

# Experian for Oracle e-Business Suite

Improve your ROI through improved decision making and smoother process flow due to error reduction

Validate and quickly capture accurate contact data within Oracle CRM

## Improve efficiencies and enhance marketing capabilities

### Overview

If you also consider the speed at which the data you already hold becomes inaccurate, it is clear that there is a strong need for a comprehensive data quality strategy to make the most of your investment.

Experian Data Quality is the market leading supplier of data quality tools for ERP and CRM software. Our solutions ensure that faulty addresses are corrected and standardised before entry into Oracle EBS. We can also help you to address historic errors in your data.

Our solution combines powerful data search engines with the depth and quality of Experian's referential datasets, seamlessly integrated into all Oracle EBS modules (including Financials, Telesales, etc) to help support your application requirements.

### Solution Benefits

#### Increase ROI from your MS CRM investment

Investing in data quality from the outset will ensure you have the correct foundations for success. Accurate data will increase your ROI through improved decision making, and smoother process flows due to error reduction.

#### Peace of mind

As a member of the Oracle partner network, the Experian Data Quality for Oracle CRM On Demand solution is tested and validated by Oracle. Customers therefore benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

#### Inform decision making

Accurate data informs stronger decisions. By improving the quality of your data you will provide your organisation with a robust platform for reporting and analysis, both real-time and historical. You will benefit from more accurate business intelligence, which can be used to guide the board when deciding business policy and strategy.

### Improve efficiencies

Address validation at the point of capture ensures that call centre employees, sales representatives, and other key stakeholders produce a complete and verified address faster and with fewer keystrokes. It also saves time for departments such as Facilities and Marketing who receive less returned shipments or mailings.

### Enhance marketing capabilities

With more accurate demographic information and global address coverage, marketers increase confidence in customer profiles. Greater confidence provides marketers with more actionable information and more realistically sized target pools. Address accuracy supports new regional segments for cross-sell and up-sell strategies.

### Ensure a single view

Establishing an accurate address for each contact is critical to customer management. Address accuracy allows organisations to more easily identify duplicates and avoid split activity histories. This provides a clear and holistic view upon which all departments can act.

### Solution Features

- Global Oracle Gold Partner
- Front- and back-end address validation and standardisation
- Seamless front-end integration into Oracle EBS
- Seamless front-end integration into Oracle CRM On Demand
- Intuitive address validation engines
- Reference address data for UK and over 200 international countries
- Demographic data appends available

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### How does the solution work?

Our solution for Oracle CRM On Demand enables customers to validate and quickly capture accurate contact data within Oracle CRM On Demand. It utilises a range of powerful analytic search engines to return an accurate address from minimal information, saving time and money.

**Web-based Forms** - Users can invoke a pop up window on any address capture screen using a validation button. Upon selecting the validation button, the pop up window enables the user to use the Single Line Engine to help achieve address accuracy faster and with fewer keystrokes.

**Professional Forms** - Users utilise the "Zoom" button to invoke an integrated pop up window for address validation Experian Data Quality functionality.

Single Line and Typedown Engines are available with this integration:

**Typedown engine** - Users start by entering the postal code. With each piece of address data entered, Experian Data Quality refines results, ultimately reducing the number of required keystrokes to return a full address. This engine is ideal for any department that is charged with significant data entry tasks, such as a call centre.

**Single Line Engine** - Users start by entering any combination of the address, such as a postal code and street number. Based on the data entered, Experian Data Quality refines results and ultimately returns a full address from minimal input.

Experian Data Quality also provides address cleaning API, a back-end address cleansing tool, via a PL/SQL wrapper for Oracle EBS clients to independently integrate into their Electronic Data Import (EDI) feeds. This allows administrators to clean existing addresses and addresses coming from EDI feeds. Address corrections can be made directly into Oracle EBS, ensuring a seamless user experience.

### Integration overview

Experian Data Quality for Oracle EBS is a pre-built code base that is available for all Oracle versions 11.5.9-12.x. After purchasing the product and data licenses, customers receive the installation pack that takes just days to implement into a UAT environment with the help of dedicated professional services. Most clients have completed UAT testing and move to a live production environment within one week.

The Professional Services team is available for additional training and implementation support to ensure that clients properly enable the full extent of the functionality. By leveraging the Experian Data Quality team's expertise, clients mitigate any risk of implementing a new software tool and save valuable IT resource time.

### Available datasets

Experian Data Quality utilise data from authoritative postal data sources, such as the Royal Mail's PAF file. Customers have access to over 200 country datasets. In addition to validating addresses, clients have the ability to append relevant address details, like county or longitude/latitude information as well geodemographic profiling information.