Datanomic Integrates dn:Director Data Quality Management Application with Oracle Siebel Customer Relationship Management

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Datanomic Siebel Connector Enables Customers to Directly Address Data Quality Issues in Their CRM Systems Through Seamless Integration

Fit for purpose data specialists, Datanomic Ltd, today announced the integration of its award-winning data quality management application, dn:Director, with Oracle Siebel Customer Relationship Management (CRM). The integration, which was completed as part of the Oracle Integration Initiative, enables Oracle Siebel customers to directly address data quality issues in their CRM systems through seamless integration with one of the industry's market leading enterprise data management solutions.

Datanomic's holistic approach to compliance and data management enables organisations to achieve a rapid return on investment by exposing and correcting deficiencies in information. Integrating dn:Director with Oracle's Siebel Customer Relationship Management using the Datanomic Siebel Connector, provides customers with a flexible and fully configurable means of addressing critical data quality issues, such as duplicate identification, contact information and postcode cleansing.

"The majority of performance problems associated with CRM systems are not the result of missing or flawed system functionality, but are in fact due to errors in the data powering the system—duplicate records, missing data, data formatting errors, and names entered in multiple forms, and so on," said Dr Jonathan Pell, CEO of Datanomic Ltd. "Many CRM systems are geared toward fast data capture rather than complete and accurate data capture. This leads to problems when the data is used for relationship management, new marketing promotions, business intelligence, and other business processes. By integrating with Oracle's Siebel CRM, we are empowering customers to identify and correct deficiencies in their data to improve the overall value of their data assets."

The Oracle Application Integration Initiative gives customers confidence that integrations between Oracle Applications and complementary ISV solutions have been validated and the products work together as designed. This helps reduce risk to customers, improve system implementation cycles, and ensure smoother upgrades and simpler maintenance - all of which help contribute to a lower cost of ownership. The initiative is only available to qualifying partners in the Oracle PartnerNetwork, and applies a rigorous technical process to validate the integrations of third-party software to Oracle Applications products. The validation affirms that the demonstrated integration is functionally and technically sound, operates as designed, performs as required, is well documented, and can provide additional value to end customers.

Described by industry analysts as "arguably the most flexible data quality product", Datanomic's dn:Director provides a single, unified platform that enables both business and IT personnel, such as data stewards, business analysts and owners of data, to identify and rectify compromised data which can place operations at risk. As a single product that encompasses profiling, analysis and transformation, dn:Director enables better understanding, improvement, protection and control of data quality for all types of structured and non-structured, real-time and non-real time information.

About Datanomic

Datanomic's holistic approach to delivering fit-for-purpose data and screening accuracy enables its growing list of blue chip clients around the world to achieve a rapid Return on Investment, by exposing and correcting deficiencies in information their businesses rely upon, and by discovering potential regulatory and legislative compliance data issues in line with proactive risk management. Our clients come from a wide spectrum of industries including financial services, telecommunications, government, healthcare, utilities, professional services and engineering.

About Oracle

Oracle (NASDAQ: ORCL) is the world's largest business software company. For more information about Oracle, please visit our Web site at http://www.oracle.com.

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