

WEBMETHODS ONEDATA FOR CUSTOMER DATA

Govern & connect any MDM domain



Get a single view of the customer

Don't let multiple versions of customer records lead to performance issues, incorrect reports or poor customer service. Rely on webMethods OneData's solution for customer data management to master shared customer data across your company whether it's on-premises or in the cloud. As a result, you'll know your customers and you'll be able to improve customer processes.

Companies today are looking for ways to better understand their customers to increase sales and customer satisfaction. They need a 360-degree view of their customers, which can only be achieved with a high-performance, flexible and expandable Master Data Management (MDM) solution. webMethods OneData is the MDM solution that consolidates, reconciles, cleanses, governs and synchronizes all data about your customers. OneData has all the capabilities to master data across its entire life cycle, from model and creation to maintenance and deployment.

Key benefits

- Reduce process errors and failures
- Accurate and complete customer information
- Improve forecasting and decisions with reliable customer data
- Increase the accuracy of customer orders and deliveries
- Identify cross/up selling opportunities
- Centrally manage customer preferences and privacy protections

Features

Customer data consolidation

Merge/consolidate any shared data from enterprise customer systems using these features:

- Open data model: Import any data model you have and begin using it—there are no proprietary data structures in OneData. Existing relationships and dependencies are preserved
- Templates: Don't have a business data model? Use our industry-standard customer template and change it to fit your needs
- DQ tools: Consolidate/merge and align customer data with Data Quality (DQ) cleansing and matching. Use webMethods Locate for integrated address verification and geo-coding
- Survivorship rules: Designating trusted sources for data attributes
- Workflows: Easily design workflows to ensure consistency, governance and timeliness with notifications and escalations
- Hierarchy views: See hierarchies of your customers to easily view their relationships. Or discover potential financial risks across business units
- Rules: Create rules to specify criteria for successful matches during data entry and integration
- Import wizard and scheduler: Schedule data to be imported into OneData or use the import wizard as your guide
- Out-of-the-box DQ adapter: Available for Trillium Software Systems
- Real-world business views: Freely connect and interrelate data objects

Used for:

- **Financial services:** risk assessment, compliance and management, financial reporting, counterparties
- **Government:** single view of case or citizen
- **Life sciences:** regulatory requirements, aggregate physician spend (Sunshine Act)
- **Manufacturing and retail:** multiple worldwide vendor management, spend management
- **Energy & utilities:** more billing choices, pricing variances, usage reporting
- **Travel & transportation:** passenger data and identity management
- **Insurance:** claims processing, policyholder services, underwriting

Cloud integration

More and more applications are moving to the cloud. Make sure your cloud applications use consistent master data to stay in sync. You can do this with OneData at any time, even after your initial implementation.

Customer model configuration

Get started quickly with a relational customer model supplied with OneData. Data models can be created in external CASE tools with physical models created in the database directly. OneData synchronizes the internal metadata layer to the physical model.

Data acquisition

Load data from flat files, XML, JDBC®-compliant databases, applications or other file types. Resolve and maintain all existing dependencies during the import data process. Acquire data when you want and manage exceptions using the built-in import wizard, scheduler, exception queue handler and job monitor. Perform data acquisition as an initial load or by incremental updates. OneData delivers high performance with a processing throughput of millions of records per hour.

Data governance

OneData's governance paradigm is a highly configurable, tightly integrated melding of model-based and rules-driven import, merging, data cleansing and matching, address validation, role-based security and stewardship controls. A highly collaborative, rules-driven workflow/approval process enables the creation of multiple routings and layers triggered by type of data change. Notifications and alerts can be externalized through corporate email—and all data changes and user actions are audited.

Hierarchy management

OneData is also a complete graphical hierarchy management solution, supporting many types of hierarchies. It's fully Web-based and easy to use. Built-in features help you create and maintain hierarchies and create multiple hierarchy views. You can even version hierarchies for point-in-time snapshots and to try "what-if" scenarios by making changes.

Try-it-out feature

OneData contains both a work area and a release area. This allows you to make changes in the work area, and then test the effects of those changes before ever making changes to your release area. This shields your production data from changes until they have been proven to produce the desired results.

Data deployment

An Enterprise Service Bus (ESB) distributes your mastered data to other systems via remote database updates, remote procedure calls and FTP transfer options. Use publish/subscribe messaging and distribution methods that include JDBC, XML, SQL and text files. You can schedule the distribution using the built-in scheduler. Or use your own scheduler. Publish in full or just incremental changes.

You also can use Service-Oriented Architecture (SOA) integration options, including generic Web services and APIs. Flexible deployment capabilities distribute the repository contents to subscribing systems so you can quickly align all applications with no programming.

Tools to master data anywhere

There are times and environments where you can't centralize all your data in the MDM hub. With OneData's unique, differentiating remote objects capability, your data is still accessible for OneData mastering activities even if it is external to OneData. So you'll still get that important 360-degree view of your customer, even if some or all of the data is in another system.

Flexible architecture

OneData supports a variety of architectural styles, such as consolidation, centralized, hybrid, co-existence and central deployment hub. This allows you to start using data authored in other systems right away as you move to creating and governing it in the MDM hub.

Easy expansion to other domains

As your needs increase, expand your MDM project into another domain, such as product, location or asset. There are no additional support costs, maintenance or training. OneData was designed from the start to master any data type you need—any domain, any subject area, structured or unstructured. This ensures a smart investment, increases your ROI and makes MDM more effective across all lines of your business.

ABOUT SOFTWARE AG

The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise. Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today. With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories. Learn more at www.SoftwareAG.com.

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