Announcing Availability of IBM WebSphere Customer Center Version 7.0.1 for IBM AIX with IBM WAS v6.1 application server

The IBM WebSphere Customer Center team is pleased to announce additional platform support for its industry leading CDI (Customer Data Integration) offering, ***IBM WebSphere Customer Center Version 7.0.1***. The newly supported platform combination is on the IBM AIX operating system with IBM WebSphere Application Server version 6.1 and IBM DB2 and Oracle database support.

With this addition, the available platforms include support for the following operating systems: AIX, Solaris, Red Hat Linux and HP; application servers: IBM WebSphere Application Server (WAS version 6.0 and 6.1) and BEA WebLogic and databases: IBM DB2 (Distributed or z/OS) and Oracle 10g.

This announcement contains:
- Overview of New Product Features and Enhancements
- Supported Platforms
- Relationship with other IBM Offerings

Overview of New Product Features and Enhancements in Version 7.0
New functionality includes enhanced search capabilities, delta processing services, data corruption management and an aggregate view of known duplicate suspect records.

- IBM WebSphere Customer Center's enhanced search capabilities are optimized to deliver the fast response time required to effectively support the business process needs of organizations with large numbers of customer (party) records. For example, for a customer service rep finding the right customer quickly may allow for single call completion rather than having to call back. Phonetic searches, common name exclusion, search by party role and complex wildcard/look-alike searches are some of the new features that make IBM WebSphere Customer Center searches more powerful than ever.
- Delta processing services are specifically aimed at taking in additional customer data batches and applying those, using the external system ID, to IBM WebSphere Customer Center through dedicated services to ensure application of established rules and validations.
- With data corruption management certain events, that could indicate possible corruption, can be defined and monitored by IBM WebSphere Customer Center. Notification and/or logging can be initiated when such events occur. Delta processing services and data corruption management by themselves, or in combination, make and maintain IBM WebSphere Customer Center's "system-of-record" content of the highest quality and integrity.
- The new "aggregate view" of known duplicate suspect records gives the ability to fully manage duplicates, view these as either a single "aggregate" record, or to treat as separate records as required by business needs. This may be to perform line-of-business reporting, regulatory requirement for separate records, etc.

Enhancements to existing functionality include out-of-the-box integration with IBM QualityStage for probabilistic matching, ability to do full party maintenance using the Data Stewardship UI, a new service that allows for a party to be retrieved based on role and enhancements to the rules of visibility (ROV)

- Based on customers' data matching needs, IBM WebSphere Customer Center's existing deterministic matching capabilities, probabilistic matching and external reference sources (e.g. Acxiom, D&B) can in various combinations lead to the optimal matching process. With the introduction of out-of-the-box integration for probabilistic matching with IBM QualityStage, we offer unrivaled scenarios for matching.
- IBM WebSphere Customer Center's Data Stewardship UI has been enhanced to allow for complete maintenance of party records. This allows authorized users to add, change or delete party records or parts thereof; note that this is subject to established validation and other rules.
- Retrieving party information based on role allows IBM WebSphere Customer Center to serve requestor systems more effectively with the aspects of the party information that these need, unencumbered by other party data that they are not interested in.
- Enhancements to the rules of visibility further refine what information is made available, limiting the presentation of data to that which a given user is entitled to see; moreover, IBM WebSphere Customer Center will now also take the ROV into account when retrieving the physical data from the database. This means rather than "filtering" afterwards, only the data from the database that satisfies the ROV is retrieved thus optimizing performance.

Integration capabilities in this release are further expanded with the next phase of the Web Services interface and out-of-the-box integration with ETL, entity analytic tools and D&B

- Web services are rapidly becoming one of the most desired ways to interface with IBM WebSphere Customer Center, actually this is a general trend throughout the industry. With this release, Web Services is a first level interface and exposes all business services individually. Most customer organizations have built web services expertise making integrations between IBM WebSphere Customer Center and existing systems quicker when Web Services are leveraged.
- For many IBM WebSphere Customer Center projects integration with ETL tools has already been established, but with is release the out-of the-box integration with IBM DataStage includes integration at the metadata level. Thus, the metadata is in place for both loading of data as well as exports. This speeds up deployment projects and reduces costs.
- The out-of-the-box integration with IBM Entity Analytics Solution can be used to analyze complex party identities and relationships to enable fraud and threat detection. This is of course an area where many organizations have requirements driven by regulatory (e.g. US Patriot Act) or business demands.
- Integration with Dun & Bradstreet (D&B) allows for matching of DUNS numbers and/or enrichment of organization records with D&B data.

Technology and Performance

- Reporting enablement in IBM WebSphere Customer Center provides aggregate data that can be used by a reporting or BI tool to provide reports on IBM WebSphere Customer Center performance and usage. For example, which IBM WebSphere Customer Center transactions are used, the time for these to complete and their success/failure rates. Thus providing information for capacity planning and identification of areas for optimization.
- IBM WebSphere Customer Center's security features have been further expanded and component security has been introduced to ensure that outside access to these components is only granted to authenticated service consumers. This provides more flexibility in deployment configurations.

- With the 7.0 release of IBM WebSphere Customer Center we introduce "net new" and improved capabilities that further enhances our position in the CDI (Customer Data Integration) market. Already recognized as the leader in this space, this release adds key elements that make the product functionally richer, even easier-to-integrate and perform optimally in the most demanding applications.

With this next release of IBM WebSphere Customer Center we introduce "net new" and improved capabilities that further enhances our position in the CDI (Customer Data Integration) market. Already recognized as the leader in this space, this release adds key elements that make the product functionally richer, even easier-to-integrate and perform optimally in the most demanding applications.

Supported Platforms
With this release the supported platforms are:

Newly introduced with this announcement:
- IBM AIX with WebSphere Application Server v6.1 and DB2 or Oracle database

Previously Available:
- IBM AIX with WebSphere Application Server v6.0 and DB2 or Oracle database
- Solaris with WebSphere Application Server and DB2 or Oracle database
- Solaris with BEA WebLogic and Oracle database
- Red Hat Linux with WebSphere Application Server and DB2 or Oracle database
- Red Hat Linux with BEA WebLogic application server and Oracle database
- HP-UX with BEA WebLogic and Oracle database

Relationship with other IBM Offerings
• **IBM WebSphere Customer Center and IBM Information Server** – With IBM WebSphere Customer Center out-of-the-box integration with IBM's DataStage and QualityStage products is offered. These products are core components of IBM Information Server.
• **IBM WebSphere Customer Center and Entity Analytics Solution** – With IBM WebSphere Customer Center out-of-the-box integration with IBM's Entity Analytics Solution (EAS) is offered.
• **IBM WebSphere Customer Center and other IBM Offerings** – As did prior releases, IBM WebSphere Customer Center continues to leverage key IBM software offerings such as IBM WebSphere Application Server, IBM DB2 (various environments) and IBM MQ Series.