

Customer data integration solutions
To support your business objectives



WebSphere software



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

Customer data integration solutions

As part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Industry analysts have identified the “foundational problem of CRM projects” as poor customer data quality, completeness and availability. WebSphere Customer Center helps companies solve this foundational problem by providing the authoritative single view of the customer, as well as business processes for managing customer data that is shared across the front and back office. Unlike existing stand-alone and back-office customer information files (CIFs), WebSphere Customer Center is a real-time service-oriented middleware that manages customer-centric business processes and transactions, while persisting “new” enterprise customer knowledge and processes, such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (household, business, provider), and customer value profiles. WebSphere Customer Center was created and purpose built to be an integral component in services oriented architecture (SOA) environments.



WebSphere Customer Center value proposition



As part of their transition from product-centric to customer-centric business models, many companies have invested heavily in CRM solutions, and many of these initiatives fail to deliver the anticipated returns. The main reason is that traditional CRM middleware is strong at supporting a given channel or sales function (like call centers or sales force automation), but are not designed for the complexity of managing the customer at an enterprise level. As a result, CRM initiatives struggle to overcome issues that have to do with data synchronization, multichannel integration and scalability, and many companies are forced to make costly modifications and extensions. The bottom line is that despite the significant time and resources already invested in CRM, many organizations still lack a true enterprise-wide view and update environment for their customers, resulting in inconsistent service between channels, lost cross- and up-sell opportunities, and multiple versions of customer truth.

WebSphere Customer Center solves these issues by providing companies' existing CRM, channel and back-office systems a unified customer view and update service. By connecting these systems to an enterprise customer hub, WebSphere Customer Center provides a unified view of the customer across multiple business and product silos. It delivers this single view and update environment to all channels and CRM middleware, enabling integration and consistent customer service. The solution then aligns these multichannel systems with multiproduct back-office systems in real time, providing "once and done" customer processing and a single source of customer truth across the enterprise.

Deliver consistent customer service across all channels

WebSphere Customer Center improves customer service, satisfaction and retention by delivering all channels a unified customer view and update environment.

Achieve a single, consistent customer view

WebSphere Customer Center identifies the customer and all related customer data and shares it with all operational systems to improve business processes. WebSphere Customer Center identifies and resolves duplicate customers that reside in operational systems, which can help significantly reduce errors and cost. WebSphere Customer Center also maintains metadata about customer data held in other source systems to maintain and synchronize customer data across the enterprise.

Increase revenue

By unifying customer information across business and product data, WebSphere Customer Center helps identify high-value customers and households and provides personalized service and sales offers to them. WebSphere Customer Center also allows companies to respond to customer events in real time, notifying appropriate parties or CRM systems of cross- and up-selling opportunities.

Reduce operating expenses

WebSphere Customer Center provides once-and-done customer processing across all business units and systems. Unlike simple customer data integration (CDI) solutions that provide only a “view” into the customer, WebSphere Customer Center centrally administers customer data to create economies of scale and helps dramatically reduce processing costs.

Reduce IT expenses

WebSphere Customer Center reduces CRM deployment costs by masking the complexity of the back office and by providing a single point of integration for customer data. This can help cut middleware integration, maintenance and upgrade costs, and simplifies architectural complexity.

Reduce merger and acquisition costs and time

WebSphere Customer Center provides a customer “chassis” that allows rapid integration of acquired companies’ front- and back-office systems. By providing an open, vendor-neutral integration hub, WebSphere Customer Center can help future proof the addition of new channel and back-office systems.

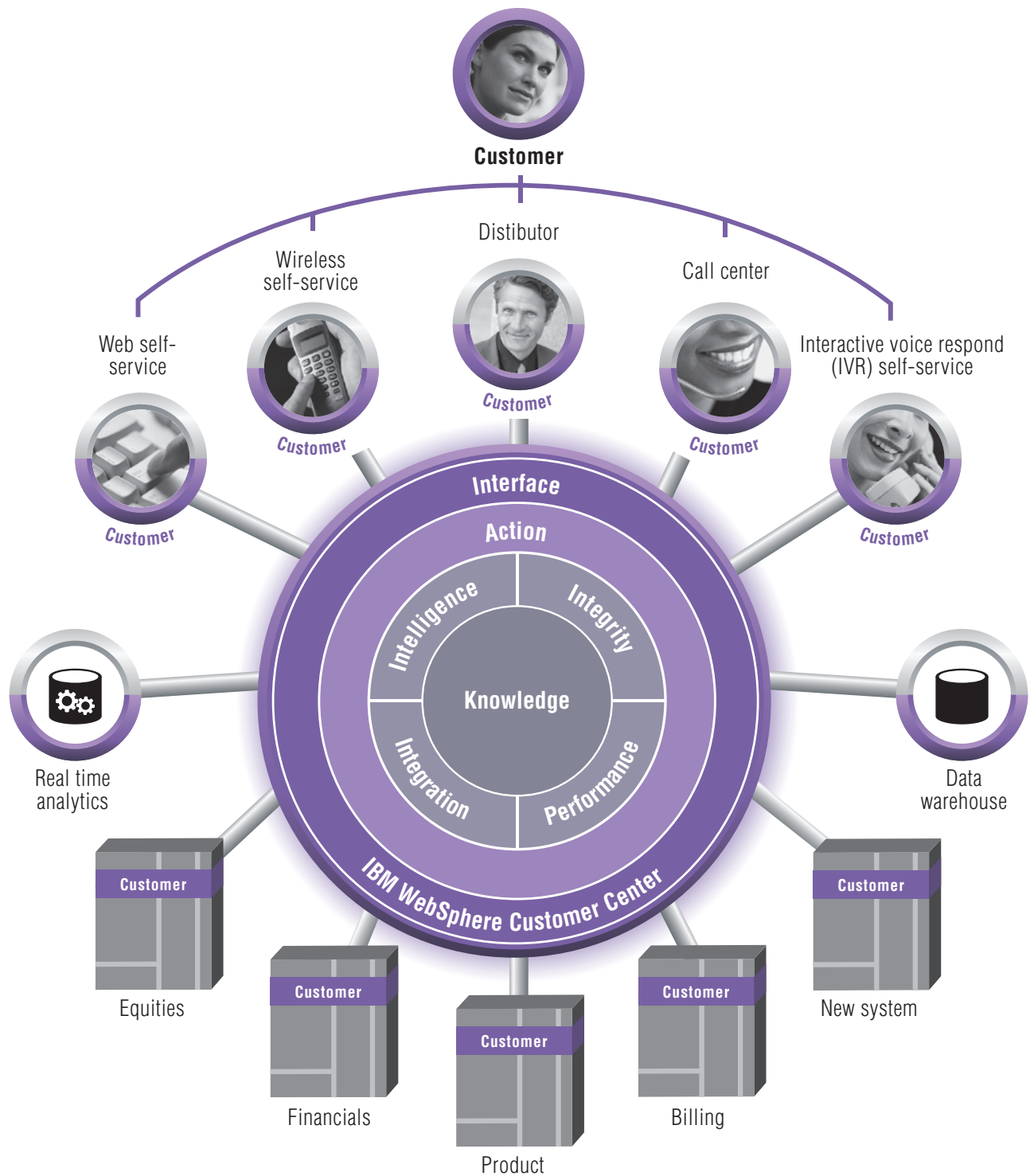
Comply with privacy and legislative requirements

WebSphere Customer Center provides a central location to track customer privacy data and manage legislative requirements. By centrally tracking solicitation preferences, for example, WebSphere Customer Center ensures marketing campaigns are not sent to customers who have opted out, avoiding wasted mailing and telemarketing expenses and potential privacy fines.

Operational resilience

WebSphere Customer Center is designed to support millions of customer records in a high-transaction environment.

“WebSphere Customer Center also allows companies to respond to customer events in real time, notifying appropriate parties or CRM systems of cross- and up-selling opportunities.”



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 the only CDI hub 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 480 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 middleware and channels and responds with real-time, viable customer-data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other middleware 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 an SOA and is a fully service-oriented middleware.*
- *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, 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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