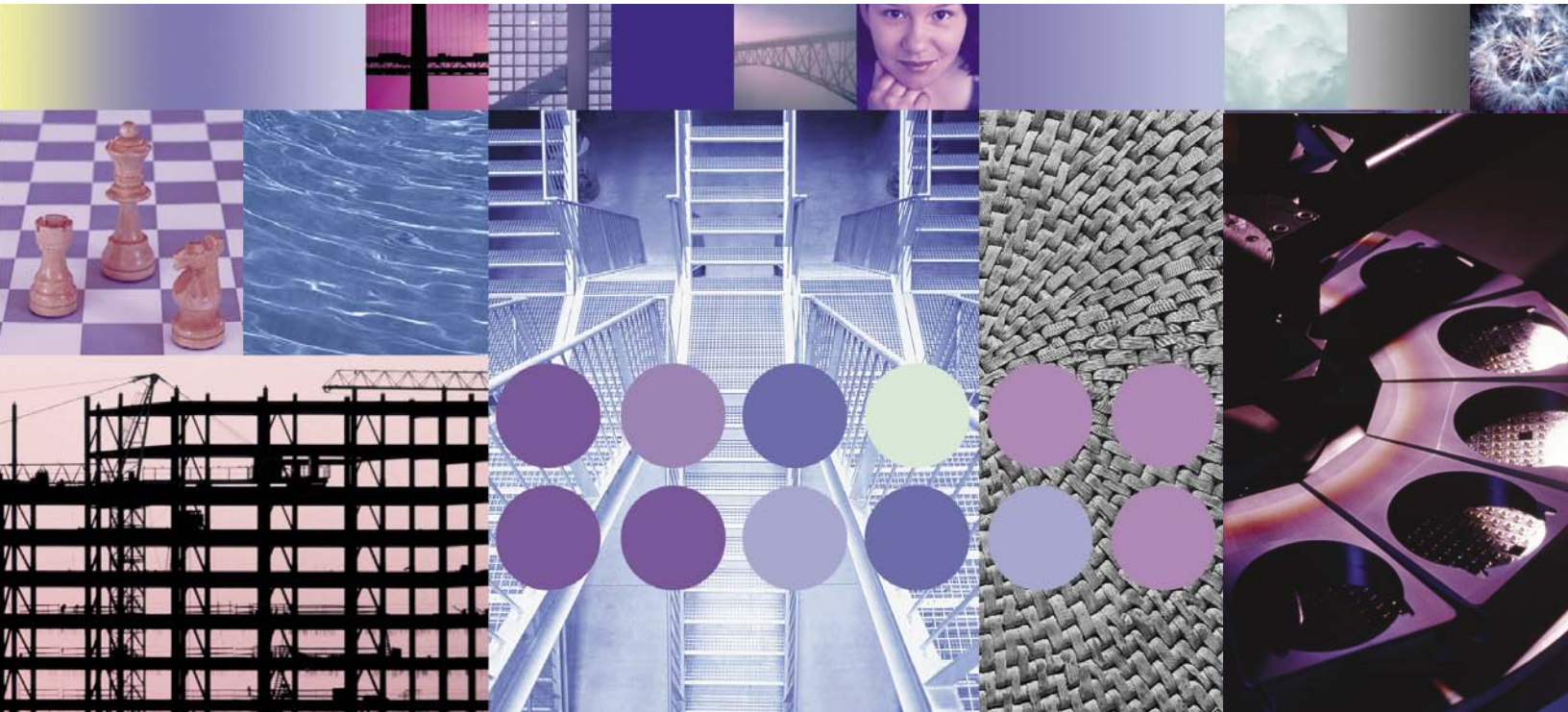**Customer data integration solutions**
**To support your business objectives**

WebSphere. software



**Deliver enhanced sales and service opportunities by providing a foundation of unified customer data to all channels.**

**Customer data integration solution**

Unlike traditional data warehouses and customer indexes, IBM WebSphere® Customer Center, part of the IBM master data management (MDM) family of products, is a real-time, service-oriented application that manages customer-centric business processes and transactions, while persisting "new" enterprise customer knowledge and processes, such as multiple organizational hierarchy relationships, cross-channel interaction history, event notifications, service preferences and customer value profiles. WebSphere Customer Center has been labeled a "next-generation super customer information file (CIF)" by leading analyst firm Tower Group and recognized as a leader in the customer data integration (CDI) space by Gartner, Forrester and META Group.

*Gain a complete customer profile to deliver customized high-quality technology*

Technology manufacturers face increased competitive pressure from new market entrants, mergers and increasing commoditization. In order to retain customers and improve profitability and market share, high-tech manufacturers must provide customers with superior value—they must deliver high-quality technology customized to specific requirements, combined with superior service and support.

Many high-tech manufacturers are addressing these issues by developing a customer-centric strategy. They are establishing a direct relationship with the customers, working to improve communication and support for traditional distribution channels, and integrating tightly across manufacturing and supply chain operations. The main impediment to realizing these goals is the failure to gain an authoritative record of the customer. Customer information is fragmented across multiple channel and operational systems. Technology manufacturers like your company need a comprehensive understanding of their customers' relationship across sales and marketing, manufacturing and distribution as well as a complete understanding of organizational hierarchies. Without this knowledge, technology manufacturers will miss opportunities to differentiate service to their most-valuable customers and partners, lose valuable cross- and up-sell opportunities, risk customer defections and slow product development.

IBM WebSphere Customer Center helps solve these challenges by enabling customer-centric operations using your existing product-centric systems. WebSphere Customer Center provides an authoritative customer record across all sales, service, manufacturing and supply management systems. WebSphere Customer Center maintains a complete demographic profile of the customer for all lines of business, including consumer, corporate, government, education and health segments. WebSphere Customer Center manages party-to-party relationships including multiple, complex organizational hierarchies. In revealing the full understanding of the customers' internal relationships and structure combined with the relationship to the organization including product portfolio, account information, sales and marketing relationships, and other important information, WebSphere Customer Center enables you to develop more-focused and effective marketing campaigns, improve customer service, increase operating efficiency, help reduce costs and speed product development.

**Simplify organizational customer data management**
IBM WebSphere Customer Center allows you to maintain an authoritative record of corporate customer data in a single location. WebSphere Customer Center tracks company locations, subsidiaries, key employees, multiple and complex organizational hierarchies, assigned customer account representatives and identification methods (for example, Dun and Bradstreet number) in one location. This enables organizations to manage customer data and transactions more efficiently. WebSphere Customer Center simplifies ongoing customer data management, including the ability to identify and collapse customer data records as companies go through mergers and acquisitions (M&As) while maintaining a unique and persistent customer ID to track the customer relationship over time.

# *WebSphere Customer Center Value Proposition*

**Create targeted, effective corporate campaigns**

WebSphere Customer Center enables more-effective sales and marketing campaigns for corporate, government, health and education, and other large accounts. WebSphere Customer Center provides a complete view of your organization, including subsidiaries, departments, branch locations, key staff and relationships to the organization across sales and marketing, manufacturing and distribution. WebSphere Customer Center also provides a complete portfolio view of the customers' account and product information, as well as customer interactions.

This single source for all customer information allows sales and marketing staff assigned to corporate accounts to identify unique customer characteristics and needs, opportunity gaps and new product opportunities. This information can be used to create highly targeted campaigns that help drive new revenue and increase penetration into customer accounts.

**Improve the product development life cycle**

You rely on customer feedback to bring high-demand products to market. WebSphere Customer Center captures customer interactions, such as quality feedback from customer sites, which

is maintained centrally in a single customer hub. This information is then fed back to product development to improve product features, quality and performance. WebSphere Customer Center also maintains a complete view of a customer's relationship with your organization, which you can use to target customers who can provide high value in the product development process, such as those who hold dual roles as customers and suppliers or customers and distributors.

**Improve customer operations**

WebSphere Customer Center allows you to capture customer satisfaction metrics, issue resolution, order processing and product satisfaction through a central customer hub. This information is fed to analytical systems to measure organizational performance from the customer's perspective and take appropriate action to ensure customer satisfaction and retention.

**Operationalize consumer marketing customer insight to improve cross-selling and service**

Operational interactions are an effective means of reaching the customer, more so than traditional marketing channels such as direct mail, Web and periodicals. You can capitalize on those valuable

opportunities using WebSphere Customer Center to provide customer insight from the marketing area to all operational channels in real time.

WebSphere Customer Center improves marketing campaign effectiveness by capturing customer interactions from various channels and feeds analytical and data warehouse systems with a complete and consistent operational view of the customer. This allows your marketing teams to adjust marketing campaigns in real time by improving the tracking of response and conversion rates, thereby identifying successful offers.

**Improve customer service and retention**
By creating a unified customer service and value profile and making it available to all channels, WebSphere Customer Center ensures consistent service treatment across all channels. Service and value profiles are determined from complete customer information (including their portfolios and relationships, for example, organizational hierarchy relationships) to help ensure that high-value customers are treated appropriately across product lines and channels. For example, customers who also have a relationship as suppliers or distribution partners can be flagged for service differentiation.

**Help reduce operating expenses**
WebSphere Customer Center provides all systems with a once-and-done processing environment for customer data. Providing a single environment to manage customer data across all operational systems can help you dramatically reduce expenses caused by a fragmented view of the customer (erroneous addresses and mailings, duplication of effort in changing customer data, data loading and matching, and so on).

**Reduce credit risk**
Your finance divisions can reduce credit risk by providing complete insight into exposure and risk for large accounts. WebSphere Customer Center maintains risk scores across organizations, regions and product lines. This allows you to better manage accounts and reduce net credit loss.
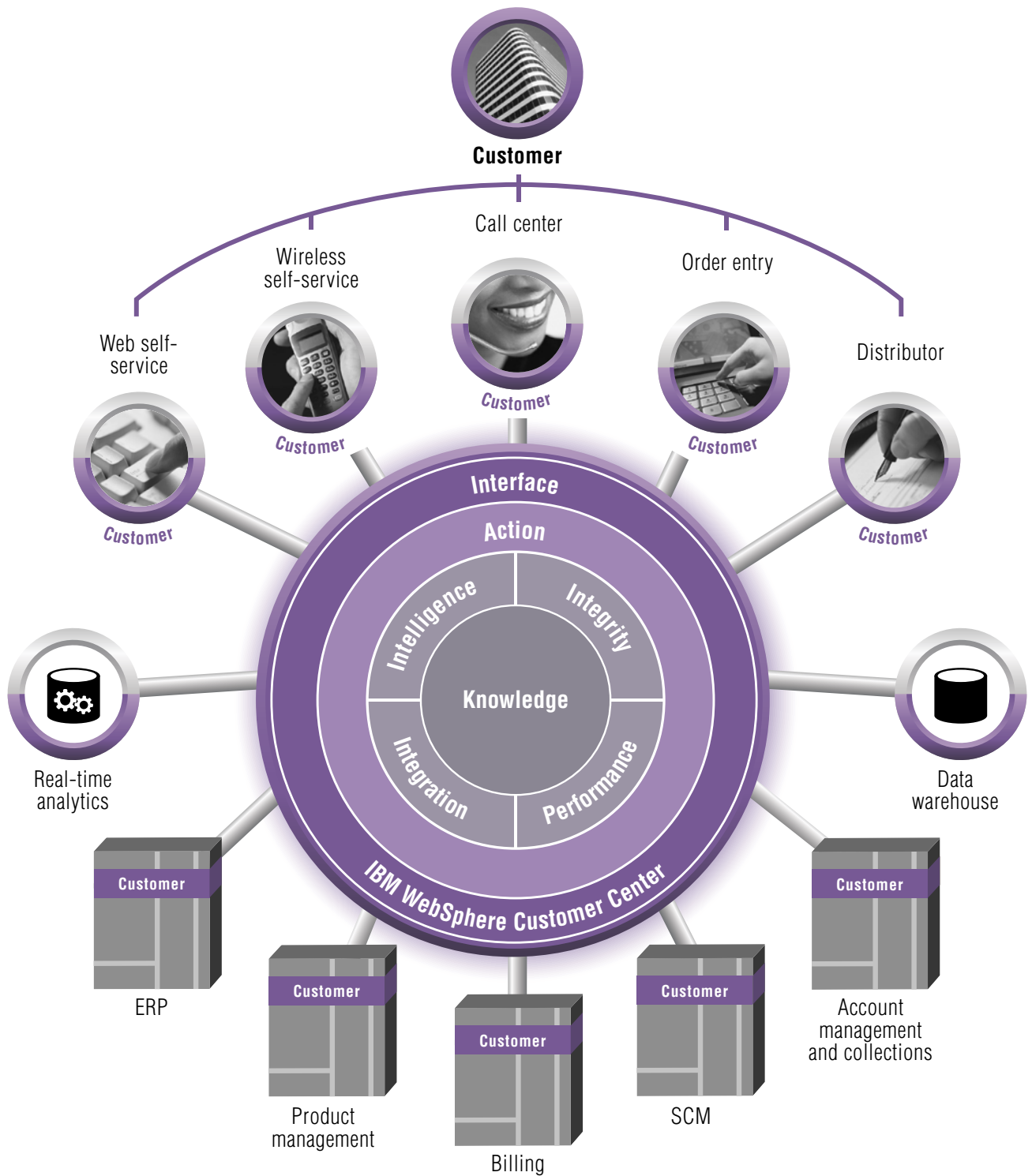
**Comply with privacy and legislative requirements**
WebSphere Customer Center provides a central location to maintain customer privacy preferences. It is also a single platform through which organizations can enforce privacy and data-sharing business rules to help ensure consistency

across all operational channels. WebSphere Customer Center helps technology manufacturers comply with privacy regulatory requirements and manage service and sales preferences at both an organization and employee level.

**Help reduce M&A costs and time**
You can integrate a newly acquired company's front- and back-office systems with the customer hub to provide them with a single customer view across both customer bases, while also reducing integration time and improving customer service and cross-selling efforts.

Customer

Wireless
self-service

Call center

Order entry

Web self-
service

Distributor

Customer

Customer

Customer

Customer

**Interface**

**Action**

**Intelligence**

**Integrity**

**Knowledge**

**Integration**

**Performance**

**IBM WebSphere Customer Center**

Real-time
analytics

Data
warehouse

Customer

Customer

ERP

Account
management
and collections

Customer

Customer

Customer

Product
management

SCM

Billing

*IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.*

WebSphere Customer Center is the only CDI solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*

- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications of the detected event.*

- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation and duplicate suspect processing. WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.*

- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*

- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*

- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB]).*

- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*

- *WebSphere Customer Center manages "new" enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*

- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators, propensity to churn and so on, and injects that insight into operational processes.*

**For more information**
To learn more about IBM WebSphere Customer Center Software, visit:

**ibm.com**/software/data/masterdata/ launch.html

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