connector enables Siebel users to seamlessly verify and correct worldwide address data. What makes our offering unique is our ability to provide a rich and wide universe of referential data behind our software. This data spans both postal and non-postal data sources to deliver more accurate and complete information for global address data.

Additionally, we deliver a unique user experience that provides alternative approaches to data entry by minimising keystrokes and reducing errors.

Identify and Consolidate Duplicate Records

The Spectrum Business Application Connector for Siebel offers highly robust de-duplication and consolidation functionality. This feature ensures existing customer information is maintained and consolidated into a best-of-breed record. Users can also automatically merge new data into existing records without having to disrupt workflow. Organisations can

	Sequ	Match Score	Account	Site
>	1		aaaaaaaa	
	2	75	aaaa	

"Poor data quality in source systems will result in users making poor strategic decisions." — Gartner, Inc.

thereby obtain a single, integrated view of their customers and the products and services they are utilising, across the enterprise.

Duplicate Identification and Consolidation

- Reduces operational costs
- Increases the effectiveness and ROI from your Siebel investment
- Corrects addresses for the US and more than 240 countries and dependencies worldwide
- Eliminates manual duplicate resolution

FOR MORE INFORMATION ON HOW YOU CAN ENHANCE YOUR SIEBEL SOLUTION, CALL US TODAY OR VISIT OUR WEBSITES.

SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:

<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-business-services/spectrum-enterprise-connector-for-siebel/>

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