



Control and manage Amdocs CRM data
to drive superior results

IBM **Information Management** software

IBM Optim Data Growth Solution for Amdocs CRM

Highlights

- ***Provide superior customer service and enhance revenue opportunities***
- ***Manage larger call volumes and reduce the average cost per call***
- ***Archive CRM data at the business object level ensuring data and application integrity***
- ***Provide seamless views of archived data from within the Amdocs environment***
- ***Store archived historical transactions on the most cost-effective storage medium***
- ***Secure and protect data to support regulatory compliance initiatives***

Enhance CRM results

You rely on Amdocs® CRM for effective management of customer information to drive revenue opportunities, build positive customer relationships and streamline your business operations. Focused around the call center, Amdocs CRM is designed to integrate large amounts of customer information, allowing sites to provide superior service and support.

However, historical details can accumulate rapidly, remaining in the production database long after they have become obsolete. A typical Amdocs CRM site logs hundreds or even thousands of new cases per day into current activity. After years in the system, as many as 85 percent of all cases are closed and rarely accessed. This type of buildup limits availability, slows response time and increases costs. Service levels, productivity and profits suffer as a result.

Proven strategies for archiving historical or inactive data can improve your Amdocs CRM ownership experience. The IBM® Optim™ Data Growth Solution for Amdocs® CRM offers proven enterprise data management capabilities, integrated with Amdocs CRM applications, allowing you to manage your Amdocs data for optimum business advantage.

Effective enterprise data management for Amdocs CRM

Database archiving is an established best practice that segregates inactive application data from current activity and safely removes it to a secure archive. Optim manages data at the business object or transaction level, such as historical Cases, Interactions, Sites, Contacts and more. Because Optim uses Amdocs CRM application logic and validation rules, you always maintain data and application integrity.

You specify the business policies and criteria for archiving and retaining historical transactions. For example, you may choose to archive all historical Cases that are two years old or more. Optim identifies all transactions that meet these criteria and moves them into an archive. You reclaim valuable capacity for priority transaction processing.

Streamlined databases help applications run more efficiently, with less information to sift through during queries. With less data in your production database, it takes less time to process transactions, generate reports and run maintenance utilities. Less data also means shorter recovery time, so you can resume business operations quickly in the event of a disaster.

Maintain seamless access to customer information

Throughout the information lifecycle, Optim enables seamless access to all Amdocs CRM data, whether current or archived. Optim allows agents to view archived transactions from within familiar Amdocs CRM displays. So they can easily obtain all the

needed summary and detailed case information and can respond quickly to customer requests.

Archiving data based on its evolving business value allows you to apply tiered storage strategies to control costs. You optimize storage utilization, while achieving consistent service levels at each stage in the information lifecycle. Current transactions remain in the high-performance OLTP environment. Reporting data is maintained in mid-tier storage. Historical or reference data is stored offline to tape or other long-term storage device.

Storing archived data in an immutable format on a secure WORM (Write-Once, Read-Many) device enables you to protect historical transactions for regulatory compliance. Should you receive an e-discovery request, you will be prepared with accurate snapshots of your Amdocs CRM transactions, perfectly preserved at each point in time.

You can also retrieve archived data, exactly as it was, for additional

business processing. For example, you may need to re-open an inactive customer record to capture new account information. The original business context of your information is preserved so that it can be accurately restored to the current environment, even if you have upgraded to the latest application version.

Implementation speeds time to value

The experienced IBM Optim Professional Services staff provides hands-on technical training, knowledge transfer and real-world examples to help you realize immediate benefits from implementing Optim. Define your business objectives and processes related to enterprise application data and then quickly apply Optim processes and technology.

Data management that scales to meet enterprise needs

Optim supports the leading databases and platforms used at Amdocs sites: IBM DB2®, Oracle®, Microsoft Windows® and UNIX®. Expanding from Amdocs across the enterprise, Optim supports additional databases and platforms, including

Microsoft® SQL Server®, Sybase®, IBM Informix®, IBM IMS™, IBM VSAM®, IBM z/OS® and Linux®. And it supports the key packaged ERP and CRM applications in use today: Oracle® E-Business Suite, PeopleSoft® Enterprise, JD Edwards® EnterpriseOne and Siebel® CRM, as well as your custom and packaged applications.

Align proven technology with your business objectives. Now you can simplify enterprise application data management to accelerate business-critical projects. Optim ensures seamless access to current and archived data, easier upgrades and cost-effective tiered storage strategies. Profit from superior application performance and availability. Automate transaction retention to support compliance initiatives. Simplify database administration and speed disaster recovery. Lower costs and increase customer satisfaction. These benefits and more quickly translate into maximum business value from your investment in Amdocs CRM.

About IBM Optim

IBM® Optim™ enterprise data management solutions focus on critical business issues, such as data growth management, data privacy compliance, test data management, e-discovery, application upgrades, migrations and retirements. Optim aligns application data management with business objectives to help optimize performance, mitigate risk and control costs, while delivering capabilities that scale across enterprise applications, databases and platforms. Today, Optim helps companies across industries worldwide capitalize on the business value of their enterprise applications and databases, with the power to manage enterprise application data through every stage of its lifecycle.

For more information

To learn more about IBM Optim enterprise data management solutions, contact your IBM sales representative or visit: www.optimsolution.com.



© Copyright IBM Corporation 2008

IBM Software Group
111 Campus Drive
Princeton, NJ 08540-6400
USA
www.optimsolution.com

Produced in the United States of America
07-08
All Rights Reserved

DB2, IBM, the IBM logo, IMS, Informix, Optim, VSAM and z/OS are trademarks or registered trademarks of the IBM Corporation in the United States, other countries or both.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. UNIX is a registered trademark of The Open Group in the United States and other countries. Windows and SQL Server are registered trademarks of Microsoft Corporation in the United States and other countries. All other company or product names are trademarks or registered trademarks of their respective owners.

References in this publication to IBM products, programs or services do not imply that IBM intends to make them available in all countries in which IBM operates or does business.