

# Teradata Solutions for Customer Data Integration

Customer data is the lifeblood of any business, regardless of industry, audience, product, or service. Success depends on having a clear picture of who your customers are and what value they bring to your business.



At its core, the concept of understanding your customers seems simple. But in practice, it can be difficult to get a complete, accurate and timely view of individual customers. They may have multiple accounts across various business units. They might have done business with you under more than one name. They might be listed in your records under multiple addresses or in multiple demographic categories.

When customer data is distributed across a range of systems, applications and other data sources, customer relationship management becomes more difficult; cross-sell, up-sell, and marketing campaigns become less effective; customer satisfaction and loyalty decrease; retention efforts are hampered; and customer profitability plummets.

Customer data integration (CDI) is one way to address these business challenges. The CDI-MDM Institute defines CDI as “processes and technologies for recognizing a customer and its relationship at any touchpoint while aggregating, managing and harmonizing accurate, up-to-date knowledge about that customer to deliver it ‘just in time’ in an actionable form to touchpoints.”

A number of companies are offering CDI solutions that can help clean, arrange, load, track, and synchronize customer data. But fundamentally, these processes are no different from similar processes used for other types of master data, such as product, supplier, account, or business.

The most important issue, then, isn’t picking the right tool vendor for CDI. It’s establishing the right enterprise-wide foundational architecture and processes to support CDI along with other data integration activities.

## The CDI-MDM Connection

At Teradata Corporation, we believe in addressing CDI within an overall master data management (MDM) strategy so that the benefits of standardizing business entity definitions, improving data quality, aggregating the data and distributing it across the business can be experienced throughout every part of the company.

Teradata® MDM is a set of processes that creates and maintains an accurate, consistent view of reference data that the entire organization can access for decision making.

The platform is built on a model-driven, open standards, service-oriented architecture that enables company to manage master data via a virtual data dictionary and easy-to-use business process and data modeling tools.

Because of this flexible architecture as well as a range of specialized extensions, Teradata MDM is ideally suited for companies wishing to embark on a CDI initiative.

Within Teradata MDM, there are three specific functions that enable CDI.

### *Advanced Hierarchy Management Services*

Using a range of built-in business rules, users can arrange customer data into hierarchies. A rich user interface lets data stewards interact with customer data to navigate and maintain these data hierarchy relationships.

### *Configurable Publishing Services*

This functionality allows users to configure the system to publish snapshots of updated customer master data to downstream applications. The snapshots can be event-driven or delivered on a predetermined schedule.

### *Model Integration*

With Teradata MDM, users can import any customer data model from Erwin or Databases schema to further customize the system to handle their CDI requirements.

In addition, Teradata offers the CDI Reference Solution Accelerator, which

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includes a range of features specifically designed to enhance CDI activities, including:

### Customizable Workflows

Workflows give data stewards the ability to define the processes by which they want to manage customer data and to control its quality to verifiable standards.

### Business Rules

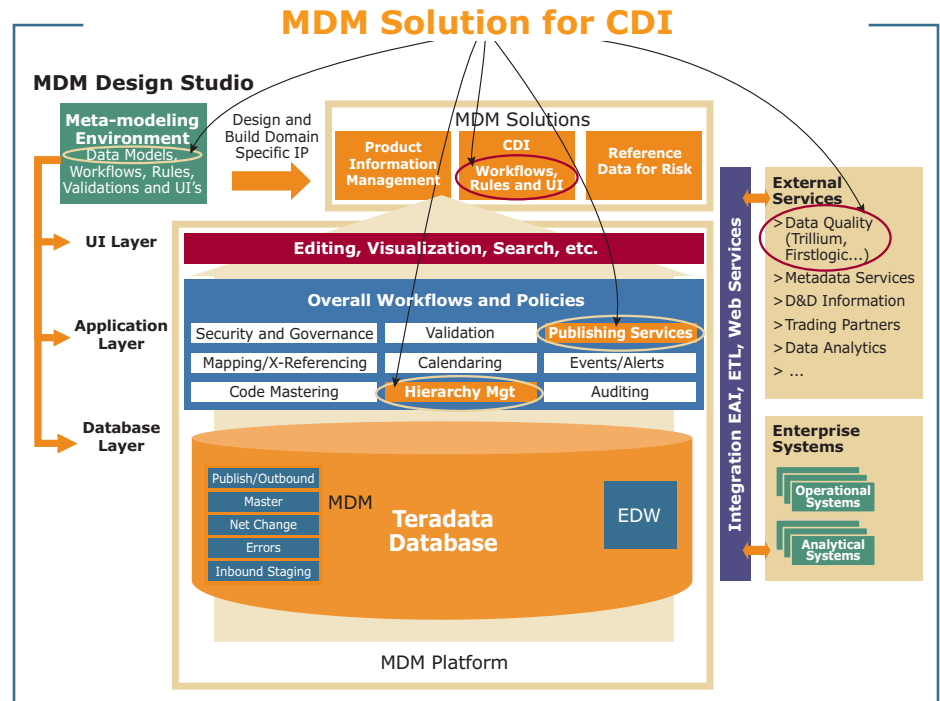
A powerful business rules engine uses pre-existing or custom rules to describe customer data relationships, “de-dupe” master customer records and identify “orphan” customer data.

### Customer Data Model Integration

The solution incorporates the shared subject area “Party” from Teradata enterprise logical data models or other legacy data models into the customer data lifecycle management workflows. This resolves differences between the logical and physical definitions of customer data across all of the company’s transactional processing systems.

### Data Quality Services

Partnering with leading data quality specialists Trillium® and Business Objects® (FirstLogic) enables Teradata to offer optional integration for advanced cleansing, aggregation, matching, and duplicate resolution of customer records.



## A Complete Solution

Teradata MDM, along with its CDI Reference Solution Accelerator, is a complete platform that effectively and economically resolves issues related to master data management and customer data integration. With a data management platform, a packaged solution for data integration and Teradata’s proven industry logical data models, Teradata MDM is the only solution that enables end-to-end master data management to support customer data integration.

If you are looking for a solution that gives a clear, concise, and accurate view of your customer data look no further. Teradata MDM is a flexible platform that can be configured to your business’s exact requirements. The resulting business intelligence will let you see your organization – and your customers – more clearly than ever before.

For more information about how Teradata MDM can help accelerate your customer data integration initiative, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

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