



GROUP 1 SOFTWARE

Customer Data Quality Platform

Enabling Master Data Management

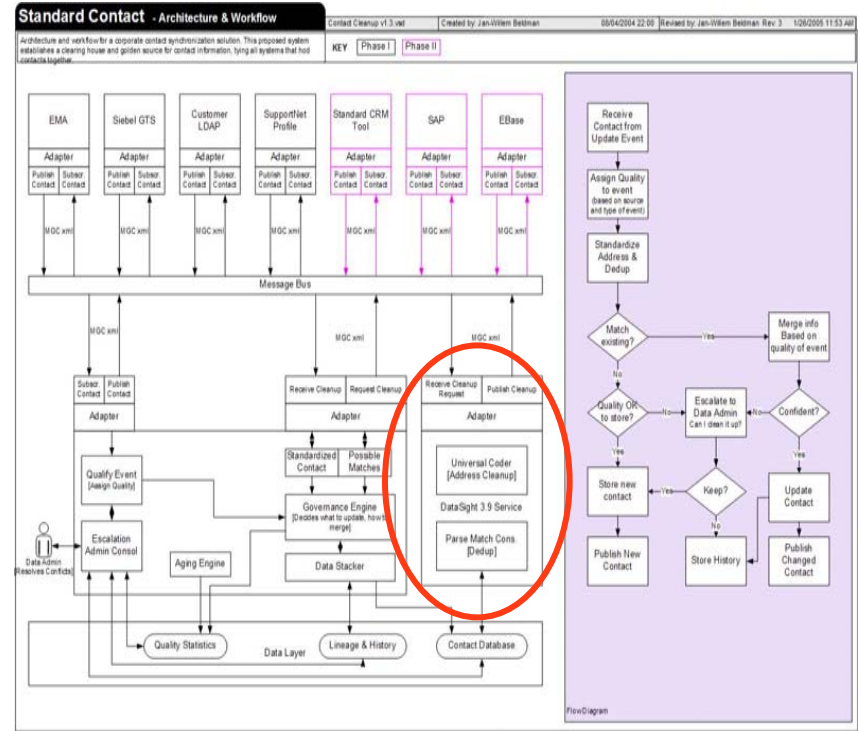
Joseph Pindell
Pitney Bowes Software

Functional Strengths

- Built-in knowledge for identifying and resolving syntactical and semantic ambiguities and inconsistencies
- Address quality that uses multiple reference data sources
 - US Postal (DPV, LACS^{Link}, RDI, NCOA^{Link}, EWS),
 - Non-Postal (NAVTEQ, TeleAtlas, TIGER, Targus, Experian, Customer-Supplied),
 - Global (UPU, Country-Specific) to provide a richer and wider universe
- Multi-cultural name recognition.
- Superior match algorithms for entity resolution and link analysis.
- Pattern analysis and domain validation and standardization.
- Best-in-class data enrichment with point-level geocoding and location based intelligence.
 - Demographic (Census, Claritas, Prizm, LifeStyle)
 - Business Geographics (tax jurisdictions, proximity to service locations)
 - Geographic Risk (flood plains, hurricane tracks)

Case Study

- **COMPANY** – B2B Technology leader in electronic design automation (EDA), providing software and hardware design solutions that enable companies to develop better electronic products faster and more cost-effectively.
- **PROJECT** – Develop a corporate wide master contact database
- **DRIVER** – Corporate Marketing wants to better identify the physical location of leads so that marketing messages can be more targeted.
- **CHALLENGE** – Disparate Sources Systems with Contact information – EMA, SAP, Siebel, SFA.
- **REQUIREMENTS** –
 - Standardize, match & maintain unique contacts in the contact database with real-time updates into source systems.
 - PHASE I: Create a master contact data hub
 - PHASE II: Create a Publish & Subscribe Architecture
- **SOLUTION** – Java Messaging Service (ESB) with Group 1's Customer DQ Services at the core.



Lessons Learned

- Identify what's important (in-scope)
 - Data domain that will drive immediate business value
 - Number of sources to integrate
- Leverage existing people and technology resources
 - Data Modelers, DBA, Data Warehouse, EAI, ETL
- Learn from the CRM mistakes
 - Make Data Quality/Governance a key requirement for your project from Day 1
- Beware of the “one vendor” approach
 - MDM vendors quick to discount the value of data quality
 - Data Quality vendors quick to discount the value of a “Master Data Hub”

Technology Evaluation

- Do I need to buy MDM or can I make do with what I have internally?
- Based on what's in scope and existing resources do I need an army of consultants with enterprise software? And if so,
- Vendor Selection
 - Benchmark for data accuracy & completeness
 - POC for ease of deployment, configuration and integration (out-of-the box experience)
 - Combination of Architectural Foundation, Experience with core needs and Long term viability as a partner

