



Customer Data Hub

Product Information

A 360° customer view allows improved level of process quality with reliable, consolidated customer master data across all areas, applications and databases (Figure 1)

A lean, cost optimized solution for fast implementation with a focused approach and standardized methods

Increased turnover from improved cross-selling and up-selling, optimized customer loyalty and targeted customer approach

Improved employee productivity

Compliance with national and international guidelines: compliance, “Know Your Customer”, reporting, identity resolution (Figure 2)

A reliable data quality concept with support for operational data governance

Rapid return on investment

Features

- consolidates customer master data from a wide range of disparate data sources (Figure 3)
- incorporates Anchor’s address quality tools to ensure that all the address data is clean, structured and up-to-date.
- optimized data is consolidated to a “golden record” (i.e. best-of-breed record).
- web-based data stewardship interfaces define and administer appropriate sets of rules, guidelines, work-flows and processes
- cloud based MDM solution eliminates exhaustive programming, adaptation, and time-consuming software maintenance
- continued maintenance prevents the formation of data silos
- high scalability

Figure 1

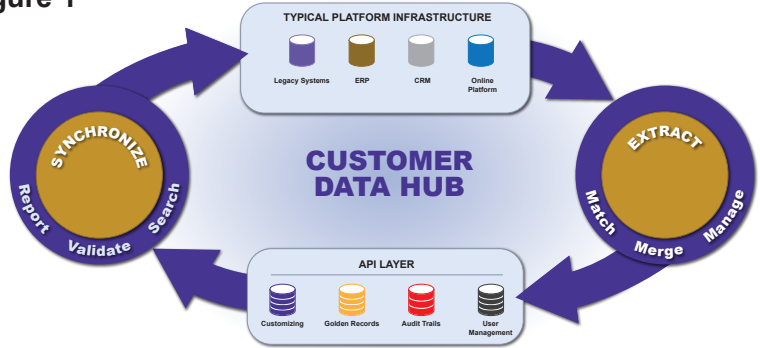


Figure 2

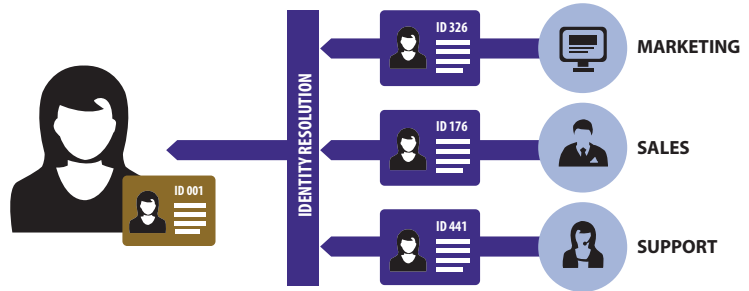
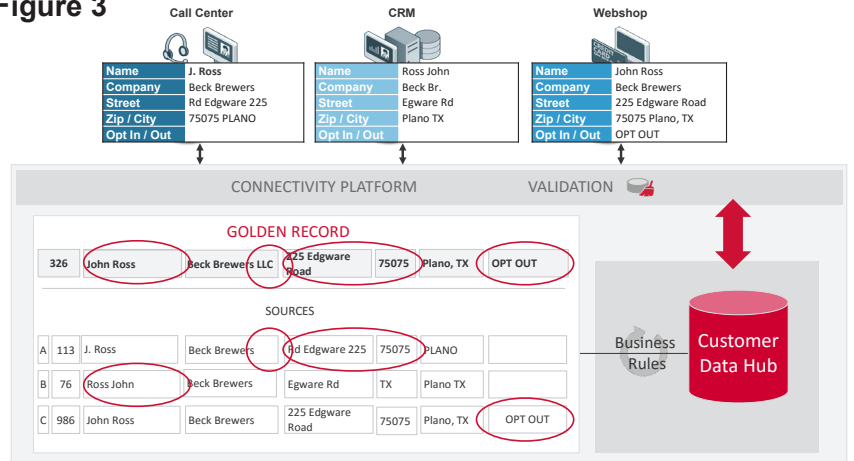


Figure 3



ANCHOR
COMPUTER SOFTWARE

Rockville, MD • Phone 800-237-1921 • Fax 240-631-2104

Plano, TX • Phone 972-881-2424 • Fax 972-881-2324

Email: sales@anchorcomputersoftware.com • P1011

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