

# CIVICA

## Master Data Management

The richest customer view every time,  
**everywhere and on any device**

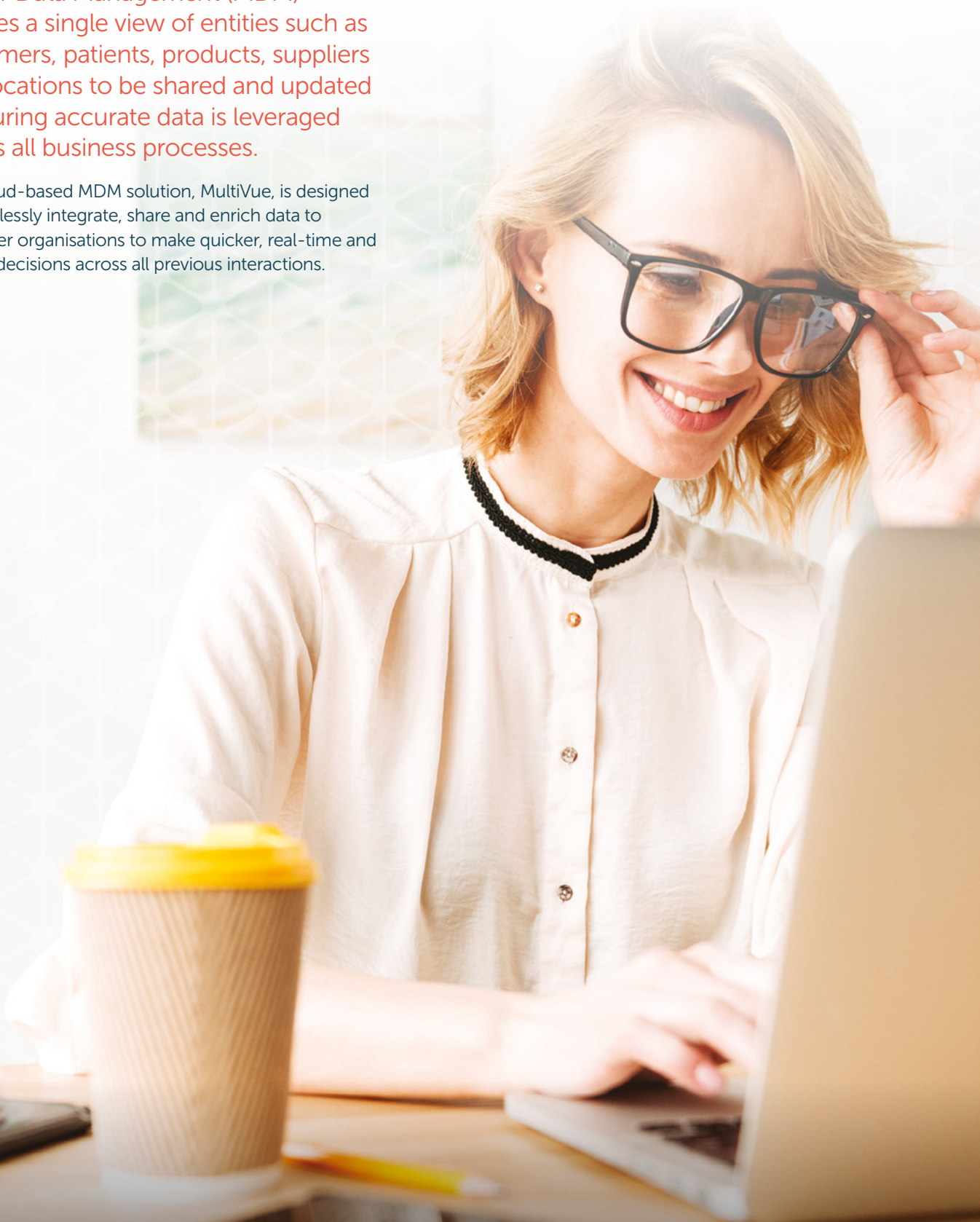


Empowering a **complete, accurate**  
& **shareable** customer view

# Are you being held hostage by your data?

Master Data Management (MDM) enables a single view of entities such as customers, patients, products, suppliers and locations to be shared and updated - ensuring accurate data is leveraged across all business processes.

Our cloud-based MDM solution, MultiVue, is designed to seamlessly integrate, share and enrich data to empower organisations to make quicker, real-time and trusted decisions across all previous interactions.



## The opportunities to create better outcomes from MDM are only limited by the ability of IT and business functions to work together to identify use cases and areas of business process improvement.

Whether you are looking to improve customer experience, re-design service delivery, support regulatory reporting, identify fraud and error, streamline sales effectiveness or deliver more targeted marketing, it is essential to ensure these processes are underpinned by accurate, complete and available data.

We specialise in translating our MDM technology to specific industry use cases to ensure that you achieve exceptional time to value from your investment and build momentum for data improvement as you scale towards an organisational-wide uptake.

MDM implementations are a journey and Civica's MultiVue platform for customer context, in conjunction with our highly experienced professional services team, offer you all of the functionality, flexibility and expert insight required to help you turn data volume into data value. In short, you'll ensure your staff and systems will never again be held hostage by missing, incomplete and inaccurate data at the point of customer engagement.

### What's the business impact of disparate data?

**85%**

believe missing, incomplete or inaccurate data is negatively impacting customer experience



**10%**

disagreed that a single customer view is fundamental to driving top line growth



**84%**

believe data is critical to effective business processes



**73%**

feel they have missed out on cross-sell upsell opportunities in the last 12 months



Civica Research, 2016

# What's different about our approach to MDM?

We have built our solution with the needs of our customers in mind to understand the importance of enabling business users, ensuring Total Cost of Ownership is favourable and creating exceptional time to value for MDM programs.

## Customer Independence



A solution you can own and scale across the organisation with confidence.

- ▶ Single installer ensuring you can stand the system up and start ingesting data in 16 mins.
- ▶ Services light approach to product design with accelerator methodologies allowing you to move toward full independence.
- ▶ Easy-to-configure matching rules and system health monitoring through our management console.

## Attractive Investment Model



Ensure that the Total Cost of Ownership of MDM is favourable.

- ▶ Achieve high levels of performance in the range of many thousand records per second without the costly hardware footprint.
- ▶ Implementation service calculators to keep costs predictable at the start of every engagement.
- ▶ Best-in-class matching accuracy and stewardship support places a lower burden on resources.
- ▶ Flexible pricing and licensing options to suit your business objectives.

## Embedded MDM

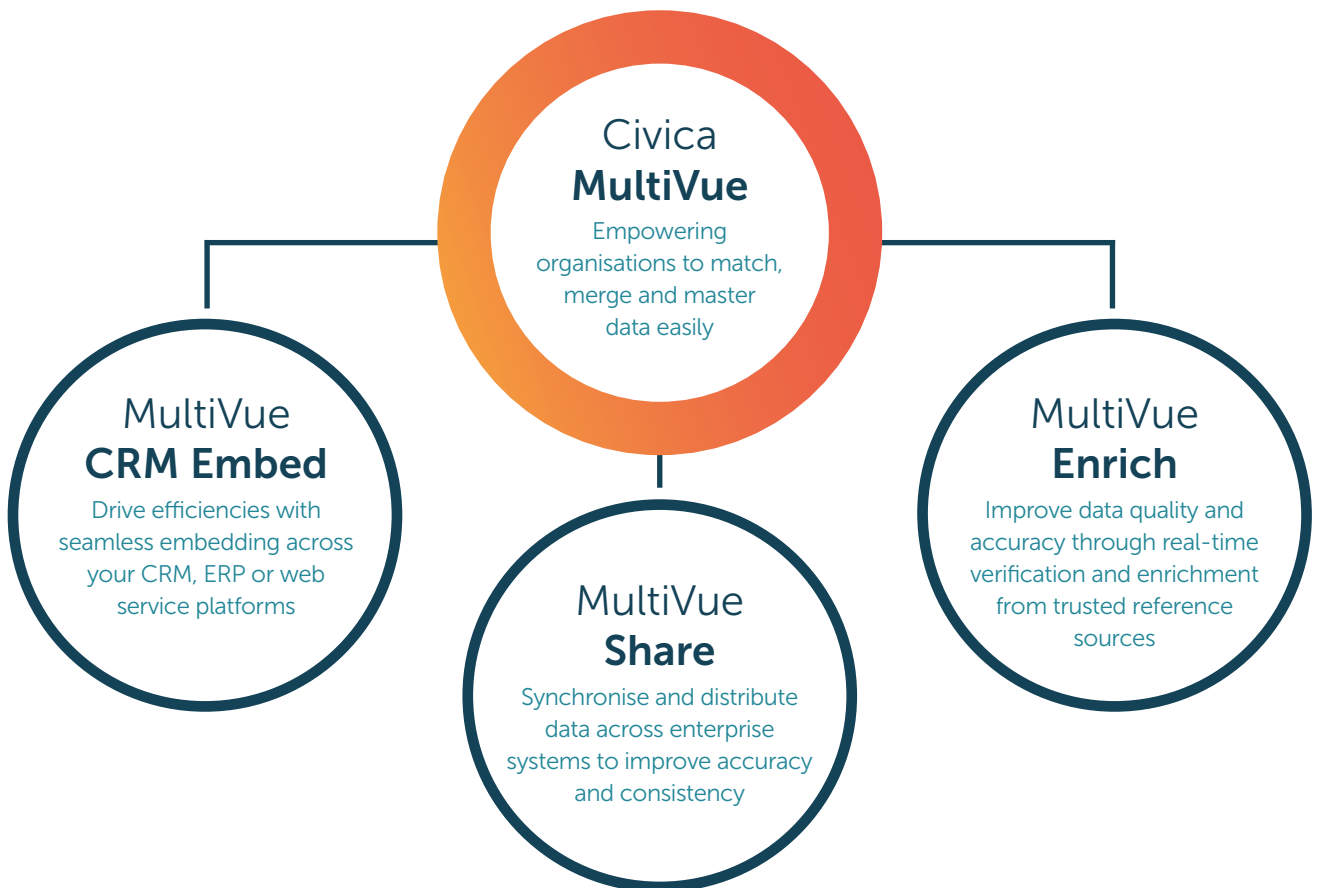


Allow business users to leverage all of the benefits of MDM directly through CRM.

- ▶ Avoid duplicate records in CRM with enhanced fuzzy matching.
- ▶ Find customers at the point of engagement with enterprise search.
- ▶ Create a smooth customer on-boarding process leveraging active registration.
- ▶ Ensure customer records are augmented and enriched to improve decision making.

# Empowering a complete, accurate & shareable customer view

Our cloud-based MDM platform, MultiVue, empowers you to consistently manage, improve and enrich data as it flows across the organisation, ensuring the richest view of the customer and all associated entities is available everywhere, every time and on any device.



## A fully integrated MDM platform

Available through a single installer containing all component modules that can be activated as and when they are required, Civica MultiVue automatically realigns the underlying matching engine and workflows to provide you the best configuration as you enable different modules.

This provides a seamless user experience, dramatically speeds up deployment times and allows the platform to address a range of implementation styles and usage scenarios.

## Use cases to empower a single & enriched customer view

Digital transformation

Targeted marketing

Customer retention

Customer services

Fraud & error

Regulatory reporting

Mergers & acquisitions

# MultiVue

Empower organisations to match, merge and master data easily.

As the core MDM engine, MultiVue enables organisations to become a data-driven business by creating a complete view of the customer and other associated entities across previously siloed and disparate data sources.

We believe in delivering time to value for our clients through a unique combination of high performance on low-cost hardware, predictable implementation effort, flexible matching rules, and features focused on enabling business users.

Highly flexible, MultiVue can be arranged in deployment configurations that meet a variety of demands, from single node standalone instances for ad-hoc matching to high-volume real-time matching environments.

## Key features

- ▶ Superior performance coupled with best-of-breed matching accuracy
- ▶ Ability to customise reports for specific use-cases
- ▶ Real-time integration for real-time decisions
- ▶ Fully responsive HTML 5 user interface
- ▶ Full audit trail of actions held in the system
- ▶ Ability to control the whole matching process through a simple scripted interface.

# MultiVue CRM Embed

## Drive efficiencies with seamless embedding across your CRM, ERP or web service platforms

The nature of customer interactions are changing and becoming more complex. The potential touchpoints they could have with your organisation can span countless departments, customer facing staff and back-end systems.

To drive competitive advantage through customer experience, CRM must be connected with the rest of the organisation. MultiVue CRM Embed enables you to leverage the benefits of MDM with seamless CRM integration to ensure it can be used as a portal into all line of business systems in the support of customer-centric operations.

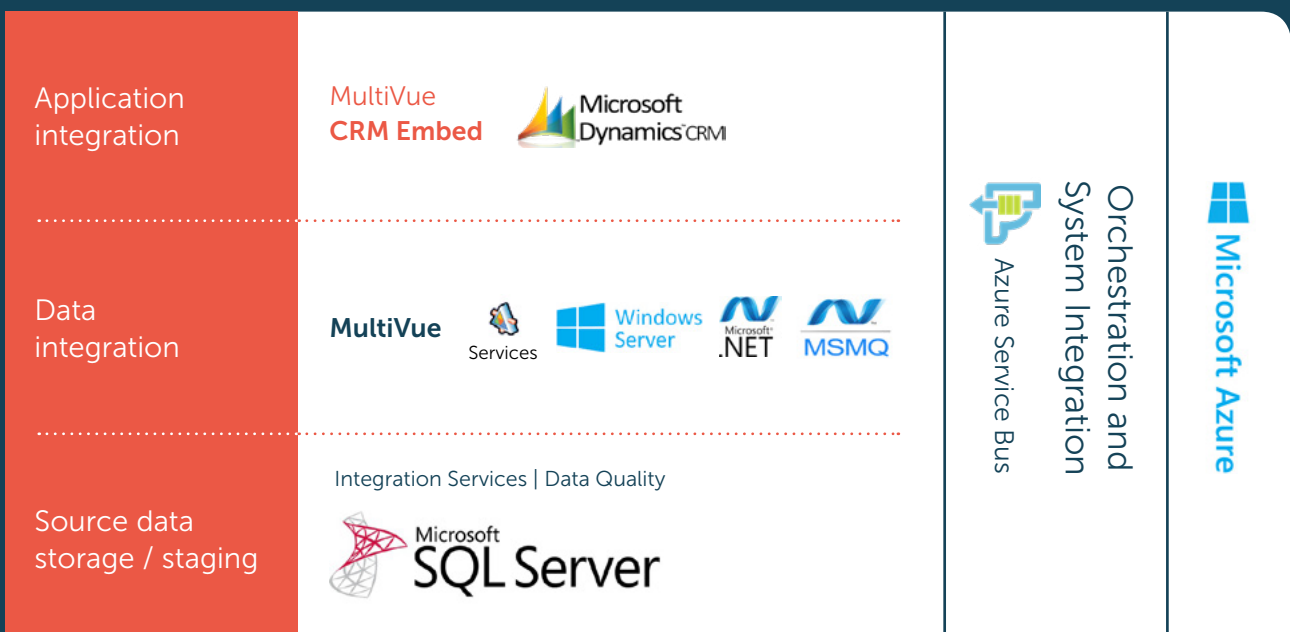
MultiVue CRM Embed integrates directly into the Microsoft Dynamics CRM front-end in a way that other MDM products simply can't. By leveraging the module you will be able to ensure that you can enable staff with a single and complete view of the customer to make the right decisions at the point of client engagement.

With seamless CRM integration, MultiVue CRM Embed enables your organisation to manage customer relationships more efficiently and with increased intelligence.

### Key features

- ▶ Active registration
- ▶ Cloud-enabled solution
- ▶ Enterprise search functionality
- ▶ Enhanced fuzzy matching capability for CRM
- ▶ Seamless integration with Microsoft Dynamics CRM.

### Our fit within the Microsoft stack



# MultiVue Share

Synchronise and distribute data to improve accuracy and consistency.

MultiVue Share helps organisations improve sharing and synchronisation of data to enhance decision making and distribute the most consistent, accurate data possible. The implementation of MultiVue Share alongside MultiVue provides the most trusted data throughout the enterprise, allowing data stewards to have fine-grained control over updates to their application down to an attribute level.

MultiVue Share provides a gate keeper role for administrators to verify data updates prior to accepting these into their system. Configurable to deliver data updates to systems in the way that's required with different delivery models to meet source system requirements. MultiVue Share is capable of automating updates or supporting manual verification for data stewards.

## Key features

- ▶ Downstream notification of data updates to all connected source systems
- ▶ Configurability to support updates in different delivery models to suit source system requirements
- ▶ Granular control enabling specific data attributes to be accepted or rejected
- ▶ The option to manually verify or automate changes to data based on trust levels associated with source systems
- ▶ Intuitive user interface to take the complexity out of data stewardship tasks.





# MultiVue Enrich

Improve data quality and accuracy through real-time verification and enrichment from trusted reference sources.

Data volumes flowing into your organisation are growing exponentially. Entering through a variety of channels and departments, data records expand further by executing assorted business processes.

Inevitably, inconsistencies emerge. Customer data may be incomplete or inaccurate. MultiVue Enrich safeguards the core MultiVue engine against poor data by ensuring that all records are verified and standardized against market-leading external reference data sources. With MultiVue Enrich, you can trust the accuracy of your data and distribute views of the customer across the organisation with confidence.

Despite augmenting customer records, it's not uncommon to find there's still not enough insight to make targeting and segmentation decisions. MultiVue Enrich allows organisations to append additional information to records, leveraging a broad range of data enrichment sets to fill in the gaps and help you make intelligent decisions every time.

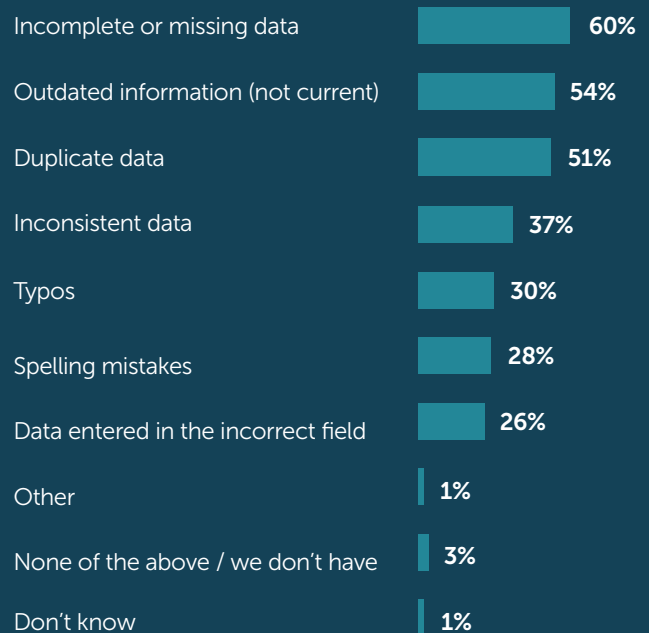
## Key features

- ▶ Business Data (company names, addresses, location relationships, SIC codes, SME indicators)
- ▶ Access to a broad range of sociodemographic enrichment data for record enrichment
- ▶ Ability to append additional data to records (e.g. Grid References, UPRNs, etc.)

## Reasons for maintaining high quality contact records



## Most common data errors within businesses in 2015



Civica Research, 2016

# Why partner with Civica for Master Data Management?



You won't need to compromise on performance or accuracy

MultiVue is engineered to execute the load match and merge process at pace you need to make business decisions, while standing apart when compared to competitive solutions in reduced rates of false positives and negatives.



We will help you keep implementation service costs predictable

We deliver a services light model designed to support knowledge transfer so that internal staff can reach self-sufficiency. Our service calculators also allow us to enable customers to budget for services costs upfront.



You will be able to prove the technical fit and the business value

The ease of installation and configuration of MultiVue, coupled with our experienced technical team, means we can stand up proof-of-concept activities that demonstrate the technical fit and business value in a matter of days rather than weeks or months.



Distribute the richest view of the customer every time

We have built-in processes to validate customer records against 3rd party reference data sources while providing you with access to the broadest range of enrichment data in the market and on a global scale.



We are here to support you all the way

The best thing about working with Civica is our people. You will have access to highly experienced technical resources and dedicated project management to ensure your project runs on schedule and on budget. With 24/7 support and our Support Plus offering, we can remotely monitor and offer proactive support where issues arise and before they become business-critical.



We'll have you up and running in no time

We recognise that time-to-value is important to everyone and have seen instances of corporate-wide MDM programs moving from the project inception stages to initial roll out in 3 months.

# Delivering better outcomes

We help customers leverage the value of data held across their organisation to improve use in customer-facing business processes and empower informed strategic decision making.

Here's just a few of the business outcomes we have helped our customers achieve.

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## 95%

customer enquiry resolution at the first point of contact reducing the cost of failure demand

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## 40%

reduction in call handling times for customer services staff, creating efficiencies through time

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## £12m

cost savings achieved

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## £1.9m

incremental revenue uplift in first year as a result of improving sales efficiency

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## 5 days

reduction in administration and assessment times of vulnerable adults & children

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## 1.2m

records augmented with customer contact preference information that was previously missing

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To find out more and book a demonstration please call: **+44 (0)141 285 7150** or email: **multivue@civica.co.uk**

Empower a complete, accurate & shareable customer view with Civica MultiVue



Cert No. 663  
ISO 9001  
ISO 14001  
OHSAS 18001



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