



IBM **Information Management** software

Stream Integration StreamClean

Partner Solution

■ **Target Industry**

Banking and Financial Markets

Healthcare Providers

Travel and Transportation

■ **Business Applications**

Data Quality Management

■ **Products**

InfoSphere DataStage

InfoSphere Information Analyzer

InfoSphere QualityStage

Business Challenge

Managing customer data quality is an ongoing challenge for every customer centric business. Incorrect, duplicate or incomplete customer information can have a significant negative influence over a business. It has a negative impact on customer satisfaction and increases the costs of marketing, sales and operational functions within the company. Deploying and developing the technology and repeatable processes to clean, verify, enhance, match, store and/or output high value customer data that supports the objectives of the business can be a challenging and labor intensive task.

Key business issues must be addressed, such as:

- The need to quickly and effectively implement an ongoing new customer acquisition program and marketing campaign to drive business growth
- New prospects must be provisioned from various internal sources, external companies and services
- Prospect data is inconsistent, incomplete and unable to meet the needs of the organization in its raw form
- Many processes and integration points need to be built to support the operational requirements of the system

- A significant amount of development time and cost are typically required to achieve integration
- Traditional consulting to build a CDM system would be time and cost prohibitive

Solution

The StreamClean solution combines IBM InfoSphere Information Analyzer, InfoSphere QualityStage, InfoSphere DataStage with a portfolio of customized pre-built assets from Stream Integration. Using this solution, organizations are able to quickly and cost effectively generate a consolidated customer file, which is ready for use in campaign management, customer relationship management, enterprise data warehouse, or enterprise resource planning projects. The StreamClean solution enables clients to rapidly implement strategic customer data management processes to provide pristine, enhanced and trusted customer information that will immediately impact bottom line results.

StreamClean is a highly customizable offering, accommodating the need for batch processing or enterprise data cleansing in real time. It is often combined with enterprise data governance, data analysis, data warehousing, master data management (MDM) and application integration offerings to complete the client's enterprise data integration solution.



StreamClean is a complete, end-to-end solution providing best-in-class data quality and data augmentation in a very rapid and affordable package. The solution was developed by consolidating and enhancing key assets and intellectual property from over nine years of implementations.. The StreamClean solution can be provisioned as a hosted remote service residing on the secure Stream Integration GRID.



Value Proposition

StreamClean is an end-to-end customer data management solution that integrates the highest quality data into a single trusted source. Additionally, StreamClean provides for a rapid implementation based on best practices, reusable assets and extensive experience in a variety of industries.

Using the StreamClean solution, organizations are able to fast track successful deployments, reduce data integration risk and accelerate their return on investments. Only the StreamClean solution provides a market-tested, easily implementable solution based on IBM InfoSphere technology, offering rapid deployment and significant cost savings.

Company Description

Stream Integration is an information management consultancy provisioning solutions exclusively with the IBM InfoSphere and Cognos suite of products. Stream Integration leverages IBM Information Management middleware to plan, architect, design and implement complete data integration solutions.

Stream Integration accelerates the delivery of trusted information throughout the enterprise, rapidly creating client value and reducing the risk of critical information management projects. Stream Integration is differentiated in the marketplace through strength in information management strategy, architecture, project methodology, best practices, project leadership, and client enablement.

For more information, please contact:

*Mark Rowan
mark.rowan@streamintegration.com
+1-866-639-1451 x703*

© Copyright IBM Corporation 2010

IBM
3565 Harbor Boulevard
Costa Mesa, CA 92626-1420
USA

Printed in the USA

11-10

All Rights Reserved.

FileNet, IBM and the IBM logo are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

For more information, visit
ibm.com/software/ecm

Each IBM customer is responsible for ensuring its own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law.