



Dabelia – The digital Customer Twin

Overview

What is Dabelia?

Dabelia is an application that **consolidates** all available customer data in one **Golden Record**.

Who is this document for?

The document is aimed at anyone interested in Dabelia. It provides an initial overview of the function and capabilities of Dabelia.



What are the benefits of working with Dabelia?

To survive and thrive in today's volatile business environment, companies must anticipate customer needs and create frictionless omnichannel experiences. Unfortunately, customer data is often scattered across multiple silos - databases, systems, platforms and business units that are not connected.

Dabelia connects fragmented customer data from any source and synthesizes it into a consolidated customer view enriched with comprehensive intelligence to generate sustainable insights.

Benefits:

25%

Accelerate your time to market by up to 25% by unlocking the potential of your customer database with Dabelia.



Streamline your business operations and save money by integrating customer data spread across multiple databases and data sources.



Boost customer loyalty and reduce churn with more personalized interactions, faster service and increased up- and cross-selling opportunities.



Access the full breadth of available customer data with a modular, end-to-end customer data platform in real time.

In most companies, **customer data** is **spread** among the different units leading to **missed opportunities and sales**.

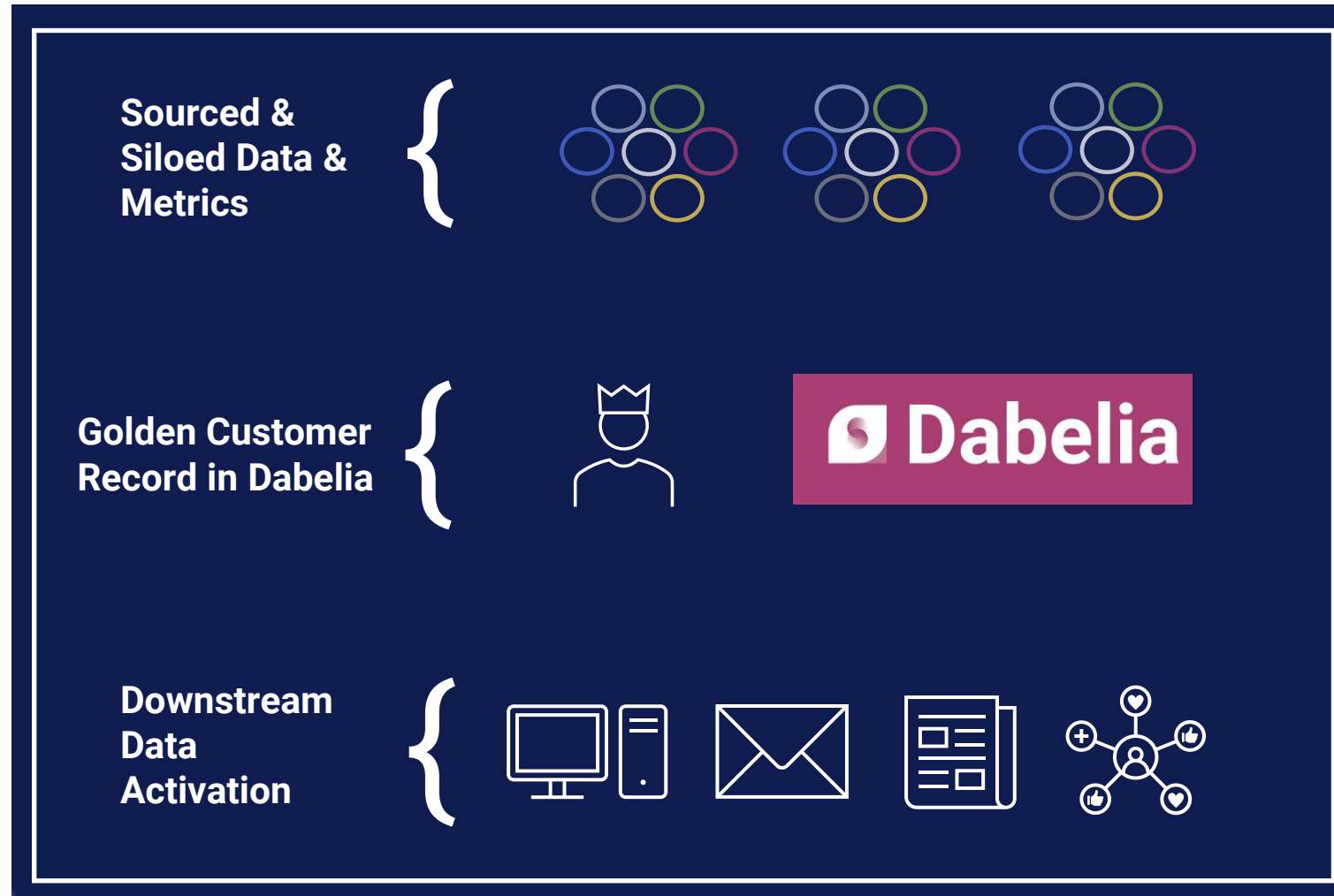


Dabelia offers a full 360° customer view along the customer journey enabling new opportunities for future sales.

With Dabelia it is possible to join the different views, your organisation has, into one unique customer golden record right in the tools your teams work with.

Dabelia shares this golden record back in your organisation. This gives you the opportunity to:

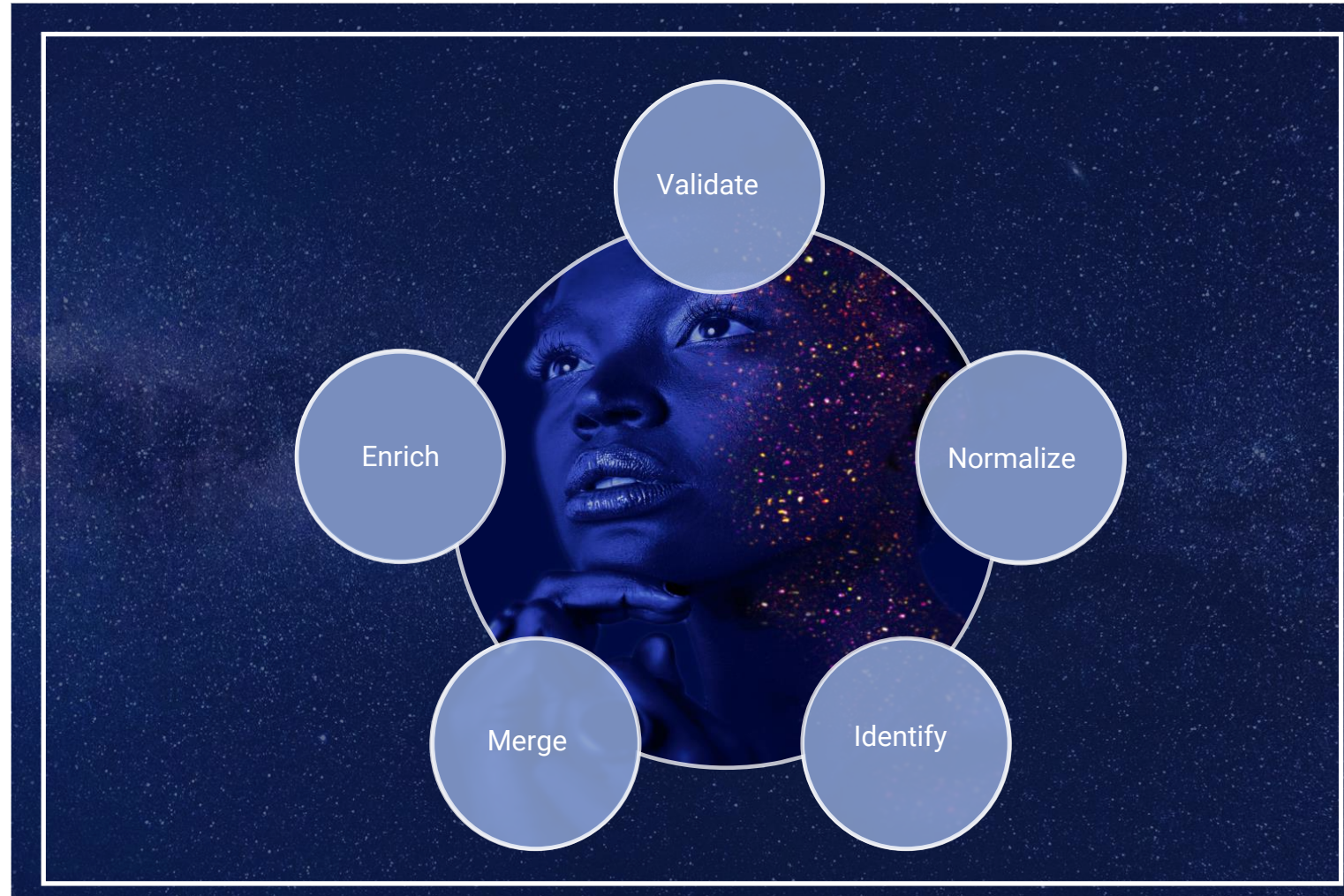
- ✓ React in your current business processes on customer data
- ✓ Share data accross business silos
- ✓ Send targeted marketing campaigns based on data
- ✓ Leverage future Sales opportunities
- ✓ Use reporting & BI based to gain customer insights



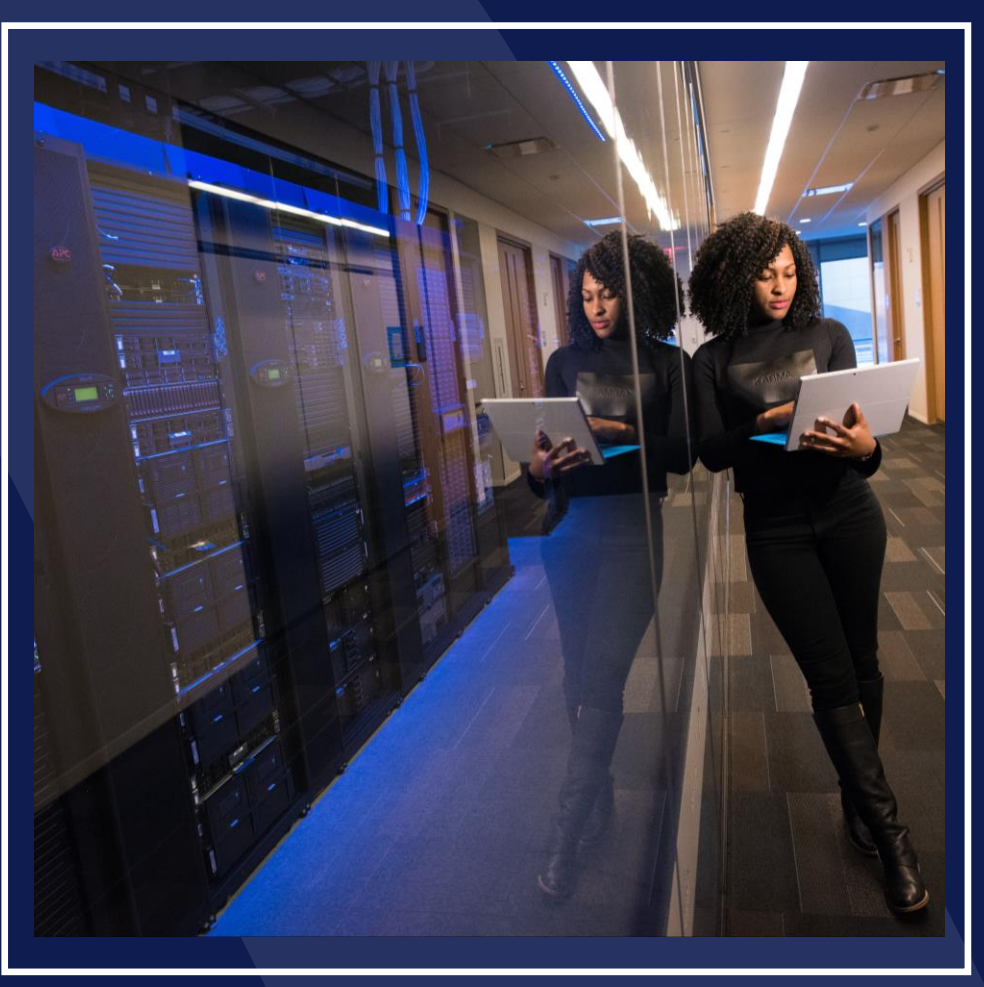
How does Dabelia work?

To generate a unique Golden Record from all available data, **Dabelia** follows these steps:

1. Normalize data and validate data (e.g. address, VAT, Email) to clean your data
2. Identify duplicates in the given data set
3. Merge duplicates to create one single entity for your customer (Golden Record)
4. Enrich data with external sources (e.g. Dun&Bradstreet)
5. Share Unique customer with ID



Step 1. Dabelia verifies your data and enhances your data



- Data provided to Dabelia is checked on correctness. You get a result whether the provided data is valid. This applies for business as well as for private customers. For some attributes we also include external services (e.g. address data)
- Address data itself is a huge challenge as the information is often incomplete, incorrect or even correct but spelled differently. Dabelia normalizes address data, so you have all attributes in a similar matter (e.g., similar street names “str.” vs. “Straße” vs. “Strasse” in German). Additionally, Dabelia adds missing information (e.g. missing postal codes) and even adds Geolocations to show your data on a map.
- Local exceptions handling is available based on years of our experience in Customer data.

Step 2. Dabelia finds duplicates in your data based on rules

Rules can have different validities:

- All → If for the whole entity (i.e., Address) this rules matches, other rules with lower weight are not summed up
- Each → each of the weight of the rule will be summed up, IF not a rule with validity "All" has matched

Rules have weights which are summed up to decide if there is a definite, likely or no duplicate

Rules can be single field comparisons

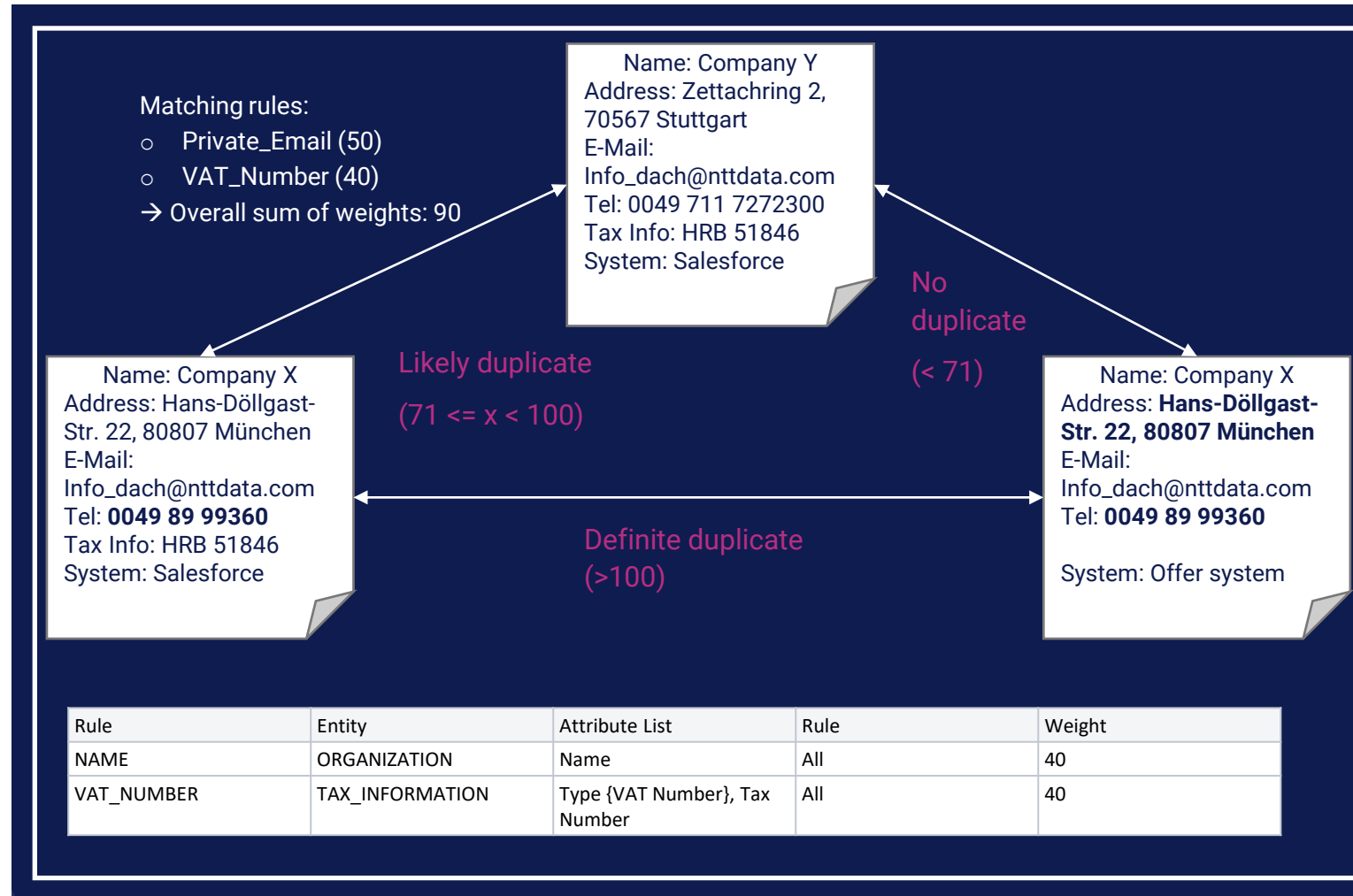
Rules can be multiple field comparisons

Rule	Entity	Attribute List	Rule	Weight
	INTEGRATION_INFO	System Id, External Id	All	100
NAME	ORGANIZATION	Name	All	40
VAT_NUMBER	TAX_INFORMATION	Type {VAT Number}, Tax Number	All	40
REGISTRATION	OTHER_IDENTIFIER	Registration Number, Registration Authority	All	40
MESSENGER_ID	OTHER_IDENTIFIER	Type {[Any Messenger Service]}, Messenger Id	All	50***)
ADDRESS_WITH_ZIP	ADDRESS	Street, ZIP, Country	All	30
ADDRESS_WITH_ZIP_AND_HOUSENUMBER	ADDRESS	Street, HouseNumber, ZIP, Country	All	40

- Default rules based on our extensive experience in Customer Data Management → rules can be configured based on learnings with customer data
- We will help to adjust the rules to your individual business and process, leveraging the most powerful engine in the market

Step 3. Dabelia merges duplicates

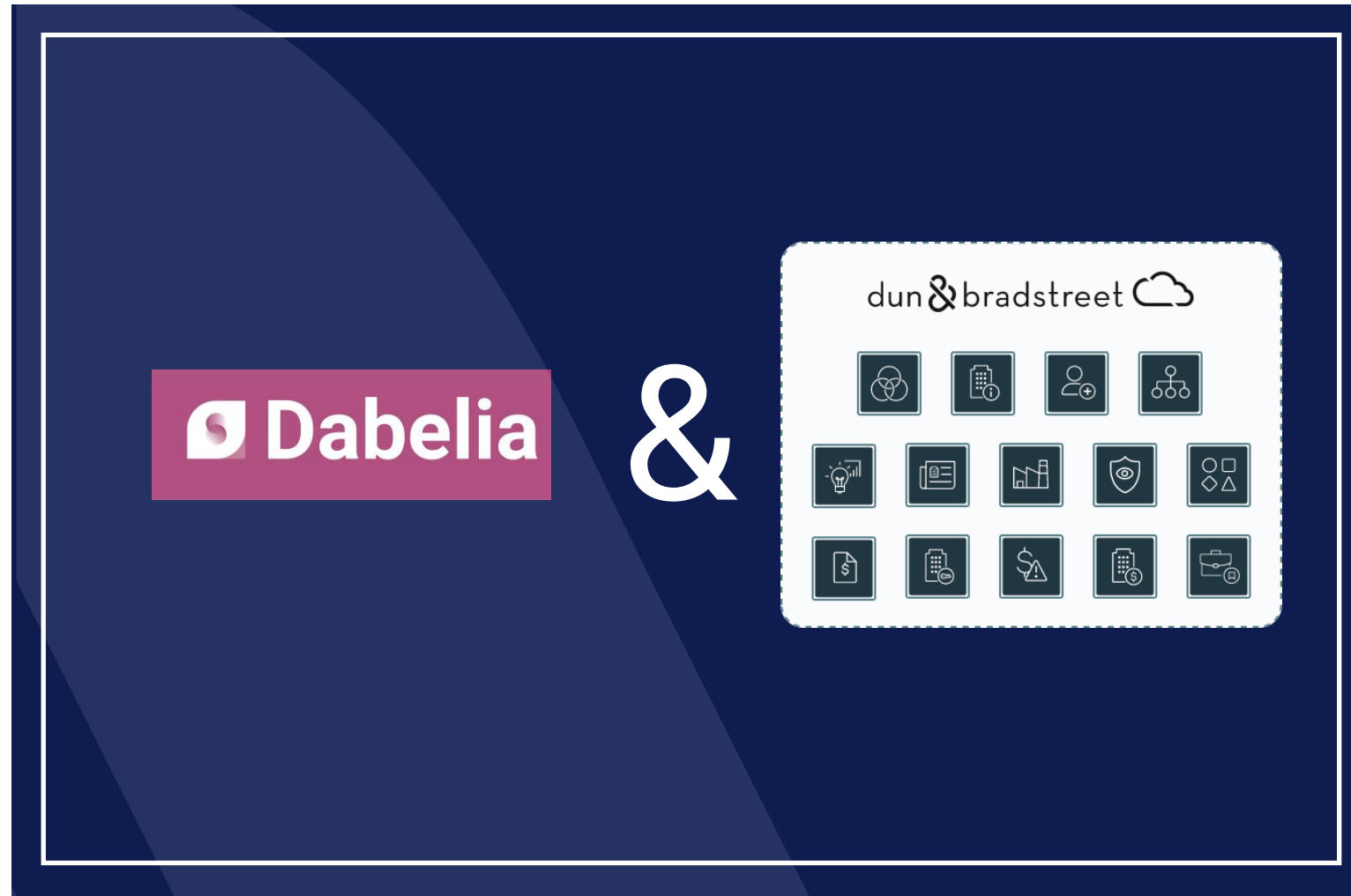
- Every Source Record will be compared to each other
- Sum of weights are calculated based on matching rules
- Definite duplicates with higher weight than 100 (can be configured as well) are merged automatically
- Likely duplicates will not be merged automatically and need a review whether to merge or not
- Take better merge decisions based on our specialized deduplication MachineLearning-algorithm



Step 4. Combine Dun&Bradstreet to benefit from in-depth information on your B2B customers*

Data from the Dun & Bradstreet Data Cloud is delivered to Dabelia in packages called Data Blocks - logical, topic-based groupings of data elements. Data Blocks empower clients to easily ingest in a consistent and scalable manner the world-class data they require across their enterprise.

- Company Information
- Principal & Contacts
- Hierarchies & Connections
- Sales & Marketing Insights
- Company News
- Industry Profile
- Third-Party Risk Insights
- Diversity Insights
- Ownership Insights
- Financial Strength Insights
- Company Financials
- Filings & Events
- Payment Insights



*Optional enrichment - contract with Dun&Bradstreet must be signed separately.

Step 5. Dabelia shares data across all channels

Dabelia uses the information gathered from the different data sources to create the unique customer record. The full customer record is provided back to the systems.

There are different scenarios possible and supported by Dabelia:

- Call Dabelia via Standard Interfaces to get Information
- Information is provided as a response when Dabelia is pushed with data record
- Customer record is pushed to a queue (e.g. Kafka) to enable asynchronous data loading
- Dabelia calls in defined use-cases a defined software system

Additionally, to the existing Interfaces, Dabelia is easily customized to new Interfaces which may be already available in your organization



Tech Review

1. Fast Provision

Product ready in <2 weeks

Estimated MVP implementation time
around 3 months

2. Cloud Native or in your data center

Buy Dabelia as SaaS

Run it in your Cloud or Data Center

3. Easy to implement

Out of the box APIs: REST, CSV File,
Templates ready: Salesforce, Kafka, XML
File, SOAP, JMS,
Cloud Auto scaling (Docker / Kubernetes)



One platform - many usecases - Dabelia



Dabelia as MDM Solution

Intelligent, AI-powered master data management to prepare and enrich data to create an omni-channel customer journey.



Dabelia in the context of a data migration

E.g. for data integration of a newly acquired company or the switch to a new CRM product.



Dabelia for one-time data quality improvement

For a one-time quality improvement you can import, improve and export data in Dabelia.

Try Dabelia! Our offer to get started!



We want to ensure that your organisation gets best possible results with Dabelia.

What is in it for you:

- Up to 4 weeks Proof-of-Concept of Dabelia
- We load and cleanse your data into Dabelia up to 150k records.
- Hosting of Dabelia on NTT DATA cloud
- Analysis on how your data is enhanced with Dabelia processes
- Proposal on 'How Dabelia can add value to your organisation', by defining the concrete scope of integration

Interested? Please contact:



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