

Rhapsody's Data Quality (DQ) Discovery, a packaged service that provides an assessment of customer data quality for Oracle eBusiness Suite (EBS).

A key aspect of this service offering is that EBS users will get an accurate assessment of the current state of their customer data, awareness of Master Data Management (MDM), and recommendations to improve quality of their data. It usually takes 6 to 8 weeks of effort with a fixed cost for one EBS environment. These services will be provided at a fraction of the cost of what competing management consulting firms like McKenzie, Deloitte charges.

Rhapsody's engagement process involves interviewing key personnel from Sales, Marketing, Finance, Operations and Service functions to review current Customer Data Management processes. These interviews facilitate the understanding of current operational procedures. They identify issues and pain points associated with the management of the customer data.

"We knew our customer data was bad, but we didn't realize the magnitude of the quality problems in our customer domain until Rhapsody conducted their DQ Discovery service. A week after the results were presented to executive management, our CIO mandated the establishment of a MDM/CDI strategy. A project to improve customer data was initiated with a targeted completion within 6 months. This was an eye-opener for us."

-- Manufacturing Industry Customer

"We got our money's worth within the first week during Interviews. Rhapsody solved some of the nagging issues in functional areas unrelated to the Customer domain, though that wasn't part of the DQ Discovery product."

-- Healthcare Industry Customer

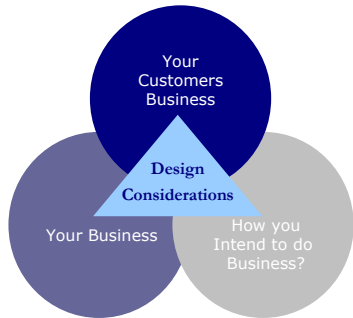
Did you know,

- Public companies are required by SEC to report your firm's risk exposure for bottom-line and top-line numbers in quarterly 10K's?
- Section 404 of Sarbanes Oxley Act requires Organizations to take an active interest in the accuracy, consistency and timeliness of the data?
- R12 of Oracle EBS includes Supplier data as part of TCA. If you don't address the customer data quality now, what would be the state of this data in TCA, when you upgrade to R12?

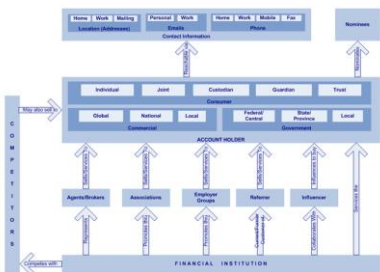
In addition to the above, Rhapsody will perform high level profiling of the customer data in your eBusiness suite environment and evaluate your current setup. Rhapsody will provide recommendations to increase the Customer data quality for the long term while also focusing on opportunities for quick and easy wins.

At the end of the assessment Rhapsody will conduct a half day seminar that reports on the current state of data quality; MDM 101; fundamentals of Trading Community Architecture (TCA); and best practices for managing customer data.

In conclusion, the DQ Discovery service is a quick and inexpensive way learn the current state of customer data at your organization in Oracle EBS environment and to lay out the foundation for building a business case for formally launching a Data Quality program.



A sample Trading Community of a Financial Institution



Customer Model - University of Florida - Party Centric Approach

