Oracle Customer Data Management Cloud

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CUSTOMER DATA MANAGEMENT

Clean, consistent customer and prospect data is vital to every organization. Oracle offers exceptional customer data management capabilities on a subscription-based SaaS platform. CDM Cloud is a simple, quick and scalable solution that any company can use to consolidate account and contact data originating from multiple sources, standardize addresses, resolve duplicates, and ensure a best-version customer profile that the entire organization can trust. With Oracle CDM Cloud, companies can drive increased revenue, improve operational efficiency and provide uniform customer data throughout the entire customer lifecycle.

KEY FEATURES

- Record/source registry & cross-referencing ("x-ref")
- Real-time duplicate data prevention
- Dedupe existing records in the system
- Address validation & correction
- Dedicated admin UI to analyze and consolidate account and contact data

KEY BENEFITS

- One common, efficient data management platform
- Easy access for data administrators across an entire organization
- Generate a single view of the customer across the enterprise
- Create and manage clean, complete customer data that everyone can trust
- Improved sales with the right accounts to the right sales reps
- Improved marketing performance and effective campaigns with the correct contact information

Clean, Consolidated Data

Accurate and complete customer data is a cornerstone of an effective and efficient enterprise and can have a significant impact on the bottom line. Common problems that arise from inconsistent, incomplete and inaccurate customer data are very real, including multiple sales reps working on duplicate accounts, ineffective marketing due to duplicate leads and poor customer service resulting from inaccurate data. Each business area depends on their respective systems to track customers and sell more, service faster or market more efficiently.

Oracle CDM Cloud offers the capability to consolidate, cleanse, standardize, enrich, match, link and dedupe data from virtually any source into a master repository of best-version records. When data is clean and consolidated, marketers can run email campaigns using correct information and sales teams can manage accounts more effectively.

Customer Data Cross Referencing

Leveraging decades of Oracle's experience in Master Data Management (MDM), CDM Cloud includes prebuilt source hierarchy and cross referencing components. These components are used to link and merge identified duplicates from multiple sources into one best-version record while maintaining the keys needed for source system collaboration.

As a result all sales, marketing, service and data agents can work from one common application and consolidate and remediate account and contact data from various sources using the provided data administration views. Additionally they can import bulk data from internal or external data sources and can clean and dedupe in advance, enabling Oracle CDM Cloud to be the primary data management platform and source of truth.

With a best-version customer record and a trusted source in Oracle CDM Cloud, an enterprise has one consistent, accurate customer view that can be used across multiple systems and business units.
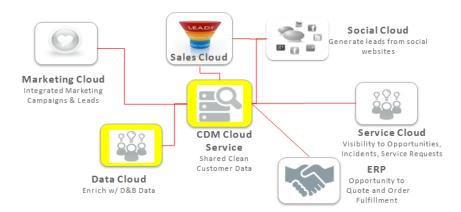
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Image 1: CDM Cloud - receiving, processing and sharing data across the enterprise.

Embedded Data Quality Tools

Data quality components are vital to effective data management. This is why they are an embedded and integral part of Oracle CDM Cloud, functioning primarily to:

- Catch duplicate data entries
- Provide real-time and batch address verification
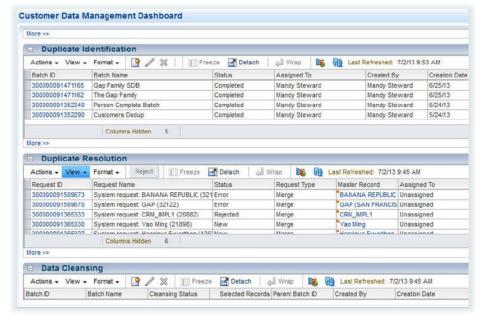- Enable contact and account fuzzy searching and matching during data import

Image 2: Dashboard showing duplication identification, duplicate resolution and data cleansing.

Data Enrichment

Data as a Service (DaaS) is an additional capability offered for CDM Cloud. Oracle DaaS enables more accurate market and territory segmentation by verifying and enriching the existing data, and finding prospects similar to your existing best customers. As a result, sales and marketing teams can discover, reach and manage prospects and customers with the highest quality. Oracle DaaS provides a comprehensive third party data inventory that includes millions of companies, contacts, and social media profiles.

Blue Coat Cloud Data Protection

Oracle CDM Cloud offers optional integration with Blue Coat, providing additional data protection for personally identifiable information as part of Oracle customers' corporate and legal compliance requirements. With a hybrid cloud model using tokenization, confidential and sensitive data remains stored in a token vault, a local database behind the firewall on the customer's site. The data never enters Oracle CDM Cloud. Even though the data is tokenized, data stewards and managers can still search, sort and run reports in Oracle CDM Cloud. The token generation and protection processes are completely transparent to agents and managers; there are no extra logins, special processes or keys to enter.

Clean Data with Customer Data Management Cloud

Oracle CDM Cloud is a subscription-based service that provides the tools and functionality needed to aggregate data from multiple sources and maintain a more complete, accurate 360^0 customer view. The results lead to better sales, marketing, and service execution and a better overall customer experience.

CONTACT US

For more information about Oracle Customer Data Management Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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