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# Customer Data Integration: A Framework for Building Adaptable Customer-Oriented Business Services

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## ABSTRACT

Customer Data Integration (CDI) solutions are often cited as the technological panacea for enabling consolidated views of corporate customer data. However, there are many different CDI implementation and architectural methodologies. Finding the solution that meets the ever-changing needs of an organization can be challenging.

There are three critical, interrelated components that all CDI solutions must include: integrated data quality, flexible identity management, and a service-oriented architecture. The success of any CDI initiative relies on the degree to which these aspects of the solution interoperate and, more importantly, how quickly and easily business rules and processes can be encapsulated, deployed, and adapted to change within this integrated framework.

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