CIVICA

Master Data Management

A complete, accurate and shareable customer view
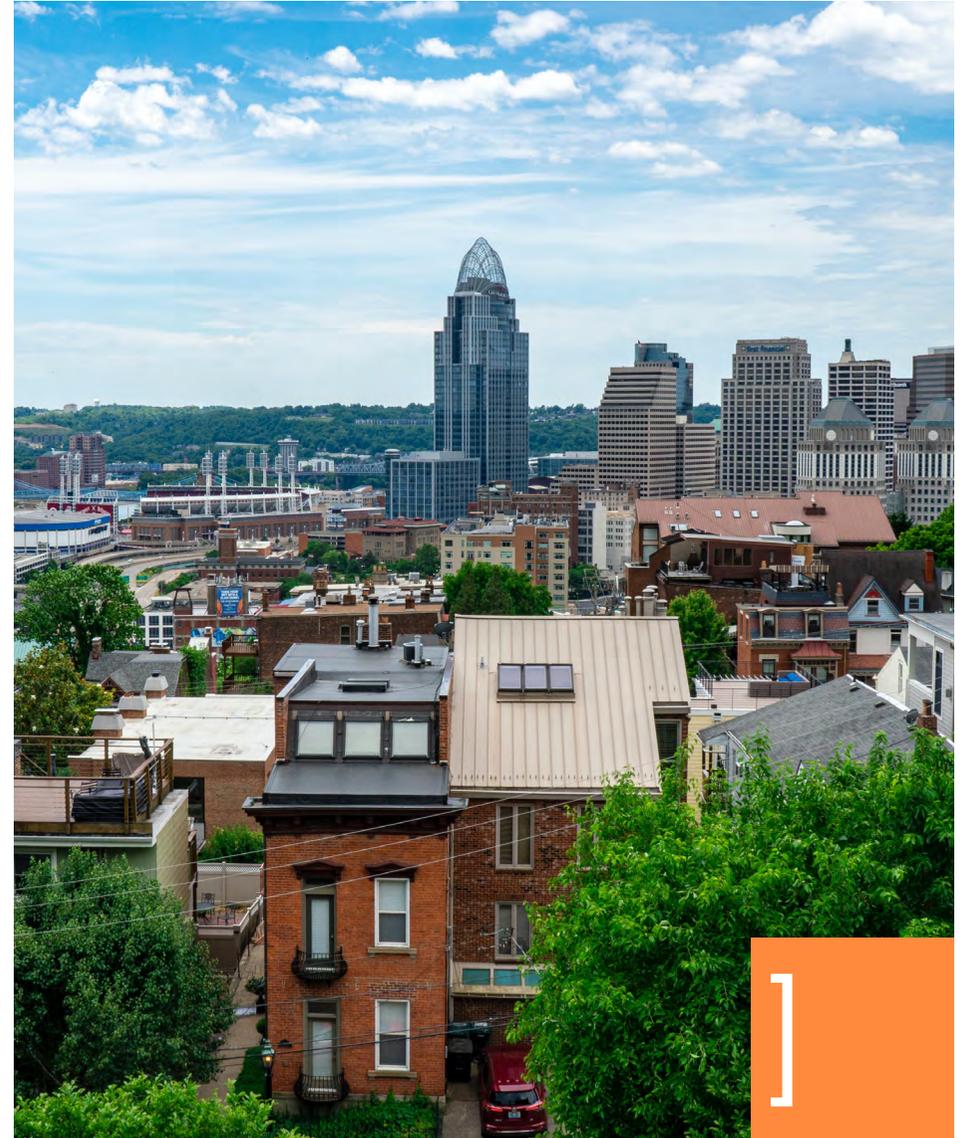
Are you being held hostage by your data?

Master Data Management (MDM) creates a single view of entities including customers, patients, providers, members, citizens and locations to be shared and updated - ensuring accurate data is leveraged across all business processes.

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

Deliver better outcomes

Opportunities to create better outcomes are only limited by the ability 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's essential that these processes are underpinned by accurate, complete and available data.

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

MDM implementations are a journey. Using the MultiVue platform for customer context, in conjunction with our professional services team, offers you 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 is the business impact of disparate data?

85%
believe missing, incomplete or inaccurate data is negatively impacting customer experience

84%
believe data is critical to effective business processes

10%
disagreed that a single customer view is fundamental to driving top line growth

73%
feel they have missed out on cross-sell upsell opportunities in the last 12 months

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What's different about our approach to MDM?

MulitVue is built with our customer needs in mind. By understanding the importance of enabling business users, ensuring Total Cost of Ownership is favorable and creating exceptional time to value for MDM programs.

Customer Independence

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

- Single installer ensuring you can stand the system up and start ingesting data in 16 minutes

- 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

Ensures the Total Cost of Ownership of MDM is favorable.

- Achieve high performance levels 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 use 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.

A complete, accurate and shareable customer view

Our cloud MDM platform, MultiVue, empowers you to consistently manage, improve and enrich data as it flows across the organization. It ensures the richest view of the customer and all associated entities is available anywhere, anytime and on any device.

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.

Use cases to empower a single and enriched customer view, including:

- Digital transformation
- Customer retention
- Fraud and error
- Mergers and acquisitions
- Targeted marketing
- Customer services
- Regulatory reporting

Civica MultiVue
Empower organizations to match, merge and master data easily

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

MultiVue Share
Synchronize and distribute data across enterprise systems to improve accuracy and consistency

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

Boost data insight with MultiVue

Match, merge and master data easily.

As the core MDM engine, MultiVue drives organizations 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 deliver 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. MultiVue is hassle-free and doesn't require an expensive infrastructure investment to use.

Highly flexible, MultiVue is a modern managed service that 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

- Customize reports for specific use-cases

- Real-time integration for real-time decisions

- Responsive HTML 5 user interface

- Full audit trail of actions held in the system

- Control the whole matching process through a simple scripted interface

- Secure your customer data with a modern managed solution in the Cloud.

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 organization can span countless departments, customer facing staff and back-end systems.

To drive competitive advantage through customer experience, your CRM must be connected with the rest of the organization. MultiVue CRM Embed enables you to maximize 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 ingrains directly into the Microsoft Dynamics CRM front-end, in a way that other MDM products can't. By using the module, you will create a single and complete view of the customer. Your staff can make the right decisions, at the point of client engagement.

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

Our fit within the Microsoft stack
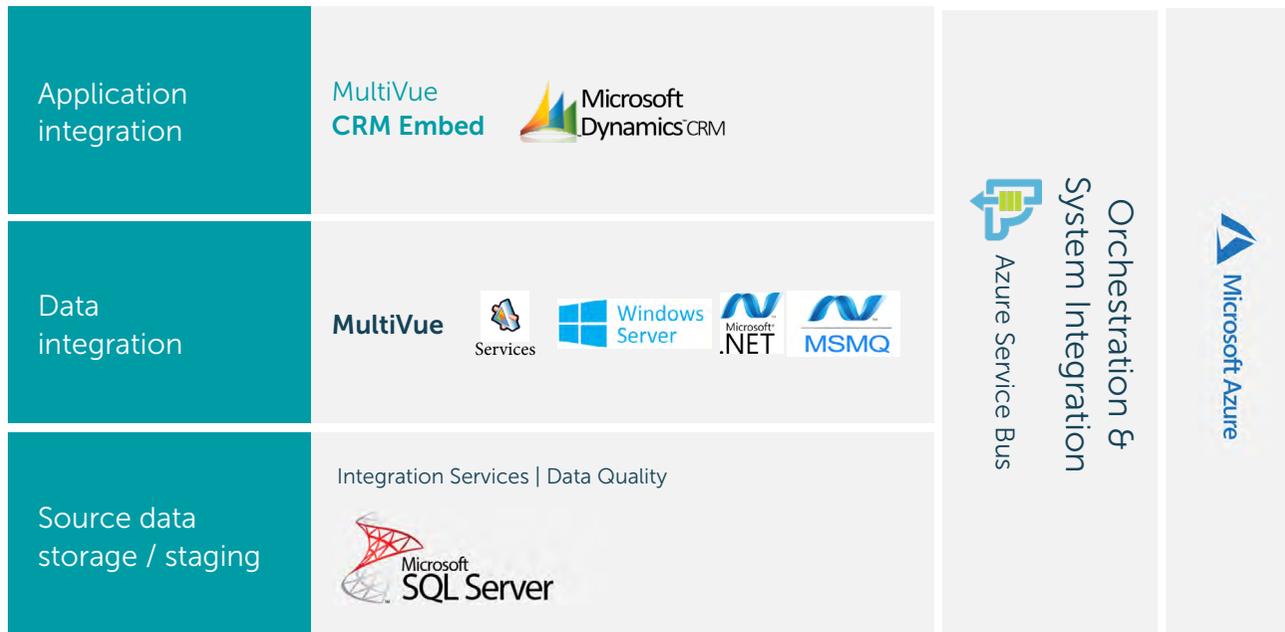
Key features

- Active registration

- Cloud solution

- Enterprise search functionality

- Enhanced fuzzy matching capability for CRM

- Seamless integration with Microsoft Dynamics CRM.

MultiVue Share

Synchronize and distribute data to improve accuracy and consistency.

MultiVue Share helps organizations improve sharing and synchronization 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. It allows 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 them into the 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 organization 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 organization 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 organizations 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.

Reasons for maintaining high quality contact records

Cost savings	45%
Increased efficiency	63%
Protection of reputation	37%
Enhancement of customer data	53%
To capitalize on market opportunities	43%
To enable more informed decisions	51%
Compliance with regulation	38%
To create a single customer view	37%
Reduction of risk / fraud	37%
To help the environment	17%
Don't know	3%
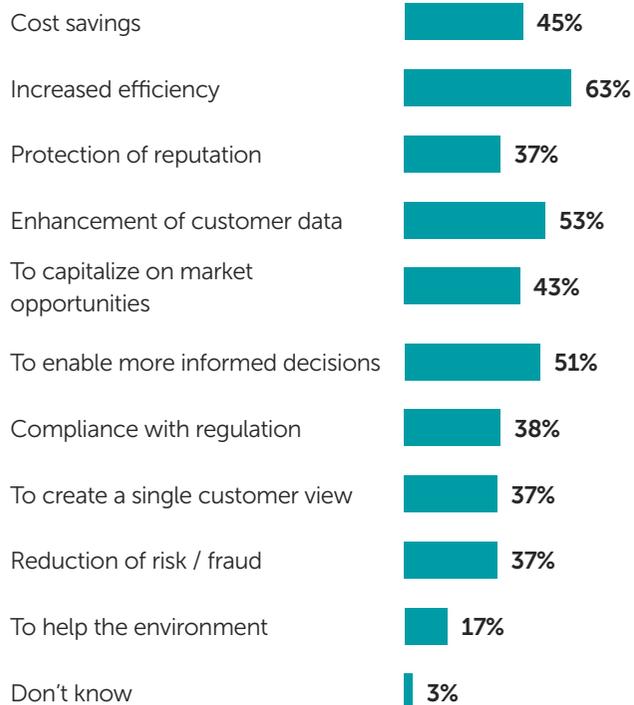
Most common data errors within businesses in 2015

Incomplete or missing data	60%
Outdated information (not current)	54%
Duplicate data	51%
Inconsistent data	37%
Typos	30%
Spelling mistakes	28%
Data entered in the incorrect field	26%
Other	1%
None of the above / we don't have	3%
Don't know	1%
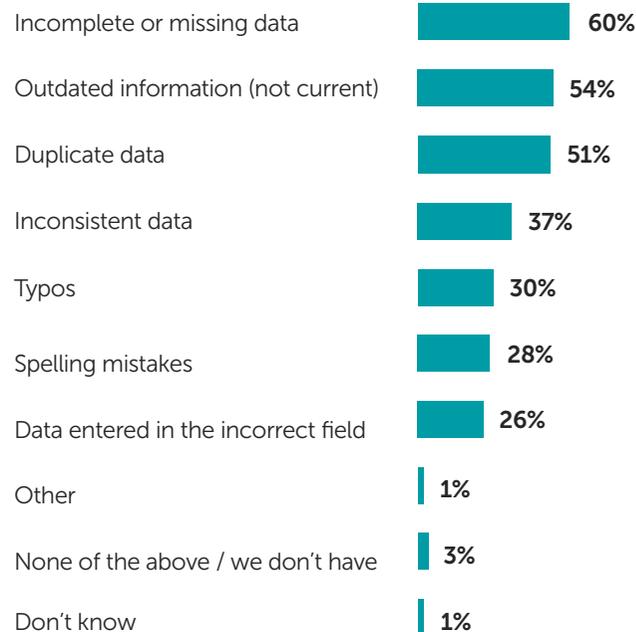
Key features

- 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.)

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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 recognize 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.

Leverage data value

We help customers leverage the value of data held across their organization 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.

95% customer inquiry resolution at the first point of contact reducing the cost of failure demand

40% reduction in call handling times for customer services staff, creating efficiencies through time

$16m cost savings achieved

$2.5m incremental revenue uplift in first year as a result of improving sales efficiency

5days reduction in administration and assessment times of vulnerable adults and children

1.2m records augmented with customer contact preference information that was previously missing

A complete, accurate and shareable customer view with Civica MultiVue

To find out more and book a demonstration email **sales@civicaus.com**

INVESTORS IN PE●PLE™
We invest in people Gold

Cert No. 663
ISO 9001, ISO 27001, ISO 22301, ISO 14001,
OHSAS 18001, ISO 20000

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