

DATA SHEET

# Pitney Bowes Spectrum™ Business Services

## BUSINESS APPLICATION CONNECTOR FOR SIEBEL®

### IMPROVE DATA QUALITY, MAXIMIZE BENEFITS, AND BOOST ROI



## Highlights

- Supports:
  - > Siebel Enterprise Apps v.7.8
  - > Siebel Enterprise Apps v.8.0
  - > Siebel Industry Apps v.7.8
  - > Siebel Industry Apps v.8.0
- Reduces operational costs and increases ROI from Siebel investment
- Validate for Siebel Business Applications and Siebel Industry Applications Enables automatic or manual merging of duplicate records
- Provides an intelligent Merge option that automatically carries forward previously entered information to the survivor record with merging duplicate records
- 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.

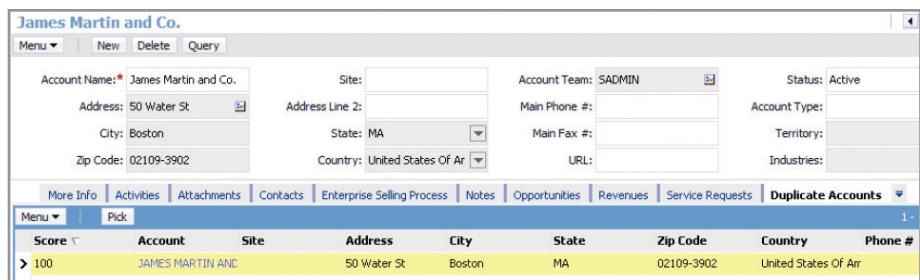
### Fully Siebel-certified

**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 enterprise and, because the same platform is used in batch as part of data cleansing efforts

INTEGRATED WITH  
**ORACLE**  
SIEBEL CUSTOMER  
RELATIONSHIP MANAGEMENT



Score	Account	Site	Address	City	State	Zip Code	Country	Phone #
> 100	JAMES MARTIN A&E		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®

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## PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.



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-breed record. Users can also automatically

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.

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, call us today at 800-327-8627 or visit [www.pbinsight.com](http://www.pbinsight.com).

### The Pitney Bowes Spectrum™ Solutions and Business Services

#### Spectrum Enterprise Data Quality Solution

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalization
- Universal Name

#### Spectrum Enterprise Location Intelligence Solution

- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

#### Spectrum Enterprise Data Integration Solution

- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Dataflow

#### Spectrum Enterprise Data Governance Solution

- Profiler Plus
- Monitor Plus

#### Spectrum Business Services

- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
  - > Sales & Use
  - > Payroll
  - > Personal Property
  - > Insurance Premium Tax
- Business Application Connectors
  - > Data Quality Connector for:
    - MySAP CRM v.5.0, v.6.0
    - MySAP ERP v.5.0, v.6.0
    - Siebel Enterprise Apps v.7.8, v.8.0
    - Siebel Industry Apps v.7.8, v.8.0

#### Spectrum OnDemand