

Transformational Customer Data Integration Solution

Globally, large organizations like wealth management companies and retail banks usually have access to large amounts of customer data, but a lot of it is locked in silos of systems throughout the enterprise. Customer data is fragmented across multiple lines of business and applications and cannot be linked at customer level, resulting in redundant information. This in turn leads to several reporting and data inconsistency problems. The need is to develop a single view of the customer's personal information across product lines, regions and accounts.

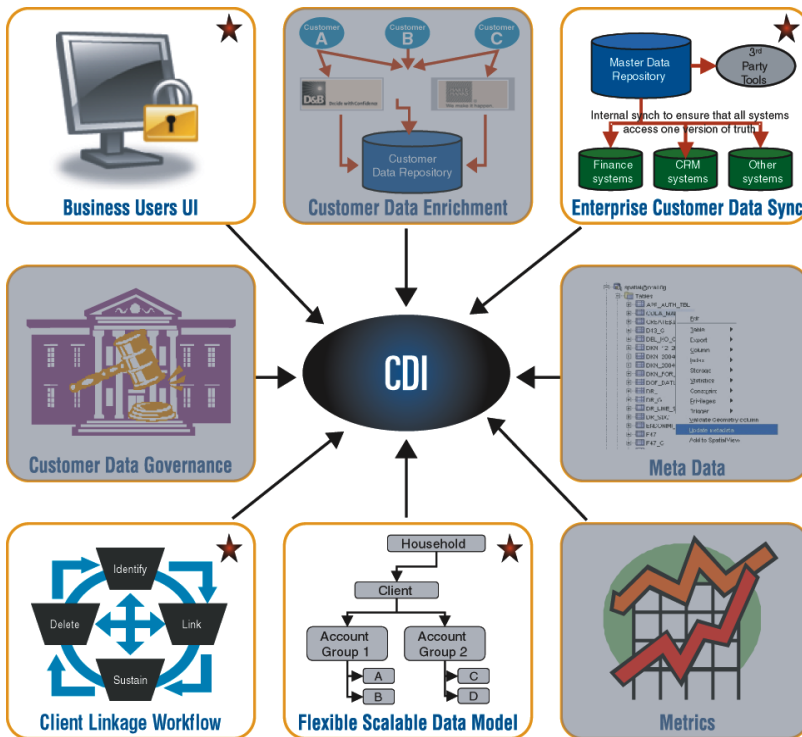
The Infosys' Oracle Customer Data Integration solution has been designed to address this situation. It addresses key challenges with leading vanilla CDI tools like Oracle Siebel UCM. The solution provides a verticalized customer object model to help wealth management companies have a complete 360 degree view of each customer. One of the key benefits is that it can significantly reduce time to market for a specialized CDI solution.

This unique solution uses CDI best practices, Oracle's industry-leading Siebel UCM product suite, mature methodologies, Infosys' rich domain expertise and experience across similar projects, enabling you to derive comprehensive enterprise-wide customer information, hence improving service and revenue prospects for your organisation.

Infosys Master Data Management/CDI Solutions are delivered by a dedicated pool of CDI-focused consultants, solution specialists, domain experts, and architects, drawing on the 1400+ Infosys CRM practice, and working with the Infosys Banking and Capital Markets business unit.

Solution Value Proposition

The Infosys' Oracle CDI solution is a verticalized solution offering. It provides the technology backbone to address the single integrated view problem and is customized for specific business scenarios.



★ Currently Available

The comprehensive Infosys CDI solution addresses the following key challenges with leading vanilla CDI tools

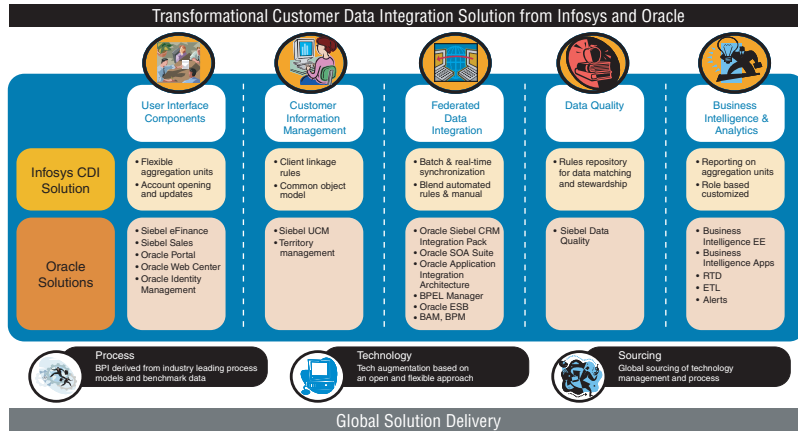
- Limited verticalization and support for domain-specific entities
- No convenient UI for business users
- Limited support for complex householding relationships

Key solution components

- **Flexible Data Model** extended to support the wealth management and banking domain
- **Web portal-based UI** for business users enabling faster data validation and improved data quality
- **Client-Account Hierarchy & Linkage Workflows** are extended to establish business rules for automated linkage of accounts to clients.
- **Synchronization of front office applications with the Client Data Hub** is enabled.

Additional components like CDI Metrics Reports, Data Governance tools, and Meta data management tools are under development

Solution Map



Infosys Oracle Joint value proposition:

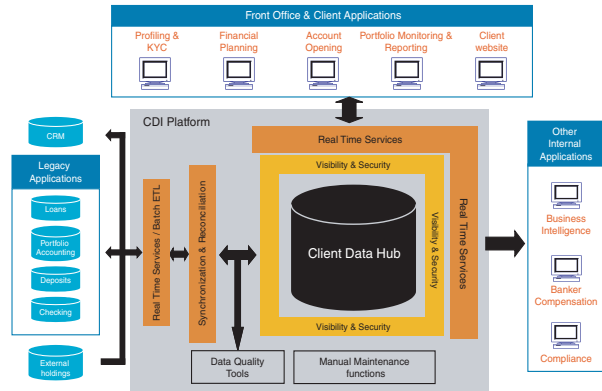
- Infosys is a Global SI Partner of Oracle recognized at the Worldwide Certified Advantage Partner level
- Significant percentage of Infosys projects involve Oracle platform, and executive sponsors of relationship are board members of the two companies
- For the CDI Solution, Infosys brings together its rich domain expertise and CDI methodologies with Oracle's industry-leading Siebel UCM product suite.

Key Engagements

A large financial services company based out of North America wanted to provide an aggregated summary report for all its private banking customers, with portfolio, transactions and performance details. This required the integration of enterprise-wide customer data from multiple business lines. Infosys created an aggregated client data and reporting platform, with closed-loop data quality, a central client profile repository, and unified client reporting. As a result, Relationship Managers, Product Managers and Top Management have a unified view of the Private Bank's clients. The platform has provided a foundation for implementation of a strategic Business Intelligence initiative with the Bank

A large utilities major in Europe was undergoing large scale organization and business change, requiring the integration of business processes with complete customer data visibility across multiple businesses to facilitate revenue generation through cross-sell & up sell. They also needed to address the problem of customer churn by providing world class customer service. Infosys enabled a strategic road map definition, and architected an integrated CDI and CRM solution spanning business functions. Using Oracle's Siebel UCM, Siebel CRM, and Siebel Analytics, Infosys program managed the Greenfield implementation and enabled the client to provide a one-stop shop for end-to-end customer service.

Architectural Overview



Infosys Allied Services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition

Customer Operations

Focused on delivering end-to-end customer operations processes and system implementations on leading CRM packages, and transformational CDI solutions to achieve greater business agility.

Banking & Capital Markets

Bringing to bear deep experience in visioning, architecting and delivering business and technology solutions, helping financial services organizations increase operational efficiency, enable more effective customer management and lower operational risk profile.

Independent Validation

Gives your applications the third degree treatment and tests their robustness and ability to survive your business growth. A "must have" service if you are serious about long term leverage of your application assets.

Global Presence

North America

Atlanta, Bellevue, Bridgewater, Charlotte, Detroit, Fremont, Houston, Lake Forest, Lisle, New York, Phoenix, Plano, Quincy, Reston, Toronto

Europe

Brussels, Copenhagen, Frankfurt, Geneva, Helsinki, London, Milano, Oslo, Paris, Stockholm, Stuttgart, Utrecht, Zurich

Asia Pacific

Beijing, Hong Kong, Mauritius, Melbourne, Shanghai, Sharjah, Sydney, Tokyo

India

Bangalore, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Mangalore, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

For more information, contact crm@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered.

Infosys®

POWERED BY INTELLECT
DRIVEN BY VALUES