

DATA SHEET

Pitney Bowes Spectrum™ Business Services

BUSINESS APPLICATION CONNECTOR FOR SIEBEL® HELPS TO IMPROVE DATA QUALITY, MAXIMIZE BENEFITS, AND BOOST ROI



Summary

The Business Application Connector for Siebel enables users to seamlessly verify and correct worldwide address data. This data spans both postal and non-postal data sources to deliver more accurate and complete information.

Support is included for:

- > Siebel Enterprise Apps v.7.8 and v.8.0
- > Siebel Industry Apps v.7.8 and v.8.0

Benefits

- Enables automatic or manual merging of duplicate records including an intelligent merge option that automatically carries forward previously entered information
- Offers a rich set of configurable options through an easy-to-use graphical user interface
- Provides all data quality functions in interactive and batch mode
- Displays return codes to denote the status of the data quality operations within a record

OVERVIEW

You have made a commitment to more profitable relationships – now it's time to ensure your Siebel® investment delivers the maximum return.

The results you reap from your Siebel solution can be greatly enhanced if the data ingested is clean. This includes consistent data definitions that are enriched with the relevant information required by your end-users, no matter where it lies within your organization. Secure your Siebel investment with the Pitney Bowes Spectrum Business Services featuring the Business Application Connector for Siebel.

Fully Siebel-certified

Offering the Best Data For Increased ROI

Spectrum Business Application Connector for Siebel enables IT professionals to easily integrate this powerful tool into your Siebel solution. The Spectrum Business Application Connector is built on the industry leading service-oriented architecture (SOA). The look and feel of the interactive screens mirror the existing Siebel

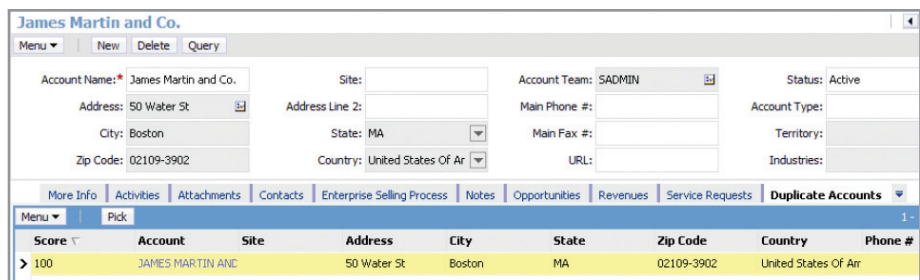
user interface, creating an enhanced and easy to follow user experience. It also provides a more accurate and consolidated picture of your customer, vendor, and business partner by verifying global address information and merging duplicate records in real-time or batch mode.

Scaleable Service-oriented Architecture

Built on the principles of SOA, the Spectrum Business Application Connector for Siebel delivers functional components as a set of pre-configured services for use within Siebel. These components are built to scale across multiple processors and servers for use in high volume transactional environments to support a growing organization. Our integration allows users to tune and configure rules without making code changes or re-compiling and re-linking applications. Because we offer message-based APIs, changes made to the server do not impact our integration into Siebel. Those same APIs are leveraged across other applications within the

INTEGRATED WITH

SIEBEL CUSTOMER RELATIONSHIP MANAGEMENT



Score	Account	Site	Address	City	State	Zip Code	Country	Phone #
> 100	JAMES MARTIN ANE		50 Water St	Boston	MA	02109-3902	United States Of Ar	

"Increasingly, information asset quality translates directly into an enterprise's ability to retain customers, avert risks, seize opportunities, and reduce expenses." — META Group

Pitney Bowes Spectrum™

Business Services

BUSINESS APPLICATION CONNECTOR FOR Siebel®

enterprise and, because the same platform is used in batch as part of data cleansing efforts during migration and conversion from legacy systems, consistent customer information is ensured.

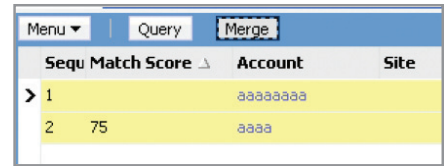
Global Address Data Quality

The Spectrum Business Application Connector enables Siebel users to seamlessly verify and correct worldwide address data. What makes our offering unique is our ability to provide a rich and wide universe of referential data behind our software. This data spans both postal and non-postal data sources to deliver more accurate and complete information for global address data.

Additionally, we deliver a unique user experience that provides alternative approaches to data entry by minimizing keystrokes and reducing errors.

Identify and Consolidate Duplicate Records

The Spectrum Business Application Connector for Siebel offers highly robust de-duplication and consolidation functionality. This feature ensures existing customer information is maintained and consolidated into a best-of-



Menu	Query	Merge	
Sequ	Match Score	Account	Site
>	1	aaaaaaaa	
	2	75	aaaa

"Poor data quality in source systems will result in users making poor strategic decisions." — Gartner, Inc.

breed record. Users can also automatically merge new data into existing records without having to disrupt workflow. Organizations can thereby obtain a single, integrated view of their customers and the products and services they are utilizing, across the enterprise.

Duplicate Identification and Consolidation

- Reduces operational costs
- Increases the effectiveness and ROI from your Siebel investment
- Corrects addresses for the US and more than 240 countries and dependencies worldwide
- Eliminates manual duplicate resolution

FOR MORE INFORMATION ON HOW YOU CAN ENHANCE YOUR SIEBEL SOLUTION, CALL US TODAY OR VISIT OUR WEBSITES.

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SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:

<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-business-services/spectrum-enterprise-connector-for-siebel/>

