

OSA Solution Provides Code, Standards and Best Practices

Lack of integration between business processes has enormous real world costs, not least the customer dissatisfaction and service failures caused by disparate customer data systems.

OSA's **Common Customer View (CCV)** project has developed standards, best practices and open source code to integrate data from a range of back-end and front-end business applications to create a clear, concise and complete view of all customer activity and "touchpoints."

Customer Service Representatives with a complete picture of a customer relationship make better decisions more quickly, and retain more customers. Managers create more targeted incentives and identify issues more quickly. Aggregating customer relationship data makes analysis and forecasting easier and more accurate.

The **OSA** proved the CCV concept in 2007 with a flexible framework developed by **Unisys** engineers to integrate a business suite of enterprise-class, fully validated applications from six OSA member companies:

- **SpikeSource**, single sign-on functionality
- **Centric CRM** (now Concur) a front-office, customer relationship management tool that includes account management and help-desk functionality
- **Openbravo**, an enterprise resource planning (ERP) product that includes inventory, order management and financial management features
- **Adaptive Planning**, a business performance management application including budgeting, trending and forecasting features
- **JasperSoft**, for real-time reporting and analysis
- **Talend**, for open source data integration —the "glue" that allows participating applications to exchange data and interoperate

The next demonstration project — **CCV 3** — added ● **Hyperic** software monitoring and management tools.

A later iteration will include an enterprise service bus (ESB) architecture from **IONA**.

"Sorry, Sir. That's an accounting question. You'll have to call a different number."



"Sorry. We updated your address here, but the shipping department uses a different system."



"Sorry. This line is for booking tickets only. You will need to wait in the other line to check-in for your flight."

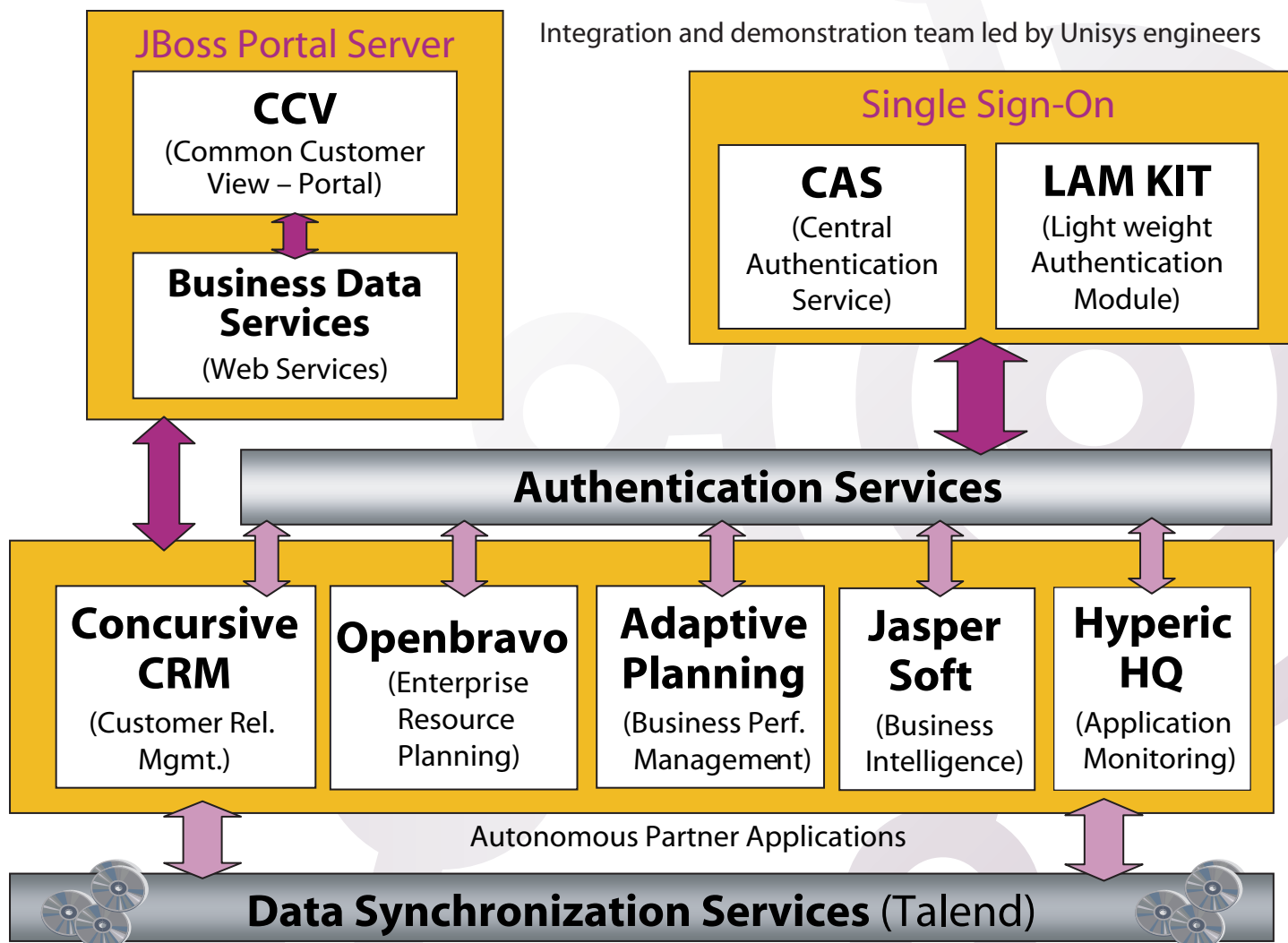


"Sorry. These trend numbers are best guess estimates only. Our systems don't provide the data for anything better."



Customers want a seamless, end-to-end experience

OSA's Common Customer View



OSA's **Common Customer View (CCV)** solution includes **Single Sign-On** functionality for both security and ease-of-use to facilitate the real world utility of integrating business applications.

The solution's **Data Integration** quickly provides a layer of decision support data that would otherwise be cumbersome or expensive to produce. Properly aggregated and standardized data gives managers the data necessary to analyze the needs of an individual customer, clusters of customers, the entire customer base, prospective customers and the business itself.



An **Enterprise Service Bus (ESB)** architecture will allow easy substitution of integrated applications.

Benefits to Application Vendors

- Provides customers the seamless experience they want, while allowing vendors to continue to focus on strengthening their core functionalities
- Removes a potential objection to adoption by customers

Benefits to Developer Community

- Practical, real-world guidance to take the pain out of interoperability
- Motivation to build more integrations

Benefits to Customers

- Improved customer experience
- Better, more useful or targeted products

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