

Invativa CDI Implementation Framework

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Summary

This is an implementation framework for Customer Data Integration (CDI) solutions from Invativa. The implementation methodology is divided into six different phases which involve identifying, finding, extracting, transforming, correlating, integrating, validating and accessing customer data. The framework is used in order to ensure integration and distribution of external and internal business information designed for corporations and organizations.

What is CDI?

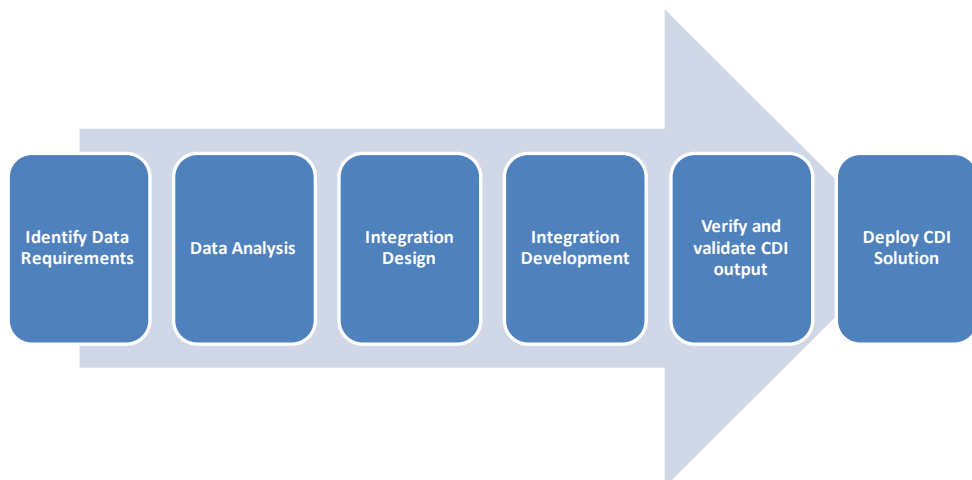
Customer Data Integration is the combination of processes, controls, automation and skills necessary to standardize and integrate customer data originating from different sources. The aim with CDI is to get one single view of the organizations customers, seen from an enterprise perspective. CDI identify the customer's value for the whole organization, not just a subsidiary or department. By implementing CDI the organization will develop a differentiated and customer unique service.

Implementation phases

The Invativa CDI Implementation Framework is a guideline developed in order to ensure the quality in Customer Data Integration projects led by Invativa. Through thorough work and significant experience the Invativa CDI Implementation Framework has evolved to be an important tool for successful Customer Data Integration projects. Each phase of the Invativa CDI Implementation Framework contains a clear structure in order to secure the output of each segment.

All six phases are supervised by a project leader from Invativa, but depending on which segment in the framework special expertise will be needed. Invativa has some of the best IT consultants when it comes to Data Integration projects, and their experience is decisive to ensure successful IT-projects.

Presented below is an overview of the Invativa CDI Implementation Framework.



The six phases of the Invativa CDI Implementation Framework

Identify Data Requirements

In this phase we are determining data demands.

- Identify which data is requested among users.
- Classify data that is needed in order to perform efficiently.
- Categorize the different data elements.

Data Analysis

After identifying data requirements we identify and evaluate relevant data sources.

- Investigate and evaluate different data sources and systems.
- Identify where the data values that support the functional requirements actually resides.
- Map requested customer data against data in different sources.

Integration Design

Now it's time to integrate data from different sources.

- Decide between special data matching methods in order to merge customer data from different sources and systems.
- Discuss extraction processes, how to pull data off various data sources but also choose between different types of hub styles.
- Decisions about the system interface to the application and what the application interface will be.

Integration Development

When the integration design is finished we are ready to define data integration rules.

- Define transformation, cleansing and deduplication rules that will be applied during the CDI processing.
- Change the data representation to match CDI standards.
- Eliminate functional errors in the system.

Verify and Validate CDI output

In the fifth phase we have to confirm that the data is valid.

- Certify that the incoming CDI data is accurate.
- Ensure that the CDI data will be useful to the client application.
- Make sure that the CDI data is a correct reflection of the context for usage defined during functional requirements.

Deploy CDI Solution

The final step is to complete the CDI implementation.

- Clarify project success measures.
- Launch solution.
- Follow up the implementation.

Conclusions

The Invativa CDI Implementation Framework is used by Invativa consultants while working in CDI projects. The framework illustrates the methodology that Invativa consultants are using while implementing Customer Data Integration solutions. The guideline helps building a structure and makes it easy to monitor how CDI project is evolving.

The Invativa CDI Implementation Framework is developed by consultants with significant experience of data integration projects.