

Sanmargar CKK

Central Customer File System

Product information and functionality

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Functionality

Sanmargar CKK [Central Customer File System] is a solution developed by the Sanmargar Team in order to support management of the basic data concerning customers and suppliers. Sanmargar CKK integrates data of the customers coming from various sales/transaction systems, at the same time constituting a source of data for analytical and control purposes, and also for other sector systems.

Principal aspects of functionality of the solution

The solution is dedicated to organisations with various sales channels, different business lines, scattered information concerning the business partners, and therefore, companies having many different transaction systems and databases concerning the customers (for example sales, complaint, reservation systems etc.). It is very useful for capital groups where the companies have their own systems with separate databases of the business partners.

Implementation of the Central Customer File System enables creation of a joint, consolidated base of standardised customer data, which in turn allows conducting coherent marketing communication, sales actions, management of customer relations and inter-system communication.

Because of cleaning, standardisation and de-duplication of the data, the solution enables identification of customer duplicates in single, source customer databases and at the level of the central register of business partners.

Technological aspects

The solution integrates Sanmargar's own components including:

- Sanmargar DQS in the area of data standardisation and cleaning;
- Web CKK in the area of presentation of data stored in CKK;
- Metastudio DRM in the area of CKK metadata management.

Implementation of Sanmargar CKK uses the tool components based on open source code:

- Relational database PostgreSQL;
- Tomcat application server;
- Mule ESB.

The entire solution was designed in order to ensure independence from the system platform. It is possible to launch the Central Customer File System in open Linux environment (SLES, Ubuntu etc.) and using commercial solutions such as Windows Server or Unix.

Key characteristics

- Integration of customer data from various systems in the central repository;
- Standardisation, cleaning and de-duplication of customer data;
- Presentation and granting access to standardised and de-duplicated customer sheets.

Benefits and uses

Key benefits

One of the most significant benefits related to implementation of Sanmargar CKK is the possibility of gathering scattered data concerning the business partners in one central register. The gathered data concerning the business partners is subject to standardisation and automatic cleaning, and then de-duplicated. The final process consists of creation of the so called 'golden record' which combine verified and standardised data about the business partners coming from various source systems.

Designated Golden Record offer the opportunity of consolidating information about transactions, balances and turnovers of the customers and suppliers, which is related to the following benefits:

- using combined data to conduct in-depth sales analyses and conducting cross-selling activities;
- better profiles of the customers using all available sales data;
- more effective marketing communication, avoiding duplicated correspondence being a result of duplicated customer records;
- improved management of the customer liabilities, for example through determining credit limits at the level of the representative sheet, effective blocking of deliveries if the payment deadlines are not met;
- improved negotiation position with respect to the suppliers, using complete, not scattered information about the purchase levels.

Reference applications

Sanmargar CKK is recommended for the following enterprises:

- using various transaction systems for different business lines;
- with scattered structure of regional/branch systems;
- wishing to create a central repository of customer data connected with all sector systems.

Summary of benefits and applications

- A central repository with ordered customer data as the source of information about the customers for analytical, sales and control purposes, as well as for other sector systems;

- Increased sales due to cross-selling;
- Better profiling of the customers because of information coming from various transaction systems;
- Possibility of conducting properly addressed marketing communication;
- Effective management of receivables from the customers.

Sanmargar Team

The Sanmargar Team is a company specialised in Business Intelligence & Data Integration solutions. Our solutions support management of customers, sales and finances in corporations from the financial, energy, excavation and general services sectors. The Sanmargar Team also delivers solutions designated for master data management - Metastudio DRM, deduplication and cleaning of address data - Sanmargar DQS (Data Quality Studio), solutions supporting centralisation of customer data management - Sanmargar CKK and various products supporting data processing.

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