

Achieving a Single Customer View

Delivering an Integrated, Consistent View of Customer Information with Sun Solutions



Highlights

The Sun™ Master Data Management Suite (Sun MDM Suite) provides a comprehensive integration platform for building and managing service-oriented architecture (SOA)-based composite applications, enabling you to achieve a single customer view.

- Consolidate and integrate multiple data sources to create a single customer experience
- Enable existing applications to share information and data
- Provide a single point of entry for online customer self-service
- Lower operational costs by enabling cross-line-of-business information sharing
- Identify the most valuable customers and new opportunities to serve them



It's almost a daily occurrence. You receive junk mail for products you would never consider purchasing. You are offered a discounted price for a product you already own. Your bank suggests that you take out a home loan, apparently unaware that you've already done so.

These are small symptoms of a very large problem for corporations of all types and sizes: the lack of a single customer view.

As an individual, you may find it frustrating when a company doesn't seem to remember its interactions with you. But for the companies that fail to integrate their customer information, the damage to the bottom line can be severe. The consequences can include:

- **Diminished customer loyalty.** When customers get the message that a company doesn't "know" or remember them, they won't hesitate to do business with that company's competitors.
- **Missed opportunities.** Lacking complete customer information, companies can't target their marketing campaigns; they waste money on offers that won't appeal to the recipients; and they can't cross-sell and up-sell to maximize the value of each customer.
- **Tarnished reputation.** When customer service agents aren't able to serve customers effectively — whether the "customer" is a consumer, patient, citizen, or even another business — the company's image suffers, and the word spreads rapidly.
- **Poor employee productivity.** Customer service agents are ineffective and inefficient when they have to ask customers to wait while they piece together information from multiple records.

A smarter approach to achieving a single customer view

The benefits of a single customer view are well understood by many companies, and some businesses are extremely good at gathering customer data. But all too often, companies find they are unable to consolidate or integrate their customer information. The data resides in multiple systems, or "silos," managed by multiple departments or lines of business, in multiple geographic locations, and is never cross-compared, cross-pollinated, or updated in any consistent way.

Companies have tried a range of solutions, including data warehouses, portals, business-to-business (B2B) exchanges, and enterprise application integration (EAI) — each of which comes with its own limitations and challenges.

A smarter alternative has emerged: building "composite applications" — applications created by combining multiple services — using a standards-based service-oriented architecture (SOA) approach. Implemented properly, this approach can overcome the limitations of previous methods and deliver the right customer data to the right people at the right time.

Sun's solution: Sun Master Data Management Suite

Sun offers a combination of products and services to help companies achieve a single customer view by deploying an SOA platform and building composite applications. The cornerstone offering is the Sun Master Data Management Suite (Sun MDM Suite).

“By offering us expanded visibility and a single customer view across our organization, Sun provides us with a standards-based integration framework for complete agility and flexibility of systems, which helps reduce our maintenance costs and increases our investment protection in existing systems.”

David Llamas

Director of Information Technology, Harrods

The suite is based on open standards and comprised of core functionality from Sun Java™ Composite Application Platform Suite (Java CAPS) — one of the leading enterprise integration platforms for SOA and composite applications.

Sun MDM Suite provides a comprehensive integration platform for building and managing SOA-based composite applications that preserve your investment in existing applications while enhancing, aggregating, and leveraging the customer data within them, enabling a single customer view.

Using service-oriented process integration, a composite application can access customer data stored in customer relationship management (CRM), enterprise resource planning (ERP), financial, and legacy applications. It can recognize related customer information distributed across these applications and link the siloed customer identities to a universal customer ID, building a master customer index.

Each customer’s data is cleansed and distilled into a single best-record view that can be used to improve source system data quality, identify and build programs around the most valuable customers, and serve as the foundation for a new generation of customer-centric services.

The result: integrated information leveraging existing assets

Sun’s single-customer-view solutions can help organizations achieve:

- *Expanded visibility of customer information across the enterprise.* Sun solutions identify common records across disparate systems, improving visibility into a customer’s relationship with the enterprise for more targeted sales, marketing, and service efforts.
- *Real-time access to customer information.* Sun solutions enhance data quality and accuracy, so when customers make contact with the enterprise, up-to-date information from multiple systems is at the fingertips of the call center agent.
- *Improved productivity and reduced costs.* Sun solutions accelerate the design and development of single-view applications while reducing the potential for duplication and errors, saving time and money.

Services

Consulting experts from Sun and its partners can assist companies with every facet of developing, deploying, and managing enterprise integration and single-view composite applications using a service-oriented architecture (SOA) approach. Through years of experience, Sun has accumulated the expertise and best practices to help reduce the time, cost, and risk associated with creating single-customer-view applications.

Learn More

To learn more about Sun’s solutions for SOA, visit sun.com/soa.

Get the details. And get started.

Achieving a single customer view has become an urgent matter for companies of all types and sizes and in all industries. By building composite applications using a standards-based SOA approach, companies can achieve a single customer view and make their applications more flexible and agile at the same time.

Sun is ready to provide expert assistance. Contact your local Sun representative today or visit sun.com/mdm for more information.

About Sun

A singular vision, The Network is the Computer™, drives Sun in delivering industry-leading technologies that focus on the whole system — where computers, software, storage, and services combine. With a proven history of sharing, building communities, and innovation, Sun solutions create opportunities, both social and economic, around the world. You can learn more about Sun at sun.com.