



Consistent, up-to-date customer information allows precisely targeted customer communications

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

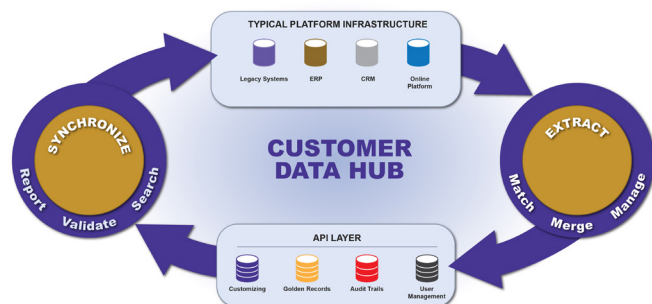
A lean, cost optimized solution for fast implementation with a focused approach and standardized methods

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

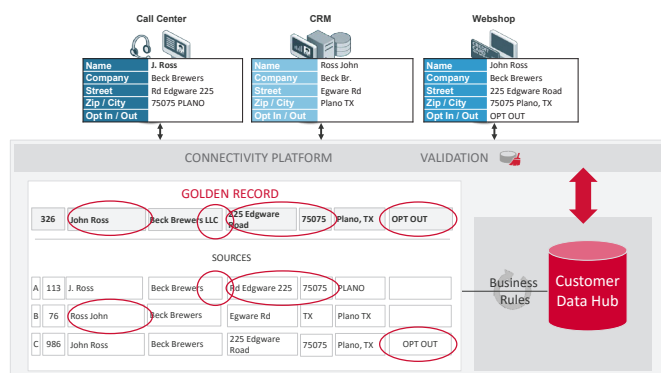
Compliance with national and international guidelines: compliance, "Know Your Customer", reporting, identity resolution

A reliable data quality concept with support for operational data governance

Rapid return on investment



Consolidates customer master data across all



Synchronizes data from multiple sources to create a complete 360° view of the customer

Features

- consolidates customer master data from a wide range of disparate data sources
- 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



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