

## OpenCDI

**The Single View of your customer powered by the simplicity of Zero based data solutions.**

Many organizations today are struggling to gain in-depth knowledge of their customers because of blurred client information contained in silos of disparate data systems. A lack of single view of the customer obscures the view of each customer and consequently impacts the ability of your company to understand your client's current behavior and plan for their future needs. Duplicate and erroneous client information also increases marketing and sales costs and reduces the efficiency of mission critical initiatives including new product launches, client acquisition programs and customer service.

With OpenCDI, Infosolve Technologies has taken the complexity and high cost of commercially available customer data integration solutions and simplified them for ease of use and cost efficiency. OpenCDI will enable you to gain immediate insight into your customer data without the need for software licenses, upfront hardware, or term commitments, assuring you a powerful result with high ROI. Additionally, OpenCDI offers organizations a completely customized open source solution that can be integrated with other business solutions for maximum flexibility.

## OpenCDI

### **Flexible. Comprehensive. Cost Effective.**

OpenCDI encompasses the entire process of creating a single view of a customer on a rapid development framework. Complex process flows and data processing jobs are created through a easy to use graphical user interface.

### **OpenCDI features the key processes of an effective CDI solution.**

#### Comprehensive Data Integration

- Integrates an end to end ETL platform to read and write data from a wide variety of data sources and data targets
- Supports the most commonly used data transformations, making integration of data from disparate sources a simplified and efficient process

#### **Data Quality Processing**

- Integrates a comprehensive data quality solution that measures, monitors, enhances and standardizes data, to ensure that data moving into the CDI repository achieves the highest quality standards

### **Master Data creation through Match and Merge**

- Utilizes specialized Match and Merge software components including exact and fuzzy matching with variable match tolerances, that identify separate instances of customers in the data set
- Custom configurations for merging to extract data from columns in disparate source records, establishing the single accurate view of a customer

#### **CDI Hub**

- Includes a fault tolerant Enterprise services bus to handle up to 25 protocols enabling various systems(including legacy systems) to access the master data
- Provides access to master data for other application as needed with interfaces for SOA, HTTP, TCP/IP, FTP, File and other protocols.

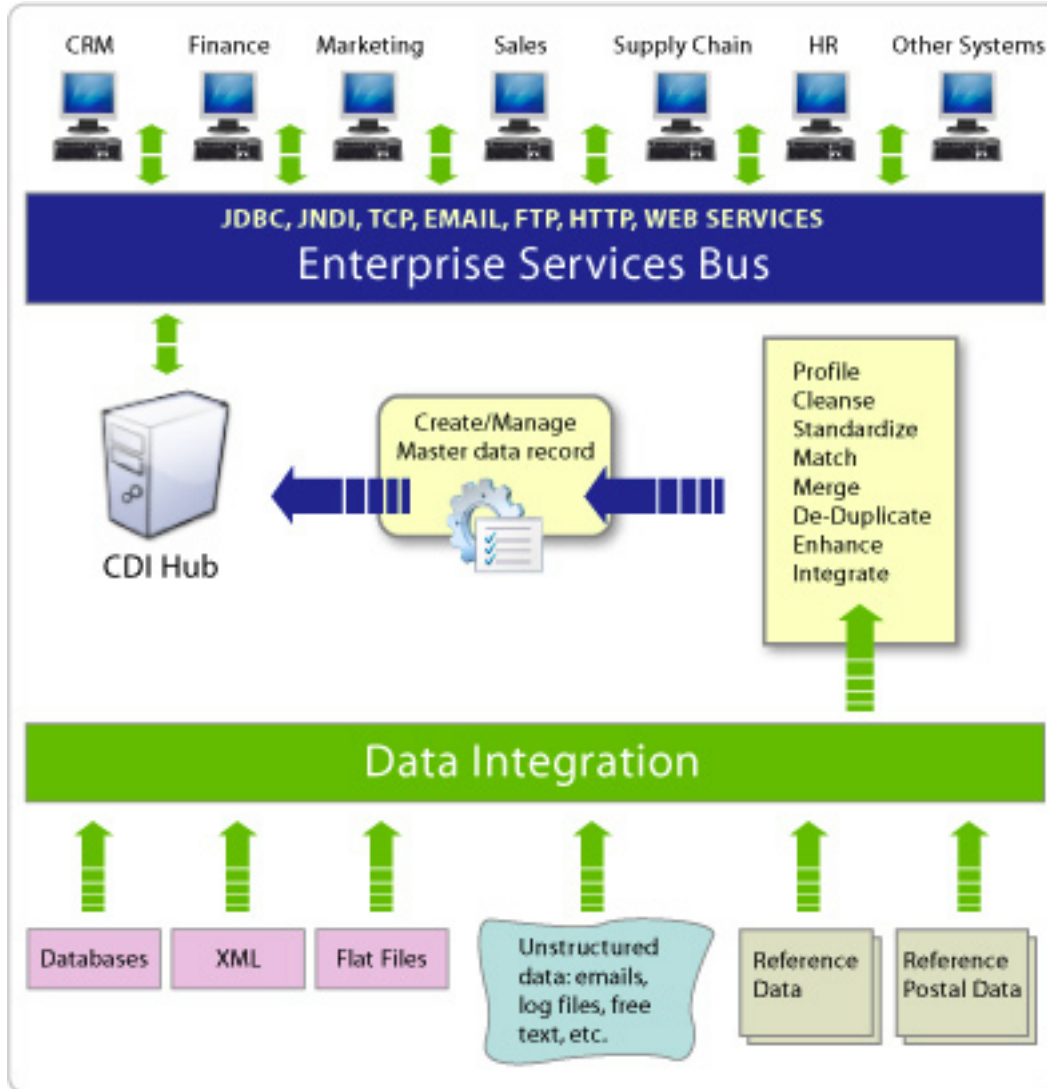
#### **Administrative Interface**

- Simple, easy to use administrative interface, enables users to make manual corrections and changes.



# The Power of Zero Based Data Solutions™

## The OpenCDI Framework



**The Power and impact of a Single View of your customer while achieving your ROI.**

OpenCDI is powered by Infosolve Technologies Zero based data solutions, built on open source software that requires no licenses, upfront hardware or term commitments. Plus like all of Infosolve Technologies solutions, we include our Zero Defect Data Guarantee™, assuring that no new defects are introduced into your data. OpenCDI provides a highly scalable, flexible solution that can be implemented with speed and simplicity by Infosolve's team of experts. Your ROI is assured with a client driven solution, targeted at your organizations specific needs.

**Experience the impact of a single view of your customer with OpenCDI, and drive your business growth and competitive advantage.**

