



Data quality from Uniserv now also available for Siebel

High quality also for customer data in Oracle Siebel CRM: With DQ Connector Real-Time Siebel CRM, Uniserv integrates postal validation and duplicate search in Oracle Siebel CRM – available from the middle of March 2010

[Uniserv GmbH for Data Quality Solutions](#) from Pforzheim is making the functions of postal validation and duplicate search available to users of Oracle Siebel CRM from version 8.0 by means of the DQ Connector Real-Time. As a result, the data quality solutions [post](#) and [mailRetrieval](#) can be seamlessly integrated in the Oracle Siebel Customer Relationship Management (CRM) system for Siebel Enterprise Applications and Siebel Industry Applications. An error-tolerant postal validation and a duplicate search can therefore be activated for the entry of new contacts and for changing address information in existing customer data. In this way, up-to-date, correct, consistent and complete customer-related information can be provided for all the users of a CRM system, thereby enabling the successful and efficient management of all the work, sales and marketing processes controlled by this. No manual programming by the customer is required to activate the DQ Connector in the Oracle Siebel CRM environment: The plug-ins are integrated via automated processes using standard resources available in Siebel.

"With the [DQ Connector Real-Time Siebel CRM](#), we are now also supporting those companies which use Siebel CRM for efficient management of their customer data and wish to ensure the success of their customer management solution mainly through a consistently high quality of the stored customer information. After the introduction of comfortable Plug&Play integration in Microsoft Dynamics CRM in November 2009, the DQ Connector Real-Time Siebel CRM is a further decisive step in making the Uniserv Data Quality Services available for the leading CRM systems", says Uniserv CEO Roland Pfeiffer, commenting on the new offer. ■

Additional Information