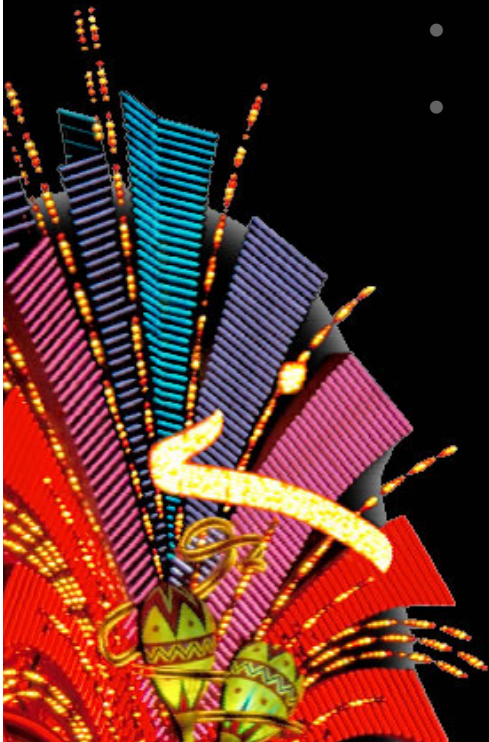


What's New and Cool for CDQ Platform 5.5

- Navin Sharma
- Dean Wiltshire



MapWorld⁰⁸
LIVE IN LAS VEGAS

G1customer conference **08**
LIVE IN LAS VEGAS

Agenda

- About this presentation
 - *New capabilities of Customer Data Quality Platform version 5.5*
- Customer Data Quality Platform – What is it?
 - Level setting
- CDQ Platform 5.5 Themes
 - Benefits + high level details with demonstrations
- Release details
- Comments and Questions



CDQP: Framework, Modules & Solutions

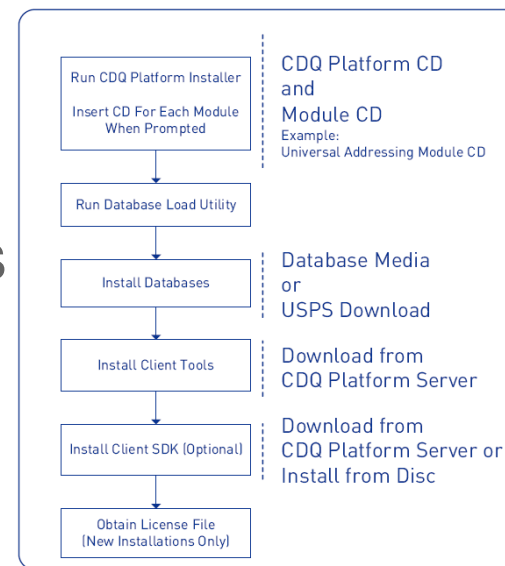
- Framework
 - Server
 - Windows – 2000, XP, 2003
 - Solaris – 8, 9, 10
 - HP-UX – 11.11, 11.23 (PA-RISC), 11.23i (Itanium)
 - AIX – 5.2, 5.3
 - Red Hat Linux – 3, 4
 - Suse – 8, 9
 - Client Tools (Windows Thick Client)
 - Enterprise Designer
 - Batch Flow Inspection
 - Management Console
 - Client APIs
 - C, C++, COM, Dot Net, Java, XML – 32 bit (Windows & Unix)
 - C, C++, COM, Dot Net, Java, XML – 64 bit (Windows & Unix) - **NEW**
 - Web Services
 - Installer
- Modules (\$\$\$)
 - Universal Addressing Module
 - Address Now Module
 - Universal Name Module
 - Data Normalization Module
 - Advanced Matching Module
 - Enterprise Geocoding Module
 - Enterprise Tax Module
 - Location Intelligence Module [**NEW**]
- Solutions (\$\$\$\$)
 - CDQ Platform for Siebel Enterprise Apps
 - CDQ Platform for Siebel Industry Apps
 - CDQ Platform for mySAP CRM
 - CDQ Platform for mySAP ERP (ECC)
 - Global Sentry



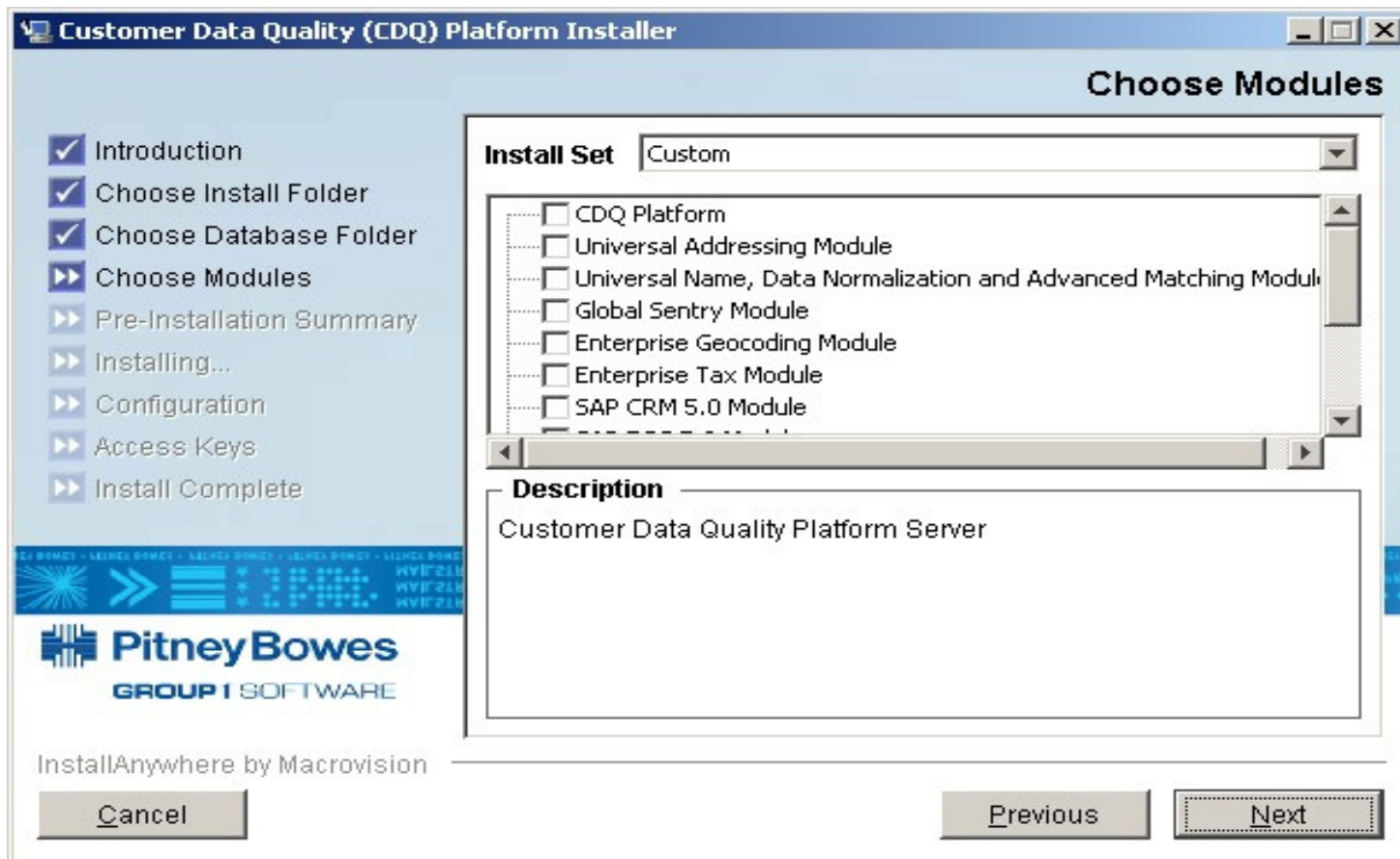


Theme: Enhance platform support

- Extension of heterogeneous development and deployment platform support including:
 - Latest programming and performance trends with support for 64-bit APIs (esp. C/C++ APIs for Windows, Unix & Linux)
- New Installer
 - Single DVD
 - Load modules before License Keys
 - Touch and feel modules before buying
 - Address Now Module (ANM)
 - Silent install
 - Smaller footprint for APIs
 - Details found in “CDQ Platform 5.5 Installation Guide”

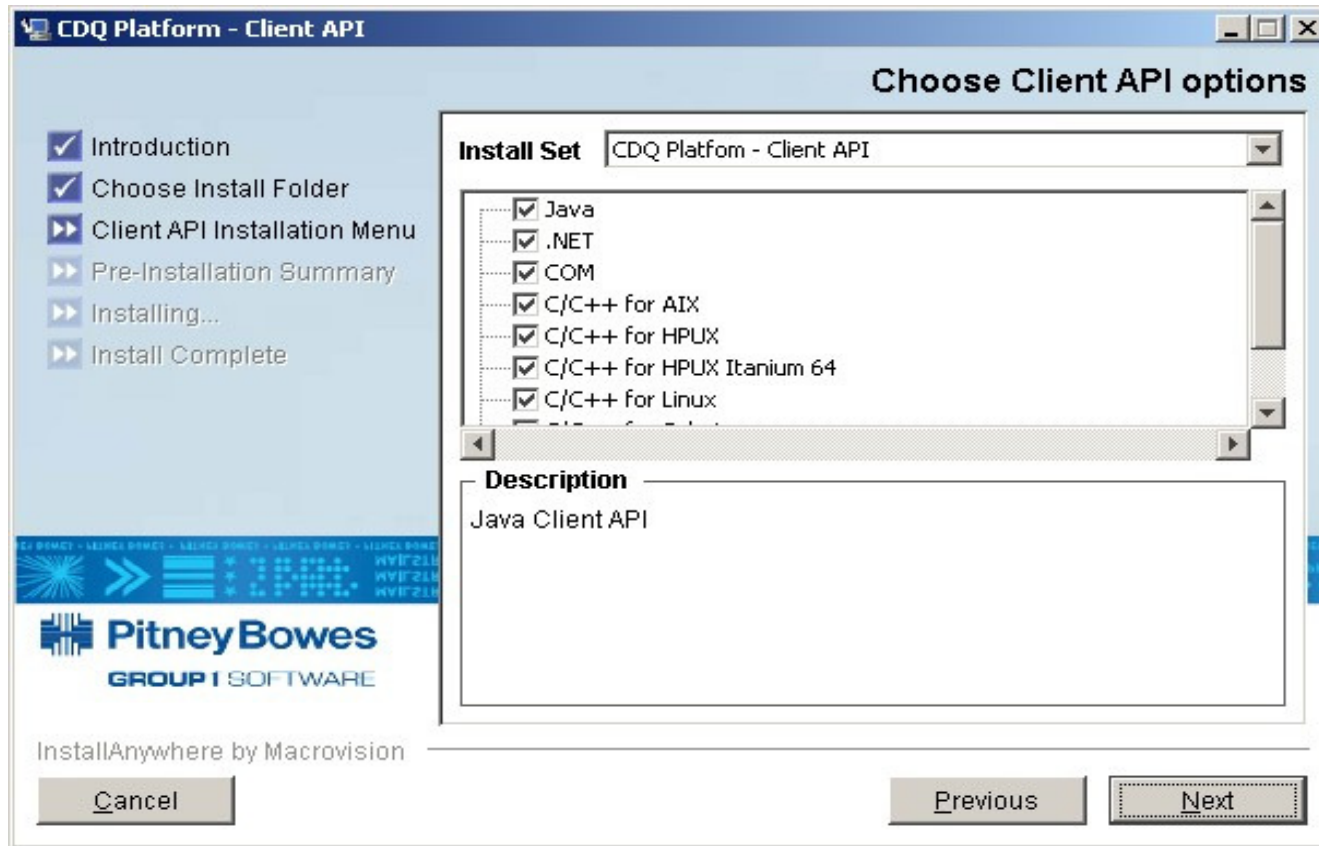


Theme: Enhance platform support



*NOTE: All products selected will be installed. Access keys are still required. Can be entered at the end of the install process or through the access key utility after the install. Only licensed components will work.

Theme: Enhance platform support



*NOTE: API Selection was in response to customer requests to reduce footprint of the Client API on a customer's box.

Theme: Enhance Data Steward experience

Matching is a complex, iterative process and is unique for each organization. “False positives and false negatives” are a worry to Data Stewards. Especially in cases where high match precision is of utmost importance to the business.

- **Advanced Matching Module** provides new Match Analysis:
 - Providing insight into the matching process with summary and detail level information
 - Answers not only “what matched, but why.”
 - Processes a large sampling of data against varying set of business rules
 - Provides comparative views
 - Slice and dice by different views with drill down for details
 - Better insight into the matching process
 - Assisting in intelligent decisions about best matching rules for their unique data
- **Best of Breed**
 - New Consolidation Rules
 - Most Common, Longest, is Empty, is not Empty
- Demo using “Household Relationships Analysis” Template



Theme: Enhance Data Steward experience

Organizations are constantly challenged with defining and maintaining consistency in data captured.

- Data captured on various systems by various users with speed of capture, then accuracy and consistency.
- **Data Normalization Module** (DNM) helps solve the problem with Advance Table Management
 - Advanced table management helps data stewards identify, define and maintain consistent data definitions across domains.
 - Standardization services utilize these enterprise definitions by applying standards to data captured across the enterprise application
 - Import
 - Copy and create new tables from existing tables or import user defined standardization tables
 - Advance Import
 - Tokenize data within fields
 - Sort by alpha or frequency
 - Identify and group like terms and define standard term
 - Multi-word lookup support
- Continue demo





Theme: Geo-enrichment capabilities

Organizations rely on accurate data and location attributes to make key business decisions

- Insurance underwriters want to know if an asset within a flood plain, near a coastline or near a fault-line.
- Insurance claims rely on the knowledge of houses impacted by hurricanes, hails, etc.
- Retail stores like to provide nearest store to customer location or make decision on store openings based on customer density
- Hospitals and clinics need to provide nearest physician location
- Banks want to understand the optimum location for ATMs
- Introducing **Location Intelligence Module**
 - Location intelligence blends the strength of quality data and GIS into useful business information without the need for specialized GIS knowledge.





Released

March 28th, 2008

Questions or comments to:
Navin_Sharma@G1.com
Dean_Wiltshire@G1.com

Thank you

