



NOVELL – DATA INTEGRATION



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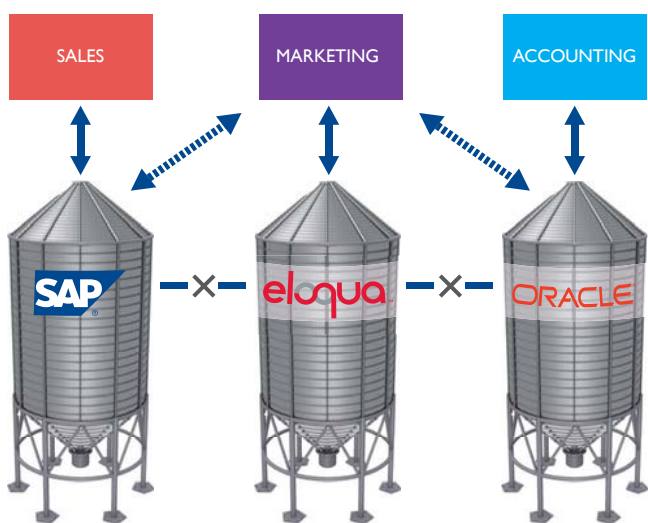
Novell Novell, Inc. designs and builds software that makes people more productive and work environments more secure and easier to manage, regardless of how or where people work. They support thousands of organizations around the world with products that enable their work force in the office and on the go. These solutions include endpoint management, collaboration, and file and networking solutions.

THE REQUIREMENT

In 2013 Novell looked for a suitable solution to integrate sales and marketing data from their Marketing, Sales and Accounting divisions. The objective was to provide a comprehensive view on each account, prospect and contact by combining touch points from all Novell's relevant data sources. Ultimately, Novell was interested in understanding the complex flow from campaign to revenue and how (and how quickly) the Marketing and Sales information flowed through their systems. This information would allow holistic and relevant information to make more timely, informed business decisions.

THE DATA ENVIRONMENT

Novell acquires, stores and processes data in three main systems, namely SAP CRM, Oracle and Eloqua. The company also has a strong report generation facility in Business Objects. A system was required to bring all of the data together in one comprehensive view, from which Business Objects would be able to provide all the analysis needed by Novell's marketing staff.



- SAP is used by Novell to handle the lead management process. Data from SAP is needed to make lead and customer data available.
- Data originating from Oracle, which Novell uses for order management and accounting, provides financial information such as purchasing history and behaviour.
- Eloqua – the third data source – is used for marketing automation, campaign management and scoring and therefore adds campaign-related information to the data.

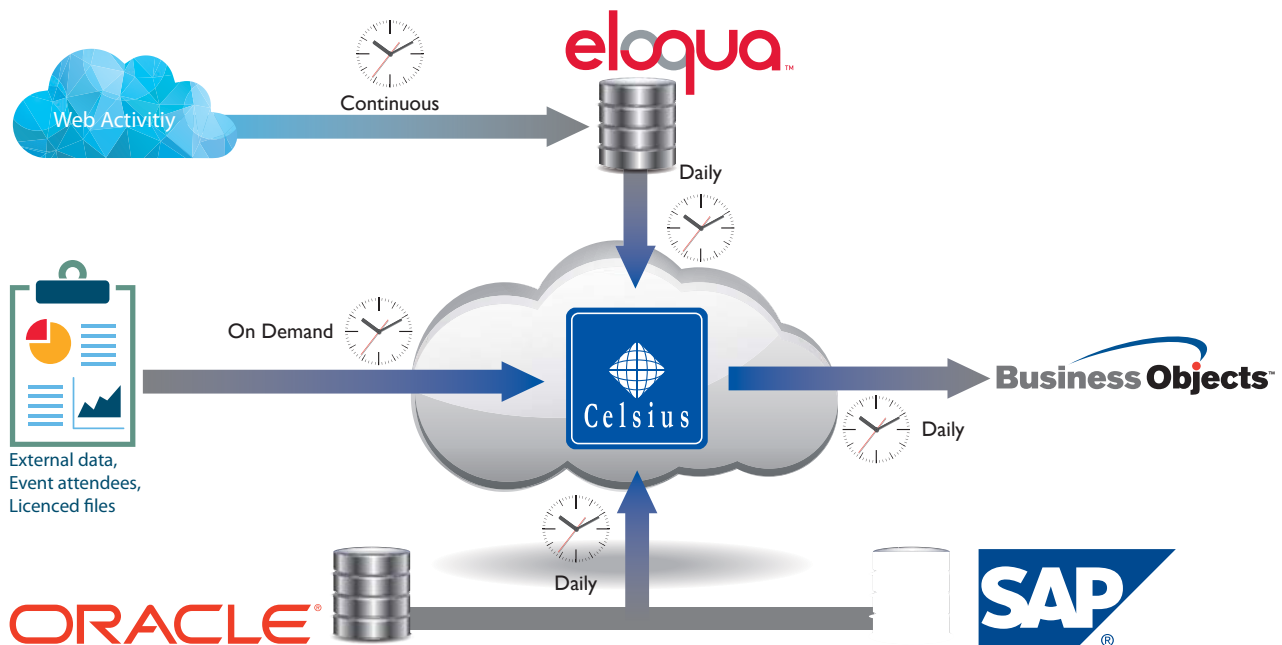
SAP and Eloqua also serve as sources for new contacts and accounts.

The requirement was to integrate these three sources on an ongoing basis, together with periodic updates collected from external sources.



THE SOLUTION

The solution had to enable the marketing teams to efficiently host, capture and manage prospect data. It had to be integrated into the existing data infrastructure, following their existing data models and process flows. In addition, the objective was to reduce the current maintenance and change request costs.



Celsius delivered the solution which Novell needed using our cloud-based data consolidation and quality-assurance facility. Account, contact, financial and campaign activity data from SAP, Oracle and Eloqua is extracted and routinely consolidated into a data repository. New records in the three systems are automatically checked against Celsius' reference tables and matched against existing data, preventing the creation of duplicates and ensuring that the data is always 'ready-to-use' for marketing.

New data from external sources, such as purchased data from vendors, web registrations or data gathered during events, is also processed through the quality checking process, avoiding the import of data that does not comply with the business rules and removing duplicates before they can pollute the database.



THE COMPLEXITY OF A MULTI-BU ENVIRONMENT

Novell is one of four business units/brands, making up one of the world's largest privately-held software companies. The other business units/brands are Attachmate, NetIQ, and SUSE. Each business unit is defined and run independently, with distinct marketing and sales strategies, but sharing common systems, reporting services and corporate operations. Novell finds that a particular strength of the solution is the ability to support multiple business units which, for any single account or contact, may have different marketing statuses. For example, in the simplest case, an account or a contact may be a customer for one business unit but a medium term prospect for another.

Operationally this means that, although there is a single account and contact universe at the corporate level (and thus no duplicated records across the different business units/brands), all activities and transactions (such as leads, clicks, web downloads, registrations or purchases) are processed, stored and can be extracted or analysed at the business unit level.

Richard W. Bradford, Director of Global Marketing Operations for Novell, says:

"Celsius has successfully replaced our current prospect management data platform and now facilitates the management of prospect data while reducing our maintenance cost significantly. Celsius' solution supports the import, storage and de-duplication of Novell's data according to our business rules and high quality standards"



ABOUT CELSIUS

Celsius helps our B2B multi-national customers to gain the best return on their marketing investment by increasing their prospect and customer value. Our direct marketing and database solutions enable them to understand better their target markets, improve sales performance and broaden market coverage throughout Europe and, in many cases, beyond.

We cleanse, enhance, develop and manage customer and prospect databases for our customers and then help them to put them to work – using telemarketing and e- and postal-mailing. Our customers include SAP, Continental AG, Neopost, Cisco, Novell and, outside the B2B sphere, BMW.

Our main office is in France's 'Silicon Valley' at Sophia Antipolis, not far from Nice, where our staff includes ten different nationalities and speaks thirteen languages.

To learn more, go to www.celsiusinternational.com or call +33 4 92 94 40 00.



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