



DataZense for Opt-In and Opt-Out **Compliance**

Why DataZense?

- Opt-In Opt-Out Data Profiling
- Human-centric design & UX
- Governance, Risk, and Compliance
- Master data management
- Proactive Auditing
- Historical Tracking
- Seamless Integration with enterprise applications
- Cloud-based platform
- Enterprise data management
- Flexible 'Pay to use' pricing model

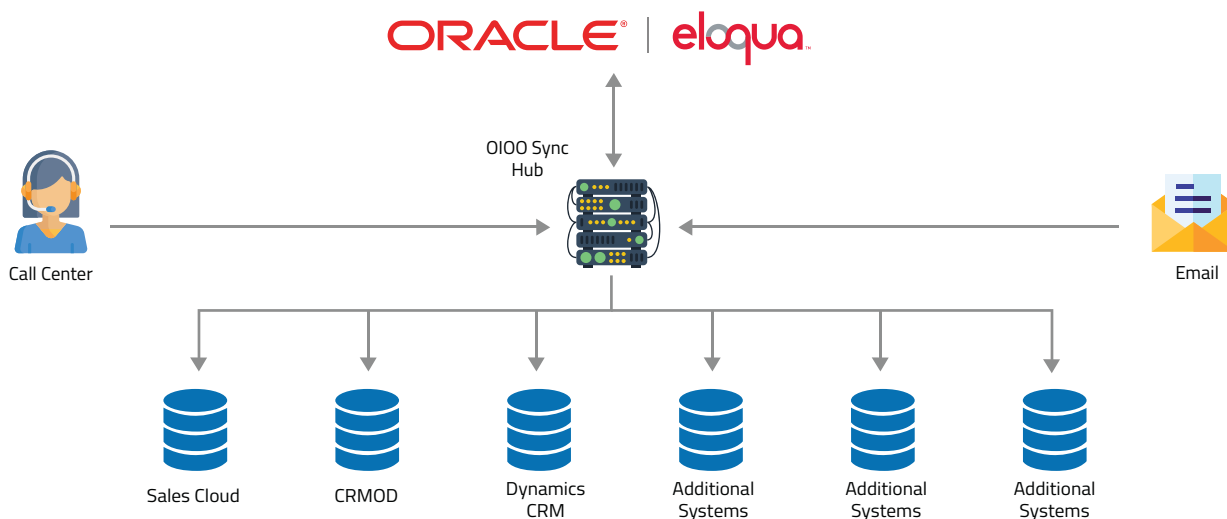
Key Features

- Single source of truth for Opt-In Opt-Out data
- Pre-defined adapters for Data Synchronization
- Flexible & configurable workflows
- Supports governance & compliance
- Configurable screens for
- Reliable & sustained data quality
- Reduced data risks
- On-time cutover
- Dashboards and Reports

Opt-In Opt-Out Compliance Overview

Opt-In/Out is a marketing approach whereby a company gets the potential Customer' or Suppliers' consent to send them communications about the promotional or other types of offers about their products. Data domains such as Customers, Suppliers, and Products are critical for this process.

ChainSys' cloud-based platform dataZense helps profile and identify the Opt-In/Opt-Out data fields in the enterprise Applications. The Registry of the Opt-in/Opt-Out application maintains a Common repository with relationships across multiple applications. With this relationship, when anyone system changes for opt-in or opt-out, we can synchronize all the related applications carrying the contact management data.



Supported Endpoints

Oracle Eloqua

Leadspace

Qualtrics

Oracle CRMoD

Microsoft Dynamics®

Oracle E-Business Suite

Oracle Cloud Applications

SAP®

Salesforce® (SFDC)

Any ERP

Interfaces With

Web Services/APIs/B APIs

XML/SOAP

REST, JSON

OData

Webhooks

Database Level

Impact and Importance of Opt-In Opt-Out Data Management

Companies are at high risk of significant fines, data breach, brand reputation, and potential loss of customers if they do not migrate the risk of adhering to contact opt-in and opt-out requests and proper compliance levels across all systems in all regions

Some systems within an organization can communicate with contacts outside of the organization (Marketing and Sales Communications). If a connection notifies that they would like to remove from the opt-in marketing list, they let the organization know and are Opted-Out from that system. However, other structures within the organization may also have that contact's information and missing to notify and fix the problem in other systems. Therefore, those communications could continue, which could lead to fines and penalties. The OIOO solution's goal is to sync the OIOO preferences across all applicable systems within an organization.

Opt-In Out-Out solution is necessary for any company to ensure compliance with the GDPR, PII, and similar data privacy laws worldwide to document and respect individual consent for sales and marketing activities.



Opt-in Opt-Out Sync Process

- A batch run of contact/OI/OO preferences occurs nightly from each connected system, and data gets loaded into the first layer of the Sync Hub
- Once Data is loaded, the Hub will look at any changes of the data and update or create a new master record containing the most recent OI/OO status for each contact
- Once the master record is created or modified, the Hub will Sync back to all other systems currently connected to the Hub, ensuring OI/OO compliance across all systems.
- Once the sync process completes, the contact's current preferences will reflect all systems connected to the Hub

Opt-In Opt-Out Master Hub

Opt-In Opt-Out Master Hub maintains the impressive list of Contact Opt-In Opt-Out data across all applications.

Here is an OI/OO Hub Data View:

Opt-in Opt-out Master										
Opt-in/Opt-out Master										
Table										
First Source System	First Name	Last Name	Cont Email Address	Opt In	Opt Out	Creation Date	Last Update Date	Translated Last Update Date	Mobile Phone	Business Phone
Sales cloud	EMEA-OI/OO	Contact18	demo_contact18_08282020...	No	Yes	2020-09-15 09:47:1...	2020-09-15 10:34:...	2020-09-15 12:34:52		
Eloqua	EMEA-OI/OO	Contact17	demo_contact17_08282020...	No	Yes	2020-09-15 05:47:5...	2020-09-15 06:18:...	2020-09-15 12:18:11	9287362233	
Sales cloud	EMEA-OI/OO	Contact16	demo_contact16_08282020...	Yes	No	2020-09-11 08:28:1...	2020-09-21 07:24:...	2020-09-21 13:24:56		
Sales cloud	EMEA-OI/OO	Contact15	demo_contact15_08282020...	No	Yes	2020-09-11 08:27:0...	2020-09-21 07:17:...	2020-09-21 13:17:01		
Sales cloud	EMEA-OI/OO	Contact14	demo_contact14_08282020...	Yes	No	2020-09-11 08:25:2...	2020-09-14 15:00:...	2020-09-14 17:00:39		
Sales cloud	EMEA-OI/OO	Contact13	demo_contact13_08282020...	No	Yes	2020-09-11 08:21:5...	2020-09-14 14:47:...	2020-09-14 16:47:21		
Qualtrics	EMEA-OI/OO	Contact10	demo_contact10_08282020...	Yes	No	2020-09-04 08:19:06	2020-09-04 08:19:...	2020-09-04 10:19:06	NA	NA
Qualtrics	EMEA-OI/OO	Contact09	demo_contact09_08282020...	Yes	No	2020-09-03 11:41:51	2020-09-03 11:41:...	2020-09-03 13:41:51	NA	NA
CRMOD	Test	1	test@test.com	No	Yes	2020-09-02T14:16:3...	2020-09-02 14:17:...	2020-09-02 16:17:40		+1
Microsoft CRM	EMEA-OI/OO	Contact12	demo_contact12_08282020...	Yes	No	2020-09-01 09:57:3...	2020-09-10 10:05:...	2020-09-10 12:05:48		86576547686
Microsoft CRM	EMEA-OI/OO	Contact11	demo_contact11_08282020...	No	Yes	2020-09-01 09:56:3...	2020-09-21 10:47:...	2020-09-21 12:47:18		12652968
CRMOD	EMEA-OI/OO	Contact08	demo_contact08_08282020...	Yes	No	2020-08-28T05:48:4...	2020-08-31 03:20:...	2020-08-31 09:20:31		+1 899 9676473
Qualtrics	EMEA-OI/OO	Contact07	demo_contact07_08282020...	No	Yes	2020-08-28 04:58:31	2020-08-31 07:18:...	2020-08-31 09:18:02	NA	NA
Sales cloud	EMEA-OI/OO	Contact06	demo_contact06_08282020...	No	Yes	2020-08-28 04:51:5...	2020-09-21 10:47:...	2020-09-21 12:47:17		
LeadSpace	EMEA-OI/OO	Contact05	demo_contact05_08282020...	No	Yes	2020-08-28 00:50:12	2020-08-31 13:45:...	2020-08-31 15:45:14		
Eloqua	EMEA-OI/OO	Contact04	demo_contact04_08282020...	Yes	No	2020-08-28 00:46:3...	2020-08-28 08:54:...	2020-08-28 10:54:34	9883374789	
Eloqua	EMEA-OI/OO	Contact03	demo_contact03_08282020...	No	Yes	2020-08-28 00:44:3...	2020-08-28 08:54:...	2020-08-28 10:54:32	8937777366	
Eloqua	EMEA-OI/OO	Contact02	demo_contact02_08282020...	Yes	No	2020-08-28 00:42:3...	2020-08-28 04:01:...	2020-08-28 10:01:41	9099977277	
Eloqua	EMEA-OI/OO	Contact01	demo_contact01_08282020...	No	Yes	2020-08-28 00:40:3...	2020-08-28 08:47:...	2020-08-28 10:47:43	8398356353	
Eloqua	EMEA-OI/OO	TestContact08	emea-08-08252020@vertvisi...	No	Yes	2020-08-25 03:57:5...	2020-08-25 04:00:...	2020-08-25 10:00:27		35465768

Showing all 200 rows

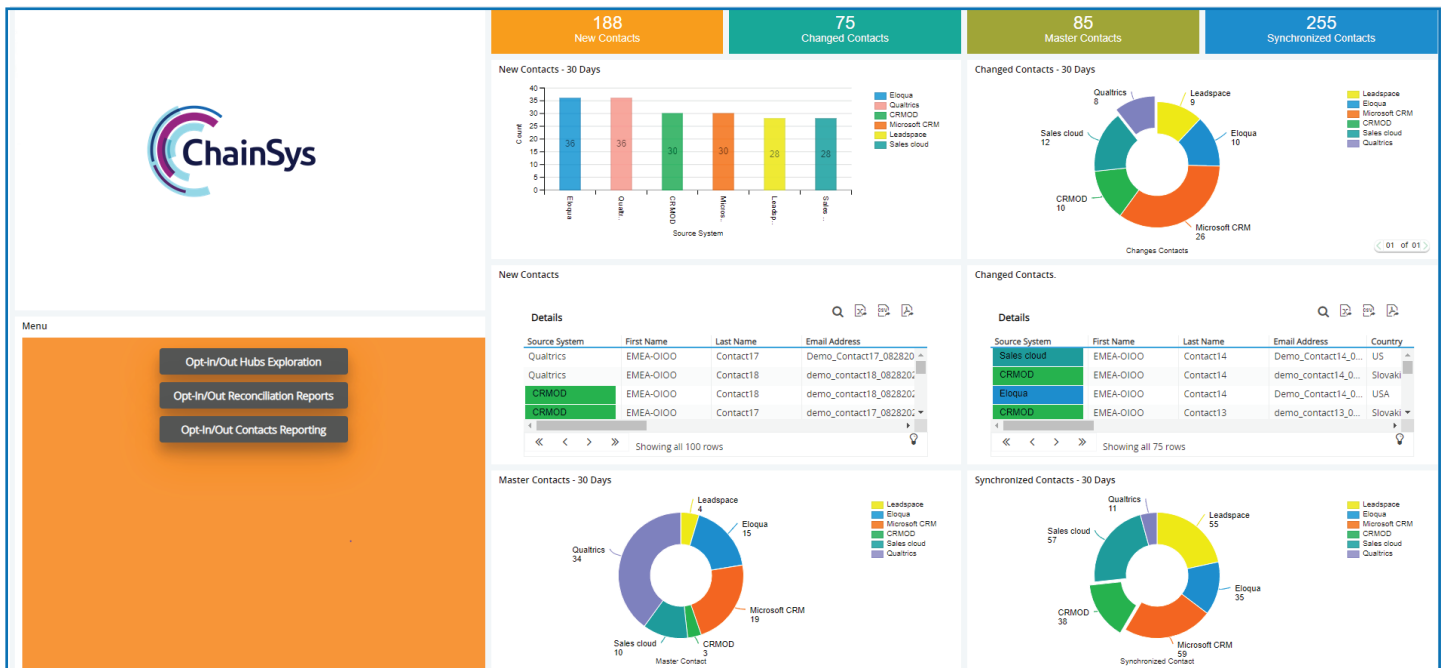
Opt-In Opt-Out Dashboards and Reports

dataZense Opt-In Opt-Out provides the following Dashboards and Reports for executive and business review.

Home Dashboard

Opt-In Opt-Out Home Dashboard provides the following critical summary:

- Master Contacts
- Synchronized Contacts across
- New Contacts created in the past 30 days
- Changed Contacts in the past 30 days

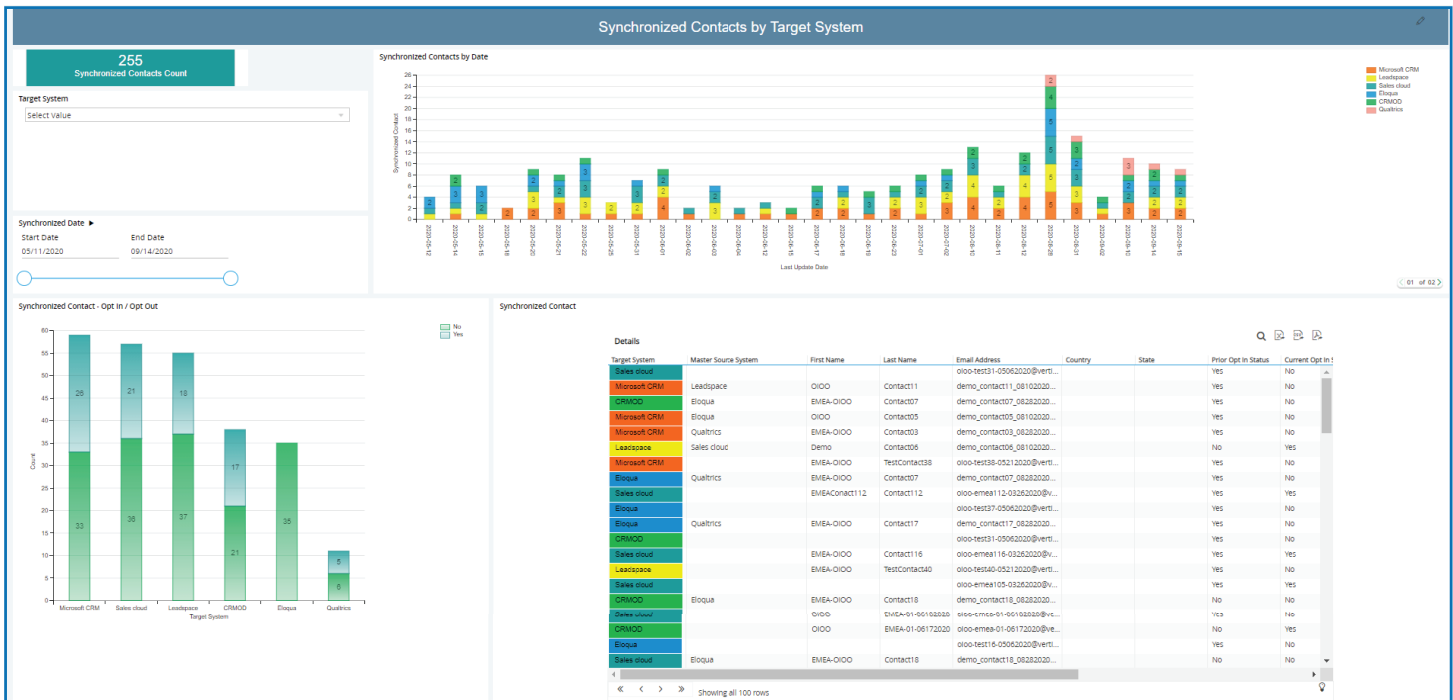


1. Opt-In/Out Master Contacts: This Dashboard will show the current list of Master Contacts across different applications.



2. Synchronized Contacts by Target System

This Report will show the records synced to the different Source Applications based on the Opt-In/Out Date changes in one system.



Executive Summary

It is essential to maintain the Marketing and Sales Communications Opt-In Opt-Out data of any enterprise in order to assure compliance with data privacy laws worldwide and avoid the risk of significant fines, data breach brand reputation and potential loss of customers.

dataZense is the one-stop solution for Opt-in and Opt-out audit and compliance requirements.

For Case studies, references, or a no obligation trial & proof of concept,
Visit us at chainsys.com/datazense

About Chainsys

A Data Management innovator since 1998, best known for its Smart Data Suite of Data Management Tools, Chain-Sys is a leader in the data migration, integration & MDM areas. Chain-sys has successfully deployed its Smart Data Suite in several Fortune 500 companies worldwide, and continues to grow and innovate rapidly. Headquartered in Lansing, MI, and spread across 5 continents, Chain-Sys prides itself on its Product, Process & People which constantly push the envelope on innovation & creativity.

For More Information, Visit:

<http://www.chainsys.com/datazense>

Write to us:

smartdata@chainsys.com



One Platform for your

End to End Data Management needs



Data Migration
Data Reconciliation
Data Integration



Data Quality Management
Data Governance
Analytical MDM



Data Analytics
Data Catalog
Data Security & Compliance

www.chainsys.com