Data Hub, Information hub, Knowledge hub – 2005 resolutions of CRM companies – Will it lead to systematic creation of knowledge interaction centers?

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Important Keynote address

In a recent "Open Word" conference of Oracle Corporation on 8th December 2004, Lawrence J. Ellison, CEO has summarized the up and coming issues of database creation, management, and utilization, attacking directly the information fragmentation in his keynote address . His main points are the following:

Create a consistent, instantaneously updating, and running in fail-safe environment databases for companies to reach their customers and serve them better. For that,

- o Have single global database – an integrated platform – a data hub with synchronization automation
- o Manage the data hubs using a grid – a cluster of fail safe commodity hardware

Three interesting very different examples, Mr. Ellison mentioned are the following:

1. Homeland security could have gained enormous advantage had they used integrated, Data Hub type product, thereby reducing the chance of the 9/11 tragedy.
2. Global credit authorization system that integrates all the banks that issue credit cards (only way to have credit limits to an individual or to a household)
3. Even oracle corporation which has offices in 175 places in the world, most of them different countries had to spend 5 years to come up with an integrated data hub

According to Mr. Lawrence J. Ellison, this is acting on trillions of dollars worth of economic opportunity, which is not surprising.
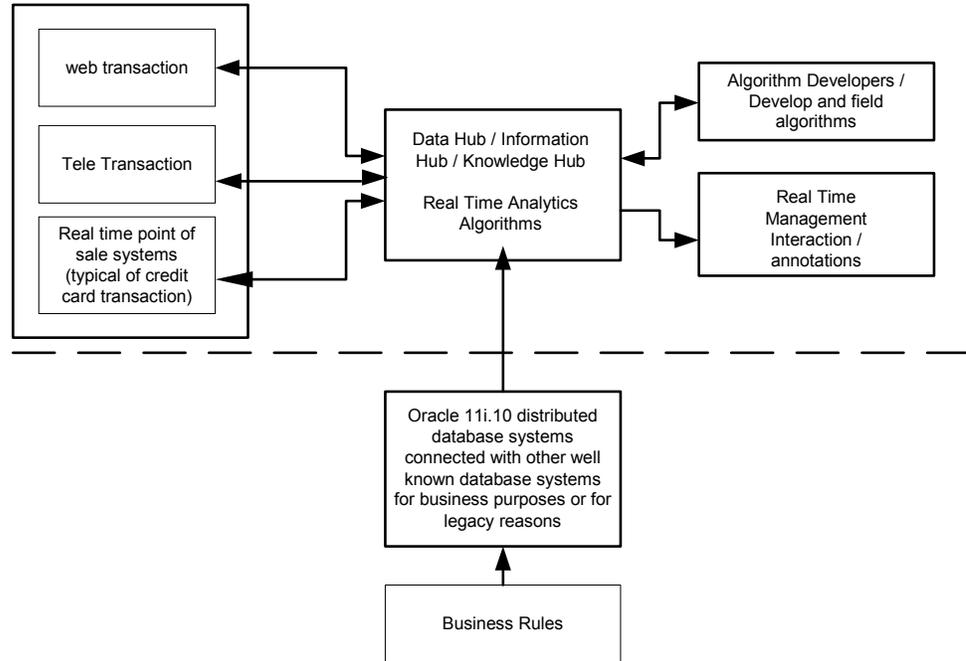
Implication for CRM

The implication for CRM is very clear and very direct and this need is something CRM community has been aware and has been pushing. Some things that companies can immediately take advantage of and what companies have to do subsequently, follows in the discussion. What is did not come out explicitly but no less important for CRM community is the idea of information hub and knowledge hub, typically called knowledge interaction centers.

- Companies can take advantage of products like ORACLE 11i.10 to start thinking about bringing together all their databases on a data hub for real time customer intelligence and real time customer service.
- Companies still have to work on using this integrated databases and create
  - Information hub / center which is consistent and updated regularly and also
  - Knowledge hub / center which is consistent and updated regularly

A typical schema for a knowledge interaction center is the following:

Knowledge Hub Schema

web transaction		Algorithm Developers / Develop and field algorithms
Tele Transaction	Data Hub / Information Hub / Knowledge Hub Real Time Analytics Algorithms	Real Time Management Interaction / annotations
Real time point of sale systems (typical of credit card transaction)		

Oracle 11i.10 distributed database systems connected with other well known database systems for business purposes or for legacy reasons

Business Rules

A Cost Effective Way for Creating Knowledge Center

It is a great news that ORACLE finally has come up with this data hub application which will make CRM applications much easier to work and with lot more bang; however, companies have to know how to create knowledge out of this development aid and create truly a knowledgeable company – a company that knows itself and knows its customers, and knows what decision and offers to make to their customers, what priorities to set for the next product innovation.

– http://www.CRMportals.com provides a cost effective way to build Oracle data hubs and knowledge centers, leveraging optimal combination of on-shore and off-shore resources and talents.

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