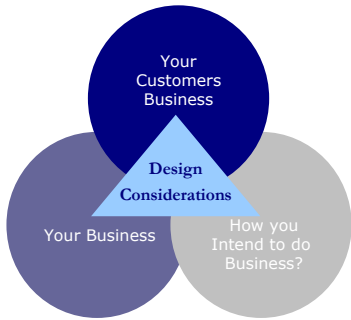




TCA Functional Support



Rhapsody Technologies is launching a new service that provides remote TCA (Trading Community Architecture) functional support to both Oracle E-Business Suite (EBS) and Oracle Customer Data Hub (CDH) customers to better utilize the rich set of features and functionality offered within the TCA framework.

Over the last few years, our consultants have realized that many Oracle EBS and CDH clients are not leveraging the many of the features and functionalities that exist within the TCA framework. Clients have resorted to customizations to meet their business needs many of which could have been implemented by functionality native to the applications.

Rhapsody realized that expertise in the TCA framework is very limited and those who have expertise in TCA didn't necessarily know all aspects of customer data management. Most of the implementations are focused on implementing EBS from an operational standpoint and neglect the well being of customer data or down right ignore it. Adding to the difficulties, the policies and procedures for managing customer data are often mundane and manual in nature. These difficulties create an environment for customer data quality problems. Many other processes in the company are often impacted due to lack of high quality customer data. Clients often do not realize that many of their problems can be traced back to the data quality issues.

TCA Functional Support provides an opportunity to leverage the features and functionality of TCA to best meet their business requirements as well as empower the client to better manage the customer data with following objectives:

- Utilize the TCA framework to fullest extent
- Increase the quality of customer data
- Streamline customer data management procedures

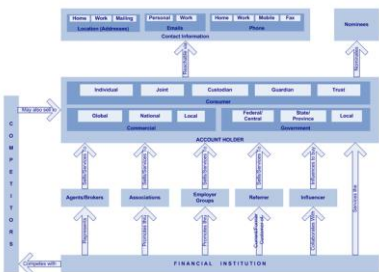
Subscribers of this service will have a dedicated number to call for help at any time. The users can reach out to experts at Rhapsody and discuss problems and issues related to all aspects of managing customer data.

Another benefit as a subscriber to this service is to take advantage of online seminars we offer from time to time in customer data management space.

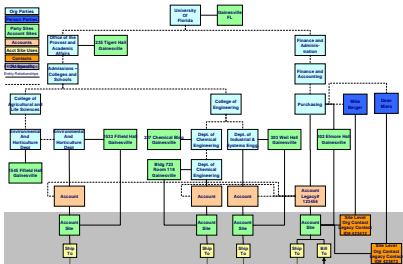
There are multiple subscription options (Silver, Gold and Platinum levels) are available with each of these options providing different levels of service. Call us for an appointment to discuss the options and how your company can take advantage of this new service.

In today's dynamic environment where business needs constantly change, we are here to help you manage the customer data in the best way possible by taking advantage of all the functionalities that Oracle has to offer.

A sample Trading Community of a Financial Institution



Customer Model - University of Florida - Party Centric Approach



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