



The Power
of
Zero Based
Data Solutions™

America's leading bank gets a Single View of their customer with powerful zero based open source data solutions.



The Missing Piece

When America's leading Bank wanted to improve their client service with the implementation of a comprehensive CRM system from Siebel/Oracle they were missing a critical piece of the implementation: comprehensive clean and consistent data and a process framework to maintain the quality of the data. Their client data resided in multiple, disparate sources including databases, excel spreadsheets, and legacy systems. Extracting the client data from the disparate systems, cleaning the data, creating uniform records and one single view of each client seemed a lengthy, overwhelming and expensive task.



The Critical Piece: OpenCDI framework

Flexible. Comprehensive. Cost Effective.

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 enables organizations to gain immediate insight into customer data without the need for software licenses, upfront hardware, and term commitments, assuring powerful results with high ROI. Furthermore, since OpenCDI is based on open source software and uses industry standard open connectivity options it is easily integrated into other business solutions for the greatest flexibility and maximum efficiency.

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 an easy to use graphical user interface.

All OpenCDI solutions include:

- Comprehensive Data Integration
- Data Quality Processing and management
- Master Data record creation through Match and Merge processes
- Comprehensive Administrative Interface
- Rapid implementations

Plus, like all of Infosolve Technologies solutions, OpenCDI comes with the Zero defect data guarantee™, assuring that no new errors are introduced into the data during the process.



The Complete Solution: Puzzle Solved

With extensive experience in implementing complex solutions, Infosolve's data solutions experts worked closely with the bank team to completely analyze the project and develop a customized solution with OpenCDI to address their key needs including:

- Data profiling to discover various issues in the source data.
- Elimination of duplicate customers through the creation of a custom dictionary
- Name cleansing and standardization to correct names entered in reverse
- Creation of a master customer attribute list, utilizing unique variables such as email married to identifiers such as name and address
- Single master view of the customer with merging of all attributes from disparate sources

The Infosolve team was able to develop a thorough and complete implementation plan and deliver the client data for implementation into the Siebel system, with complete accuracy. After utilizing Infosolve's OpenCDI solution the bank was able to fully implement its CRM solution and begin offering its clients services and solutions with expanded knowledge and understanding. Comprehensive data quality management processes helped the bank maintain and monitor the quality of the data entering the CRM system. Additionally, the bank's management was able to view each customer as an entity and understand the entire client base through the single view created by OpenCDI. The efficiencies and cost savings realized through the implementation of OpenCDI helped to drive their business initiatives to achieve higher ROI and effectiveness.

It's the power Zero based solutions at work in Fortune 100 financial Services, put them to work at your business today!