

# Sierra Atlantic Oracle Customer Hub Services

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### Do you really know Your Customer?

Fragmented inconsistent Customer data hides revenue recognition, introduces risk, creates sales inefficiencies, and results in misguided marketing campaigns and lost customer loyalty. You've been analyzing terabytes of customer data for years. You've told your customers and stakeholders that your organization is customer-centric. But your customer data is unreliable and it's affecting your ability to retain customers, minimize fraud and manage privacy. According to Forrester, 92% of companies believe having an integrated view of customer data is either "critical" or "very important." Only 2% have actually achieved that goal.

### Why have only 2% of companies achieved a 360 Degree Customer view?

- Because customer data integration (CDI) isn't just about customer relationship management (CRM). Customer data is often created and maintained in non-CRM systems, so different departments have different view of the customer.
- It isn't about repurposing your data warehouse. A data warehouse is an analytical solution, not an operational, transactional solution.
- And it isn't about building your own customer master application. That's too risky—and expensive. Building instead of buying will keep you mired in data model design for years.

### Oracle Customer Hub (Siebel UCM)

Oracle Customer Hub (also known as Siebel Universal Customer Master or Siebel UCM) is Oracle's lead Customer hub solution. Oracle Customer Hub (OCH) leverages the unrivalled domain expertise of the Siebel platform to deliver a rich and complete CDI solution with many unique capabilities. OCH's comprehensive functionality enables an enterprise to manage customer data over the full customer lifecycle: capturing customer data, standardization and correction of names and addresses; identification and merging of duplicate records; enrichment of the customer profile; enforcement of compliance and risk policies; and the distribution of the "single source of truth" best version customer profile to operational systems.

### Helping You Ace the Single View

Sierra Atlantic MDM CoE provides you an integrated application infrastructure with Oracle Customer Hub solutions that helps you develop a consolidated view of your customer—unique, complete and accurate customer information. We bring together the information that makes up a specific customer's history so you can:

- Identify a specific customer across multiple departments, business, units, and even enterprises.
- Deliver a superior customer experience through smarter, fact-based decisions.
- Improve your ability to meet privacy and regulatory requirements.
- Reduce your data management costs.

### Customer Hub Services

As an Oracle Platinum Partner Sierra Atlantic's Oracle MDM CoE is powered by core team of senior experts with over 15 years of industry and Oracle's Siebel CRM& MDM experience catering to fortune 1000 customers. With a diversified client base across North America, Europe, Asia Pacific and the Middle East, our engagements span across Implementation, Upgrades, Rollout and Support.

### Customer Hub Service Offerings

- Customer Hub Pre Implementation Assessment study
- Customer Golden Record
- Data Model Analysis and Design
- Oracle Customer Hub Implementation
- Oracle Customer Hub Upgrade
- Oracle Customer Hub Middleware Integration to Operational Systems
- Oracle Customer Hub Integration with Business Intelligence Application
- Oracle Customer Hub Data Quality Enhancement
- Oracle Customer Hub and CRM Application Integrations
- Data Governance Consulting and Development
- Data Deduplication Services
- Integration with Oracle DQ- Informatica IRR Components

### About Sierra Atlantic

Sierra Atlantic is the leader in offshoring enterprise applications and outsourced product development. With expertise derived from deep R&D relationships with enterprise software leaders such as Oracle and Microsoft, we provide full lifecycle product development and IT services including implementation, integration, development, testing and support. Sierra Atlantic is amongst the largest IT services companies, offering services in the "New Oracle Economy", Outsourced Product Development and Microsoft competencies, with global delivery from both India and China. Sierra Atlantic is headquartered in Newark, California and maintains operations in 20 countries across North America, Europe, Middle East and Asia Pacific. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

## Sierra Atlantic Oracle MDM CoE

Sierra Atlantic's MDM Center of Excellence leverages our unique assets in business process-based integration and enterprise application optimization and our thirteen-year co-development alliance with Oracle | Siebel to provide you a 360° view of your customer. We help you quickly realize the benefits of customer hub through Oracle | Siebel's Customer Hub solutions—improved revenue, productivity and business performance. We also design, test, deploy and manage your cross-application business processes. Our engineers co-developed Universal Application Network (UAN) and Universal Customer Master (UCM) with Oracle | Siebel. We also pioneered the development of a rules engine within UCM with Siebel to process complex privacy rules. So your privacy data can be easily maintained and synchronized across the enterprise. Sierra Atlantic has the expertise to configure Oracle Customer Hub to deliver the key features including

- A rich customer data hub model that includes specific attributes for 19 industries
- Complex hierarchy and relationship management functionality
- Privacy & Regulatory Policy Management
- Complete record history and audit trail
- Cross-key indexing support
- Unique Universal Identifier (UUID) support
- Sophisticated customer profile matching and de-duplication capability in either real-time or batch mode
- Intelligent merge and un-merge
- Robust Data Stewardship functionality and user interface
- Application authorization to establish a hierarchy of trust among customer information sources
- Packaged integration to the leading address-cleansing, standardization and data-enhancement services from trusted Oracle certified third-party providers
- Event-based and data-decay workflow services
- Pre-built integration based on Oracle Application Integration Architecture (AIA)
- Service Oriented Architecture supporting Web Services standards
- Support for multiple integration modes, including real-time, near real-time and batch
- Data Governance and Data Quality Integration with Informatica IRR components.

## Sierra Atlantic Differentiators

- Successfully delivered / turned-around MDM projects, large and small in multiple verticals including Manufacturing, BFSI, Automotive, Telecom, Government, Properties
- Solid experience in MDM and deep expertise in periphery solutions converged to provide end-to-end business solutions using re-usable components approach for quicker solution delivery
- Worked with some of the Fortune 1000 MDM customers to redefine their business processes, data quality and data governance models enabling them to realize the full potential of their MDM investments
- Deep Solution expertise to deliver the Vertical Customer Hub solutions based on our prior project experience
  - Siebel Financial Customer Hub Solutions
  - Siebel Automotive Customer Hub Solutions
  - Siebel Hospitality Customer Hub Solutions
  - Siebel Telecom Customer Hub Solutions
  - Siebel Public Sector Citizen Hub and Case Hub Solutions.

*"Sierra Atlantic's support for Universal Application Network is further evidence that Universal Application Network is the right approach for business process integration. The solutions offered by Sierra Atlantic complement and extend the business process libraries provided by Siebel systems"*

*Mark Armenante, Group Vice President Alliances, Siebel Systems (now Oracle)*



## Our MDM Customers

- Abdul Latif Jameel Automotives, KSA
- EMAAR Properties, UAE
- Riyadh Bank, KSA
- Saudi Telecom, KSA
- Dunia Finance, UAE
- Toyota Financial Services, US
- Juniper Networks, US
- Oracle, US
- Alliance Bank, Malaysia
- Fullerton Financials Holding, China
- Fullerton Securities and Wealth Advisors, India

## Customer Delight

"While Siebel going live, I would like to thank you for all your efforts spending at this project. Your commitment and effort result to success in our goals in this project. Without people like you our project would be in fail, so we are sincerely grateful to you for all support "

Badr Al Shewair  
CRM Head, IT Division  
Saudi Telecom Company, KSA.

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