

## **Oracle® Application Integration Architecture**

Oracle Customer Master Data Management Integration Release  
Notes

11.1 Release

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# Oracle Customer Master Data Management Pre-Built Integration 11.1 – Release Value Proposition

This document provides an overview of the value proposition that is associated with the new features and enhancements for the Oracle Customer Master Data Management (MDM) Pre-Built Integration 11.1. It is a roadmap that is intended to help you assess the business benefits of the Customer MDM Pre-Built Integration and plan your information technology projects and investments.

This document describes new or changed functionality only. Existing functionality from prior releases is not described here.

Our goal is to ensure that you leverage technology to its fullest to increase the efficiency and effectiveness of your operations.

The Oracle Customer MDM solution provides an enterprise-level customer master integrated solution for publishing customer data updates from Oracle Customer Hub to the participating applications, such as Siebel CRM, Oracle E-Business Suite, and Oracle Billing and Revenue Management (BRM).

Records are persisted in the local applications and are then synchronized to Oracle Customer Hub in realtime or periodic, batch-enabled mode so that the participating applications have the most up-to-date definition of the customer and related entities.

The Customer MDM Pre-Built Integration also provides a partial flow to a third-party customer-data enrichment provider that recognizes, cleanses, enriches, and protects Oracle Customer Hub contact records. This flow ensures that the customer-related entities that are mastered and published to subscribing systems truly represent the enriched, single, conformed view of the customer.

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## Key Features

The Customer MDM Pre-Built Integration solution enables you to:

- **Match Customer:** Match customers against Oracle Customer Hub to retrieve a set of matching customer records in order to identify the closely matching record. This feature is not available when integrating with BRM.
- **Fetch Customer:** Retrieve the best version of customer records residing in Oracle Customer Hub from the participating application. This feature is not available when integrating with BRM.
- **Sync Customer:** Synchronize customer data (Organizations and Persons) between Oracle Customer Hub and participating applications (Siebel CRM and Oracle E-Business Suite).
- **Merge Customer:** Publish the merge operation (of two or more duplicate records inside Oracle Customer Hub) to the participating applications, for those applications to merge the same records. This feature is not available when integrating with BRM.
- **Enrich Customer:** Enables the Oracle Customer Hub to get enriched person data from any

third-party enrichment provider. This feature is not available when integrating with BRM.

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## Key Benefits

The major benefits of the Customer MDM Pre-Built Integration include, but are not limited to:

- Faster MDM implementation.
- Lowered Total Cost of Ownership (TCO).
- Accelerated Service Oriented Architecture (SOA) enablement.

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### Faster MDM Implementation

MDM projects can be significantly accelerated with the use of the following out of the box capabilities:

- Rich set of pre-built, standards based MDM integration processes that prevent complex integration development, one of the most time consuming tasks of any MDM project.
- Pre-built MDM aware participating applications prevents complex intrusive modification of these systems, which is another daunting work stream.
- Pre-built composite Oracle Customer Hub web services prevent the need to build complex orchestration of granular web services.
- Pre-built composite application user interface enables legacy and other Oracle and non-Oracle applications to easily become MDM aware, thereby minimizing these costly customization investments.

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### Lowered Total Cost of Ownership

The Customer MDM Pre-Built Integration solution results in lower TCO using:

- An AIA framework that enables companies to allocate less work on maintenance and interoperability issues resulting in less time to design and implement integrations.
- The AIA Foundation Pack that provides pre-built common objects and services that can be easily extended and customized as required by the customer.

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### Accelerated Service Oriented Architecture Enablement

Built on the Oracle AIA framework, the integration includes everything you need to rapidly enable service-oriented applications – from business processes to common objects and services, to SOA Governance at greatly reduced cost.

AIA Pre-Built Integrations are designed to be easily extended to evolve as your business changes, allowing you to respond to customer and market needs with greater agility and flexibility. Customers can realize increased efficiency in cross application business processes, by using cleansed, consolidated, and enriched customer data while achieving lower cost of ownership.

# Oracle Customer Master Data Management Pre-Built Integration 11.1 – Product Enhancements

Functionally, the Customer MDM 11.1 pre-built integration is the same as the Customer MDM 2.5 pre-built integration. The biggest difference between these two versions is the adoption of the SOA 11g platform. The 11g platform offers the following benefits:

- Service Component Architecture:
  - AIA artifacts promoted as composites
  - Deploy connector services as reusable components
  - Improved performance and scalability
- Metadata Services:
  - Centralized XREF, including ability to support multi-table XREF, Domain Value Maps, System Configuration to enable sharing of metadata information across multiple installations
  - Centralized AIA Home serves as design time repository, content deployed to multiple remote servers
- Enterprise Manager
  - Improved visibility into error context through direct drill-down into Enterprise Manager Console

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## 11.1 Migration

Foundation Pack 11gR1 (11.1.1.5.0) provides a migration strategy for the AIA services developed on Foundation Pack 2.4 and 2.5. AIA services can be migrated with the help of the AIA Migration Utility, which is delivered as a part of Foundation Pack 11gR1.

The AIA Migration Utility is capable of doing the following:

- Migrates AIA 2.4 and 2.5 services into SCA-compatible composite services.
- Preserves all 2.4 and 2.5 capabilities.
- Reduces the amount of manual effort required for migration.

**For more information** about migration, see *Oracle Fusion Middleware Migration Guide for Oracle Application Integration Architecture*.

# Known Issues and Workarounds

Please see the latest *Known Issues and Workarounds (KIWA)* document for the Oracle Customer Master Data Management Pre-Built Integration 11.1 on the [My Oracle Support](#) website.

## Additional Resources

There are additional resources that can help your organization learn more about this release.

Resource	Navigation
AIA Pre-Built Integration Implementation Guides	Oracle Technology Network: <a href="http://download.oracle.com/docs/cd/E24010_01/index.htm">http://download.oracle.com/docs/cd/E24010_01/index.htm</a>
Foundation Pack Guides	Oracle Technology Network: <a href="http://download.oracle.com/docs/cd/E21764_01/aia.htm">http://download.oracle.com/docs/cd/E21764_01/aia.htm</a>
Installation and Upgrade Guide	Oracle Technology Network: <a href="http://download.oracle.com/docs/cd/E24010_01/index.htm">http://download.oracle.com/docs/cd/E24010_01/index.htm</a>
Oracle Communications Pre-Built Integrations Release Notes	Oracle Technology Network: <a href="http://download.oracle.com/docs/cd/E24010_01/index.htm">http://download.oracle.com/docs/cd/E24010_01/index.htm</a>
Siebel CRM Integration Pack for Oracle Order Management: Order to Cash Release Notes	Oracle Technology Network: <a href="http://download.oracle.com/docs/cd/E24010_01/index.htm">http://download.oracle.com/docs/cd/E24010_01/index.htm</a>

Visit the My Oracle Support website frequently to keep apprised of ongoing changes.

For other sources of documentation, visit [Oracle Technology Network: Oracle Documentation](#).

For training opportunities, visit [Oracle University](#).