



COLLABORATE 13
TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY

**We are presenting at
OAUG Collaborate 2013**

Sunday, April 7, 2013 3:45 pm - 4:45 pm
Denver, Colorado

Clean Point of Sale (POS), a good starting point: Manage it with Customer Data Hub (CDH) validation

Presented by:

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Partners point of sale data cleansing can be done using Oracle customer data hub (CDH) for High tech, semiconductor and healthcare for clean customer data management and Enforces Data Quality.

Objective 1: Integrates Multiple Customer Databases

Objective 2: Automates manual processes where there is no integration

Objective 3: Enforces Data Quality – eliminates lack of standardization

Objective 4: Eliminates duplication within Customer Databases

Objective 5: Revenue Leak control



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