



# Providing Quality IT Solutions and Services

## Denologix Customer Data Hub

### Benefits

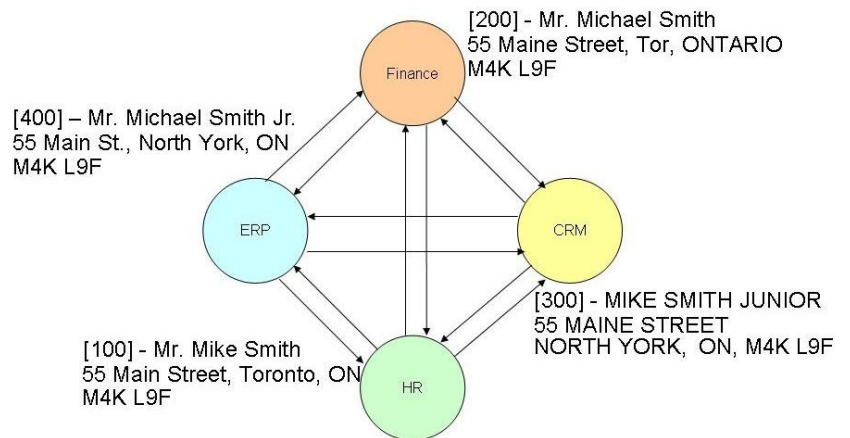
- ◆ 360° view of the customer accessible **real-time**
- ◆ A **unified view** of customers across sales and distribution channels
- ◆ Visibility of a customer across **multiple product lines**
- ◆ **Consistent** customer experience
- ◆ Customer **retention** and satisfaction
- ◆ Integrated **operational analysis**
- ◆ **Compliance** with customer-centric regulatory needs

Denologix Customer Data Hub can help you implement a complete CDI strategy quickly and cost effectively. According to industry market research firm Gartner Inc., which coined the term, CDI can best be described as the “combination of the technology, processes and services needed to create and maintain an accurate, timely and complete view of the customer across multiple channels, business lines and, potentially, enterprises where there are multiple sources of customer data in multiple application systems and databases.” Additionally, CDI solutions enable the recognition of a customer at any touch point and are typically based on a Service-Oriented Architecture (SOA).

### Features:

- ◆ Web Services for manipulating the standard customer information database
- ◆ Standard customer information data model
- ◆ Cross reference table for quick lookups between multiple source systems and the dxHub
- ◆ Screens for manipulating customer information database within dxHub
- ◆ Standard reports for customer data verification and analysis
- ◆ Adherence to Service Oriented Architecture (SOA)
- ◆ Integration with major relational databases
- ◆ Adapters for integration with standard ERP and CRM applications
- ◆ Adapters for integration with Mainframe and AS/400 based systems
- ◆ Rule based customer record matching
- ◆ Support for:
  - Identifying partial match
  - De duping
  - Manual merge
  - Un merge

### Before dxCustomerHub



### After dxCustomerHub

