

# Oracle<sup>®</sup> Customer Intelligence Technical Reference Manual

*RELEASE 11i*

*August 2000*

**ORACLE**

Oracle® Customer Intelligence Technical Reference Manual  
Release 11i

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# Introduction

**T**he *Oracle Customer Intelligence Technical Reference Manual* provides the information you need to understand the underlying structure of Oracle Customer Intelligence. After reading this manual, you should be able to convert your existing applications data, integrate your existing applications with Oracle Customer Intelligence, and write custom reports for Oracle Customer Intelligence, as well as read data that you need to perform other tasks.

This chapter introduces you to the *Oracle Customer Intelligence Technical Reference Manual*, and explains how to use it.

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## Introduction

At Oracle, we design and build applications using Oracle Designer, our systems design technology that provides a complete environment to support developers through all stages of a systems life cycle. Because we use a repository-based design toolset, all the information regarding the underlying structure and processing of our applications is available to us online. Using Oracle Designer, we can present this information to you in the form of a technical reference manual.

This *Oracle Customer Intelligence Technical Reference Manual* contains detailed, up-to-date information about the underlying structure of Oracle Customer Intelligence. As we design and build new releases of Oracle Customer Intelligence, we update our Oracle Designer repository to reflect our enhancements. As a result, we can always provide you with an *Oracle Customer Intelligence Technical Reference Manual* that contains the latest technical information as of the publication date. Note that after the publication date we may have added new indexes to Oracle Customer Intelligence to improve performance.

### About this Manual

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This manual describes the Oracle Customer Relationship Management (CRM) Applications Release 11i data model, as used by Oracle Customer Intelligence ; it discusses the database we include with a fresh install of Oracle CRM Release 11i. If you have not yet upgraded to Release 11i, your database may differ from the database we document in this book.

You can contact your Oracle representative to confirm that you have the latest technical information for Oracle Customer Intelligence . You can also use *OracleMetaLink* which is accessible through Oracle's Support Web Center ([http://www.oracle.com/support/elec\\_sup](http://www.oracle.com/support/elec_sup)).

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## Finding the Latest Information

The *Oracle Customer Intelligence Technical Reference Manual* contains the latest information as of the publication date. For the latest information we encourage you to use *OracleMetaLink* which is accessible through Oracle's Support Web Center ([http://www.oracle.com/support/elec\\_sup](http://www.oracle.com/support/elec_sup)).

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## Audience

The *Oracle Customer Intelligence Technical Reference Manual* provides useful guidance and assistance to:

- Technical End Users
- Consultants
- Systems Analysts
- System Administrators
- Other MIS professionals

This manual assumes that you have a basic understanding of structured analysis and design, and of relational databases. It also assumes that you are familiar with Oracle Application Object Library and Oracle Customer Intelligence. If you are not familiar with the above products, we suggest that you attend one or more of the training classes available through Oracle Education (see: Other Information Sources: page 1 – 7).

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## How This Manual is Organized

This manual contains two major sections, High–Level Design and Detailed Design.

### **High–Level Design**

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This section, Chapter 2, contains database diagrams and lists each database table and view that Oracle Customer Intelligence uses. This chapter also has a list of modules.

### **Detailed Design**

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This section, Chapter 3, contains a detailed description of the Oracle Customer Intelligence database design, including information about each database table and view you might need for your custom reporting or other data requirements.

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## How to Use This Manual

The *Oracle Customer Intelligence Technical Reference Manual* is a single, centralized source for all the information you need to know about the underlying structure and processing of Oracle Customer Intelligence. For example, you can use this manual when you need to:

- Convert existing application data
- Integrate your Oracle Customer Intelligence application with your other applications systems
- Write custom reports
- Define alerts against Oracle Applications tables
- Configure your Oracle Self-Service Web Applications
- Create views for decision support queries using query tools
- Create business views for Oracle Discoverer

You need not read this manual cover to cover. Use the table of contents and index to quickly locate the information you need.

---

## How Not To Use This Manual

### **Do not use this manual to plan modifications**

You should not use this manual to plan modifications to Oracle Customer Intelligence. Modifying Oracle Customer Intelligence limits your ability to upgrade to future releases of your Oracle Customer Intelligence application. In addition, it interferes with our ability to give you the high-quality support you deserve.

We have constructed Oracle Customer Intelligence so that you can customize it to fit your needs without programming, and you can integrate it with your existing applications through interface tables. However, should you require program modifications, you should contact our support team (see: Other Information Sources: page 1 – 7). They can put you in touch with Oracle Services, the professional consulting organization of Oracle. Their team of experienced applications professionals can make the modifications you need while ensuring upward compatibility with future product releases.

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## **Do not write data into non-interface tables**

Oracle reserves the right to change the structure of Oracle Applications tables, and to change the meaning of, add, or delete lookup codes and data in future releases. Do not write data directly into or change data in non-interface tables using SQL\*Plus or other programming tools because you risk corrupting your database and interfering with our ability to support you.

Moreover, this version of the *Oracle Customer Intelligence Technical Reference Manual* does not contain complete information about the dependencies between Oracle Customer Intelligence applications tables. Therefore, you should write data into only those tables we identify as interface tables. If you write data into other non-interface tables, you risk violating your data integrity since you might not fulfill all the data dependencies in your Oracle Customer Intelligence application.

You are responsible for the support and upgrade of the logic within the procedures that you write, which may be affected by changes between releases of Oracle Applications.

## **Do not rely on upward compatibility of the data model**

Oracle reserves the right to change the structure of Oracle Customer Intelligence tables, and to change the meaning of, add, or delete lookup codes and other data in future releases. We do not guarantee the upward compatibility of the Oracle Customer Intelligence data model. For example, if you write a report that identifies concurrent requests that end in Error status by selecting directly from Oracle Application Object Library tables, we do not guarantee that your report will work properly after an upgrade.

---

## **About Oracle Application Object Library**

Oracle Application Object Library is a collection of pre-built application components and facilities for building Oracle Applications and extensions to Oracle Applications. Oracle Application Coding Standards use the Oracle Application Object Library and contains shared components including but not limited to — forms, subroutines, concurrent programs and reports, database tables and objects, messages, menus, responsibilities, flexfield definitions and online help.



**Attention:** Oracle does not support *any* customization of Oracle Application Object Library tables or modules, not even

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by Oracle consultants. (Oracle Application Object Library tables generally have names beginning with FND\_%.)

Accordingly, this manual does not contain detailed information about most Oracle Application Object Library tables used by Oracle Customer Intelligence.

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## A Few Words About Terminology

The following list provides you with definitions for terms that we use throughout this manual:

### **Relationship**

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A relationship describes any significant way in which two tables may be associated. For example, rows in the Journal Headers table may have a one-to-many relationship with rows in the Journal Lines table.

### **Database Diagram**

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A database diagram is a graphic representation of application tables and the relationships between them.

### **Module**

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A module is a program or procedure that implements one or more business functions, or parts of a business function, within an application. Modules include forms, concurrent programs and reports, and subroutines.

### **Application Building Block**

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An application building block is a set of tables and modules (forms, reports, and concurrent programs) that implement closely-related database objects and their associated processing. Said another way, an application building block is a logical unit of an application.

### **QuickCodes**

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QuickCodes let you define general purpose, static lists of values for window fields. QuickCodes allow you to base your program logic on lookup codes while displaying user-friendly names in a list of values window. QuickCodes simplify name and language changes by letting

you change the names your end users see, while the codes in your underlying programs remain the same.

### **Form**

---

A form is a module comprised of closely related windows that are used together to perform a task. For example, the Enter Journals form in Oracle General Ledger includes the Enter Journals window, the Batch window, and the More Actions window among others. The Enter Journals window is the main window, and from it, you can use buttons to navigate to other windows in the form. The form name usually corresponds to the main window in the form, and is frequently a window you open directly from the Navigator.

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## **Other Information Sources**

### **Installation and System Administration**

#### **Training**

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Oracle Education offers a complete set of training courses to help you and your staff master Oracle CRM Applications. We can help you develop a training plan that provides thorough training for both your project team and your end users. We will work with you to organize courses appropriate to your job or area of responsibility.

Training professionals can show you how to plan your training throughout the implementation process so that the right amount of information is delivered to key people when they need it the most. You can attend courses at any one of our many Educational Centers, or you can arrange for our trainers to teach at your facility. In addition, we can tailor standard courses or develop custom courses to meet your needs.

#### **Support**

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From on-site support to central support, our team of experienced professionals provides the help and information you need to keep Oracle Customer Intelligence working for you. This team includes your Technical Representative, Account Manager, and Oracle's large staff of consultants and support specialists with expertise in your

business area, managing an Oracle server, and your hardware and software environment.

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## About Oracle

Oracle Corporation develops and markets an integrated line of software products for database management, applications development, decision support, and office automation, as well as Oracle Applications, an integrated suite of more than 75 software modules for financial management, supply chain management, manufacturing, project systems, human resources, and sales and service management.

Oracle products are available for mainframes, minicomputers, personal computers, network computers, and personal digital assistants, allowing organizations to integrate different computers, different operating systems, different networks, and even different database management systems, into a single, unified computing and information resource.

Oracle is the world's leading supplier of software for information management, and the world's second largest software company. Oracle offers its database, tools, and applications products, along with related consulting, education, and support services, in over 145 countries around the world.

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## Thank You

Thanks for using Oracle Customer Intelligence and this technical reference manual!

We appreciate your comments and feedback. After the Table of Contents of this manual is a Reader's Comment Form that you can use to explain what you like or dislike about Oracle Customer Intelligence or this technical reference manual. Mail your comments to the following address or call us directly at (650) 506-7000.

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CHAPTER

# 2

## High-Level Design

**T**his chapter presents a high-level design for Oracle Customer Intelligence that satisfies the business needs we specify during Strategy and Analysis. It contains database diagrams for Oracle Customer Intelligence application building blocks, lists of database tables and views, and a list of modules.

---

## Overview of High-Level Design

During High-Level Design, we define the application components (tables, views, and modules) we need to build our application. We specify what application components should do without specifying the details of *how* they should do it.

You can refer to this High-Level Design chapter to quickly acquaint yourself with the tables, views, and modules that comprise Oracle Customer Intelligence applications. And, you can prepare yourself to understand the detailed design and implementation of Oracle Customer Intelligence.

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## Database Diagrams

The Database Diagrams section graphically represents all Oracle Customer Intelligence applications tables and the relationships between them, organized by building block.

Use this section to quickly learn what tables each Oracle Customer Intelligence application building block uses, and how those tables interrelate. Then, you can refer to the Table and View Definitions sections of Chapter 3 for more detailed information about each of those tables.

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## Table Lists

The Table List sections list the Oracle Customer Intelligence applications tables. Because a product might not include at least one table for each type, this Technical Reference Manual might not include each of the following sections.

### **Public Tables**

---

Use the Public Table List section to quickly identify the tables you are most interested in. Then, you can refer to the Table and View Definitions sections of Chapter 3 for more detailed information about those tables.

In addition, this manual may contain full documentation for one or more of the following Application Object Library tables: FND\_DUAL, FND\_CURRENCIES, and FND\_COMMON\_LOOKUPS.

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## **Internal Tables**

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This section includes a list of private, internal tables used by Oracle Customer Intelligence ; we do not provide additional documentation for these tables.

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## **View Lists**

The View List sections list the Oracle Customer Intelligence views, with one section for each type of view. Because a product might not include at least one view for each type, this Technical Reference Manual might not include each of the following sections.

Use this section to quickly identify the views you are most interested in. Then, you can refer to the Table and View Definitions sections of Chapter 3 for more detailed information about those views.

### **Public Views**

---

This section lists views that may be useful for your custom reporting or other data requirements. The list includes a description of the view, and the page in Chapter 3 that gives detailed information about the public view.

### **Web Views**

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This section lists views that you may need to configure your Self-Service Web applications. The list includes a description of the view, and the page in Chapter 3 that gives detailed information about the web view.

### **Internal Views**

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This section includes each private, internal view that Oracle Customer Intelligence uses.

### **Multiple Reporting Currency Views**

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This list includes views that were created to support the Multiple Reporting Currencies feature.

---

## Module List

The Module List section briefly describes each of the Oracle Customer Intelligence applications modules. This section lists forms, reports, and concurrent programs.

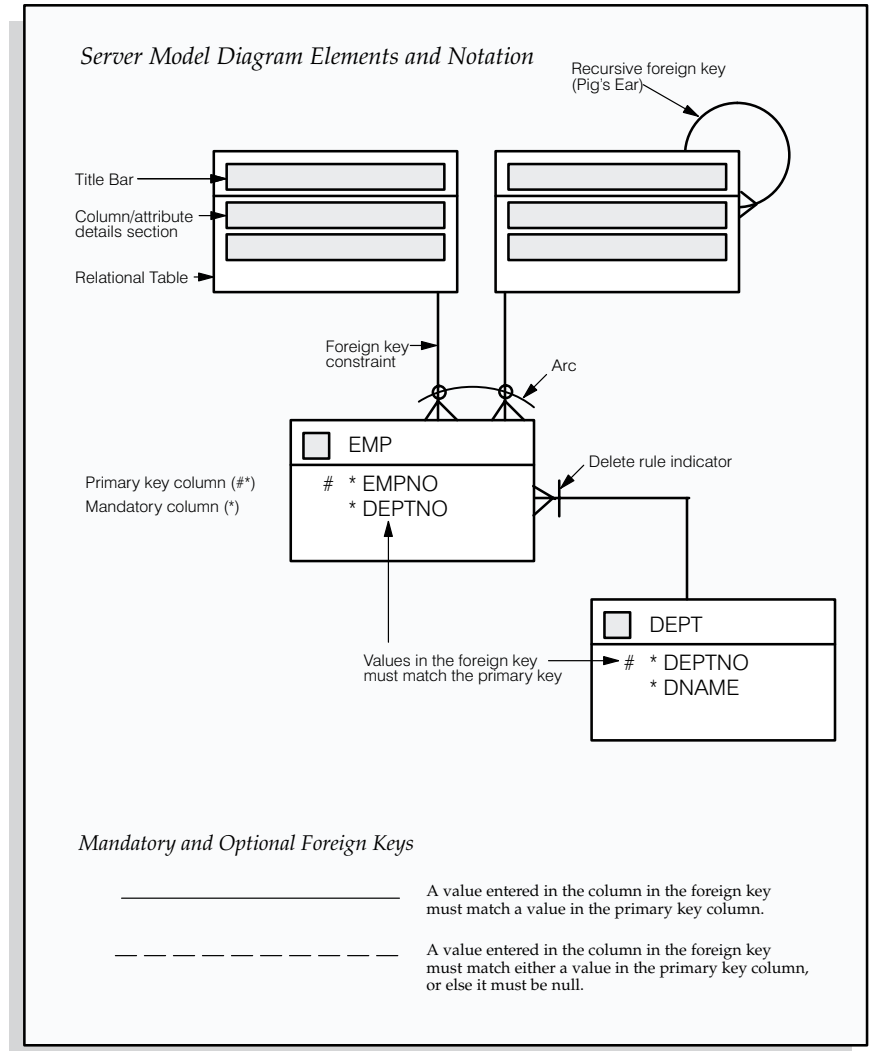
A form is a module comprised of closely related windows that are used together to perform a task. For example, the Enter Journals form in Oracle General Ledger includes the Enter Journals window, the Batch window, and the More Actions window. The Enter Journals window is the main window, and from it, you can use buttons to navigate to other windows in the form. The form name usually corresponds to the main window in the form, and is frequently a window you can open directly from the Navigator.

The Reports and Concurrent Programs lists include processes you can submit from the Submit Requests window or other windows, as well as processes that are submitted automatically by Oracle Customer Intelligence. Use your user's guide to learn more about reports and concurrent processes.

# Database Diagramming Conventions

We use the following notational conventions in our database diagrams:

Figure 2 – 1  
Database Diagram  
Conventions



**Tables** – are the basic unit of storage in the database. A hand symbol preceding the title in the table's title bar indicates that the table is not owned by this application but shared with another.

**Foreign key constraint** – is a type of referential integrity constraint for checking the integrity of data entered in a specific column or set of columns. This specified column or set of columns is known as the foreign key.

**Delete rule indicator** – determines the action to be taken when an attempt is made to delete a related row in a join table. A line through the foreign key constraint, as shown on the above diagram, indicates that this action is restricted.

**Arcs** – specify that, for any given row in a table, a value must be entered in one of the arc columns. The remaining columns within the arc must be null.



---

## Database Diagrams

This section graphically represents most of the significant Oracle Customer Intelligence tables and the relationships between them, organized by building block. Use this section to quickly learn what tables each Oracle Customer Intelligence application building block uses, and how these tables interrelate. Then, you can refer to the Table and View Definitions sections of Chapter 3 for more detailed information about each of those tables.

This section contains a database diagram for each of the following Oracle Customer Intelligence application building blocks:

- Diagram 1: Database Diagram 1
- Diagram 2: Database Diagram 2

Some tables, especially important reference tables, appear in more than one database diagram. When several building blocks use a table, we show that table in each appropriate database diagram.

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### Database Diagram 1

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### Database Diagram 2

## Public Table List

This section lists each public database table that Customer Intelligence uses and provides a brief description of each of those tables. The page reference is to the table description in Chapter 3.

Note that “public” tables are not necessarily intended for write access by custom code; Oracle Corporation supports write access using only standard Oracle Applications forms, reports, and programs, or any SQL write access to tables explicitly documented as API tables. For more information, see the How Not To Use This Manual section of this book’s Introduction.

Customer Intelligence uses the following Public tables:

<b>Table Name</b>	<b>Description</b>
BIC_CUSTOMER_SUMMARY_ALL	(See page 3 – 7)
BIC_LC_SETUP_ALL	(See page 3 – 8)
BIC_MEASURES_ALL	The list of measures will be seeded (See page 3 – 9)
BIC_MEASURE_ATTRIBS	This table has the internal attributes for each measure. (See page 3 – 10)
BIC_MEASURE_BUCKETS	This table will store groups for Loyalty, Satisfaction and their child measures (See page 3 – 11)
BIC_MEASURE_HIERARCHY	The hierarchy of measures will be seeded in this table. (See page 3 – 12)
BIC_PARTY_SUMMARY	(See page 3 – 13)
BIC_PROFILE_VALUES_ALL	(See page 3 – 14)
BIC_RELATIONSHIP_TYPES	(See page 3 – 15)
BIC_STANDARD_VALUES	This table stores industry standard values for satisfaction (See page 3 – 16)

## Public View List

This section lists each public database view that Oracle Customer Intelligence uses and provides a brief description of each of those views. These views may be useful for your custom reporting or other data requirements. The page reference is to the detailed view description in Chapter 3.

Oracle Customer Intelligence uses the following public views:

<b>View Name</b>	<b>Description</b>
BIC_ACTIVITIES_V	(See page NO TAG)
BIC_CAMPAIGN_LIST_V	(See page NO TAG)
BIC_CONTACTS_DETAIL_V	(See page NO TAG)
BIC_CONTRACT_HEADERS_V	(See page NO TAG)
BIC_CUSLIST_SUMMARY_V	(See page NO TAG)
BIC_CUSLIST_V	(See page NO TAG)
BIC_CUSTOMER_SUMMARY	(See page NO TAG)
BIC_CUSTOMER_SUMMARY_V	(See page NO TAG)
BIC_DIMV_CUSTOMERS	(See page NO TAG)
BIC_DIMV_CUST_CATEGORIES	(See page NO TAG)
BIC_DIMV_GEOGRAPHY	(See page NO TAG)
BIC_DIMV_MARKET_SEGMENTS	(See page NO TAG)
BIC_DIMV_PERIOD_TYPES	(See page NO TAG)
BIC_INSTALLED_BASE_DETAIL_V	(See page NO TAG)
BIC_INSTALLED_BASE_SUMMARY_V	(See page NO TAG)
BIC_INTERACTIONS_DETAIL_V	(See page NO TAG)
BIC_INTERACTIONS_SUMMARY_V	(See page NO TAG)
BIC_INTERACTIONS_V	(See page NO TAG)
BIC_INVLINE_V	(See page NO TAG)
BIC_INVLIST_V	(See page NO TAG)

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BIC_LC_SETUP	(See page NO TAG)
BIC_MEASURES	(See page NO TAG)
BIC_ORDERS_DETAIL_V	(See page NO TAG)
BIC_ORDERS_SUMMARY_V	(See page NO TAG)
BIC_PARTIES_V	(See page NO TAG)
BIC_PARTYLIST_SUMMARY_V	(See page NO TAG)
BIC_PARTY_LIST_V	(See page NO TAG)
BIC_PARTY_SUMMARY_V	(See page NO TAG)
BIC_PMF_SUMMARY_V	(See page NO TAG)
BIC_PROFILE_VALUES	(See page NO TAG)
BIC_REVENUE_TRX_DETAIL_V	(See page NO TAG)
BIC_REVENUE_TRX_SUMMARY_V	(See page NO TAG)
BIC_SERVICE_REQUEST_DETAIL_V	(See page NO TAG)
BIC_SERVICE_REQUEST_SUMMARY_V	(See page NO TAG)
BIC_SUMV_ACQUISITION	(See page NO TAG)
BIC_SUMV_ACTIVATION	(See page NO TAG)
BIC_SUMV_LIFECYCLE	(See page NO TAG)
BIC_SUMV_RETENTION	(See page NO TAG)

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## Internal View List

This section lists each private, internal view that Oracle Customer Intelligence uses.



**Warning:** Oracle Corporation does not support access to Oracle Applications data using these views, except from standard Oracle Applications forms, reports, and programs.

Oracle Customer Intelligence uses the following internal views:

- BIC\_ADDRESS\_V
- BIC\_CITIES\_V
- BIC\_CONTACTS\_V
- BIC\_CONTACT\_POINTS\_V
- BIC\_CP\_CONTACTS\_V
- BIC\_INVLINE\_DETAIL\_V
- BIC\_MARKET\_SEGMENT\_V
- BIC\_OPTY\_DETAIL\_V
- BIC\_OPTY\_SUMMARY\_V
- BIC\_SALES\_QUOTES\_DETAIL\_V
- BIC\_SALES\_QUOTES\_SUMMARY\_V
- BIC\_SITE\_ADDRESS\_V
- BIC\_STANDARD\_VALUES\_V
- BIC\_STATES\_V

---

## Module List

This section lists each form, report and concurrent program comprising Customer Intelligence.

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CHAPTER

# 3

## Detailed Design

**T**his chapter presents a detailed design for implementing Oracle Customer Intelligence. It contains detailed definitions of tables and views that you may need to reference to write custom reports or use for other data extraction.

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## Overview of Detailed Design

During Detailed Design, we specify in detail how each applications component should work. We prepare detailed definitions of tables and views.

You can refer to this Detailed Design chapter to gain a detailed understanding of the underlying structure and processing of Oracle Customer Intelligence that enables you to:

- Convert existing application data
- Integrate your Oracle Customer Intelligence application with your other applications systems
- Write custom reports
- Define alerts against Oracle Applications tables
- Create views for decision support queries using query tools

---

## Table and View Definitions

The Table and View Definitions section contains a detailed definition of Oracle Customer Intelligence applications tables. For each table, it provides information about primary keys, foreign keys, QuickCodes, indexes, triggers, and sequences. It also gives you a detailed description of each column and its characteristics. In addition, it provides the SQL statement that defines each view. Review this section to get a detailed understanding of what tables your Oracle Customer Intelligence application contains, and how it uses them to hold and access the information it needs.

---

## Table and View Definitions

This section contains a detailed description of each Oracle Customer Intelligence table and view that you may need to reference. For each table, it presents detailed information about:

- Primary keys
- Foreign keys
- Column descriptions
- Indexes
- Oracle sequences
- Triggers
- View derivations

The following sections appear in each table or view description:

---

### Foreign Keys

To help you understand the relationships between tables, we list each foreign key contained in a table. For each foreign key in a table, we list the primary key table name (the table to which a foreign key refers), its corresponding primary key columns, and the foreign key columns that refer to those primary key columns.

When the primary key table has a composite primary key, we list each column of the composite key sequentially.

If a table contains two or more distinct foreign keys that refer to the same primary key table, we repeat the primary key table name and list each of the distinct foreign keys separately.

---

### QuickCodes Columns

When a database column contains a QuickCodes value, which we implement using a foreign key to FND\_LOOKUPS, MFG\_LOOKUPS, or to some other lookup table, we list the QuickCodes type (lookup type) to which the QuickCodes value must belong and a complete list of QuickCodes values and meanings. Some QuickCodes can be defined by you in the application. These values are designated as User-defined.

---

## Column Descriptions

We list the important characteristics of each column in a table or view. These characteristics include whether the column is part of the table's primary key, whether Oracle8i requires a value for this column, and the data type of the column. We also give you a brief description of how Oracle Customer Intelligence uses the column.

When a column is part of a table's primary key, we append the notation (PK) to the name of that column.

To help you understand which columns Oracle Customer Intelligence uses and which columns it does not use, we alert you to any unused column. When no module uses a database column, we show one of the following legends in the Description column:

<b>Not currently used</b>	Oracle Customer Intelligence does not use this column, although the column might be used in a future release.
<b>No longer used</b>	Oracle Customer Intelligence no longer uses this column. AutoInstall installs this column. Subsequent versions of Oracle Customer Intelligence might not include this column.
<b>No longer installed</b>	Oracle Customer Intelligence no longer uses this column. If you <i>upgraded</i> your software from an earlier version, you may still have this column, depending upon whether you chose to delete it during an upgrade process. If you <i>install</i> Oracle Customer Intelligence, you do not have this column.

### Standard Who Columns

---

Most Oracle Customer Intelligence tables contain standard columns to support \ Row Who. When your program or SQL\*Plus command selects a row from a table, use these columns to determine who last updated the row. If your program or SQL\*Plus command updates or inserts a row in an interface table, you must populate each of the five standard Who columns:

LAST_UPDATE_DATE	Date when a user last updated this row
LAST_UPDATED_BY	User who last updated this row (foreign key to FND_USER.USER_ID)
CREATION_DATE	Date when this row was created

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<b>CREATED_BY</b>	User who created this row (foreign key to FND_USER.USER_ID)
<b>LAST_UPDATE_LOGIN</b>	Operating system login of user who last updated this row (foreign key to FND_LOGINS.LOGIN_ID). You should set this to NULL, or to 0 if NULL is not allowed

Since every table containing Who columns has several foreign keys to the tables FND\_USER and FND\_LOGINS, we do not include the foreign key columns LAST\_UPDATED\_BY, CREATED\_BY, or LAST\_UPDATE\_LOGIN in a table's list of foreign keys.

### **Additional Who Columns for Concurrent Programs**

Some Oracle Customer Intelligence tables also contain several additional Who columns to distinguish between changes a user makes with a form and changes a concurrent program makes. When a concurrent program updates or inserts a row in a table, the concurrent program populates the following additional Who columns:

<b>REQUEST_ID</b>	Concurrent request ID of program that last updated this row (foreign key to FND_CONCURRENT_REQUESTS.REQUEST_ID)
<b>PROGRAM_APPLICATION_ID</b>	Application ID of program that last updated this row (foreign key to FND_APPLICATION.APPLICATION_ID)
<b>PROGRAM_ID</b>	Program ID of program that last updated this row (foreign key to FND_CONCURRENT_PROGRAM.CONCURRENT_PROGRAM_ID)
<b>PROGRAM_UPDATE_DATE</b>	Date when a program last updated this row

Since every table containing these additional Who columns has several foreign keys to the tables FND\_CONCURRENT\_REQUESTS, FND\_APPLICATION, and FND\_CONCURRENT\_PROGRAM, we do not include the foreign key columns REQUEST\_ID, PROGRAM\_APPLICATION\_ID, or PROGRAM\_ID in a table's list of foreign keys.

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## Indexes

If an Oracle Customer Intelligence table uses an Oracle8i index, we list the database columns that comprise that index, in sequential order.

**Note:** The indexes we document in this manual correspond to unique keys we specified during product development and testing. In some cases, we may add additional indexes during the porting process to fine-tune performance on specific platforms; therefore, there may be minor differences between the indexes documented in this book and the indexes for production versions of Oracle Customer Intelligence .

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## Sequences

Oracle Customer Intelligence uses Oracle8i sequence generators to generate unique integers. If any table column gets its value from an Oracle8i sequence generator, we list the name of the corresponding sequence generator and the name of the column that stores the unique integer.

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## Database Triggers

If a table has one or more active database triggers, we provide a brief explanation of each database trigger and when it fires.

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## View Derivation

For each Oracle Customer Intelligence view you may need to reference, we include important elements from the SQL statement that defines or creates a view. By studying this view definition, you can understand exactly how a view derives its contents.

# BIC\_CUSTOMER\_SUMMARY\_ALL

## Column Descriptions

Name	Null?	Type	Description
MEASURE_ID (PK)	NOT NULL	NUMBER	
PERIOD_START_DATE (PK)	NOT NULL	DATE	
CUSTOMER_ID (PK)	NOT NULL	NUMBER	
BUCKET_ID	NULL	NUMBER	
VALUE	NULL	NUMBER	
LAST_UPDATE_DATE	NOT NULL	DATE	
LAST_UPDATED_BY	NOT NULL	NUMBER	
CREATION_DATE	NOT NULL	DATE	
CREATED_BY	NOT NULL	NUMBER	
ORG_ID	NULL	NUMBER	
LAST_UPDATE_LOGIN	NULL	NUMBER	
REQUEST_ID	NULL	NUMBER	
PROGRAM_APPLICATION_ID	NULL	NUMBER	
PROGRAM_ID	NULL	NUMBER	
PROGRAM_UPDATE_DATE	NULL	DATE	
SCORE	NULL	NUMBER	
SECURITY_GROUP_ID	NULL	NUMBER (15)	
MEASURE_CODE	NULL	VARCHAR2 (30)	

## Indexes

Index Name	Index Type	Sequence	Column Name
BIC_CUSTOMER_SUMMARY_N1	NOT UNIQUE	1	MEASURE_CODE
BIC_CUSTOMER_SUMMARY_U1	UNIQUE	1	PERIOD_START_DATE
		2	CUSTOMER_ID
		3	MEASURE_ID

## BIC\_LC\_SETUP\_ALL

### Column Descriptions

Name	Null?	Type	Description
STAGE_ID	NOT NULL	NUMBER	
ORG_ID	NULL	NUMBER	
STAGE_CODE	NOT NULL	VARCHAR2 (15)	
STAGE_NAME	NULL	VARCHAR2 (100)	
MEASURE_VALUE1	NULL	NUMBER	
MEASURE_VALUE2	NULL	NUMBER	
MEASURE_VALUE1_OP	NULL	VARCHAR2 (2)	
MEASURE_VALUE2_OP	NULL	VARCHAR2 (2)	
LAST_UPDATE_DATE	NOT NULL	DATE	
LAST_UPDATED_BY	NOT NULL	NUMBER	
CREATION_DATE	NOT NULL	DATE	
CREATED_BY	NOT NULL	NUMBER	
LAST_UPDATE_LOGIN	NULL	NUMBER	
SECURITY_GROUP_ID	NULL	NUMBER	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_LC_SETUP_U1	UNIQUE	1	STAGE_ID

## BIC\_MEASURES\_ALL

The list of measures will be seeded. The user cannot add to or delete from this list. The measures will be seeded for each operating unit

### Foreign Keys

Primary Key Table	Primary Key Column	Foreign Key Column
BIC_MEASURE_ATTRIBS	MEASURE_CODE	MEASURE_CODE
BIC_MEASURE_ATTRIBS	MEASURE_CODE	MEASURE_CODE

### Column Descriptions

Name	Null?	Type	Description
MEASURE_ID (PK)	NOT NULL	NUMBER	Measure Identifier
MEASURE_CODE	NOT NULL	VARCHAR2(30)	Internal code
NAME	NOT NULL	VARCHAR2(60)	Measure name
ORG_ID	NULL	NUMBER	Operating unit
ENABLED_FLAG	NOT NULL	VARCHAR2(1)	If the user does not want to use this measure, the enable_flag can be set to 'N'
DESCRIPTION	NULL	VARCHAR2(240)	Description of Measure
WEIGHT	NULL	NUMBER	The user can specify the weight for each measure
TIME_UNIT_CODE	NULL	VARCHAR2(30)	The time unit code indicates the period (month, quarter etc ) for which the value for this measure is stored in the customer summary table. This will be the same unit for the value range in the measure_buckets table. This is from cs_lookups for lookup_type='BIC_TIME_CODE'
LAST_UPDATE_DATE	NOT NULL	DATE	Standard Who column
LAST_UPDATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
CREATION_DATE	NOT NULL	DATE	Standard Who column
CREATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
LAST_UPDATE_LOGIN	NULL	NUMBER	Standard Who column
SECURITY_GROUP_ID	NULL	NUMBER(15)	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_MEASURES_U1	UNIQUE	1	MEASURE_ID
BIC_MEASURES_U2	UNIQUE	1	MEASURE_CODE
		2	ORG_ID

## BIC\_MEASURE\_ATTRIBS

This table has the internal attributes for each measure. The data in this table is seeded and is not visible to the user. It is used by the concurrent program and reports

### Column Descriptions

Name	Null?	Type	Description
MEASURE_CODE (PK)	NOT NULL	VARCHAR2(30)	Internal code
LOV_FLAG	NOT NULL	VARCHAR2(1)	'Y' indicates if the measure uses a lov, 'N' indicates that it uses a range
AGGREGATION_METHOD	NULL	VARCHAR2(15)	'AVG', 'SUM', 'COUNT'
SQL_STATEMENT	NULL	VARCHAR2(2000)	the select statement used to populate the customer summary table.*
OPERATION_TYPE	NULL	VARCHAR2(3)	Can be SQL if the measure has sql txt assigned to it to find value FML if the measure value will be calculated using formula involving one or more than one measureFMD the measure value will be calculated using formula involving one or more than one measures and the value will be divided by no of daysSIX Sub IndexMIX Main Index
MULT_FACTOR	NULL	NUMBER	value computed using formula will be multiplied by mult_factor
TIME_UNIT_CODE	NULL	VARCHAR2(30)	Internal code
SECURITY_GROUP_ID	NULL	NUMBER(15)	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_MEASURE_ATTRIBS_U1	UNIQUE	1	MEASURE_CODE

## BIC\_MEASURE\_BUCKETS

This table will store groups for Loyalty, Satisfaction and their child measures. For each measure, 5 groups will be seeded in this table. The user can add or delete groups. The time unit for the group range (low\_value & high\_value) will be the time\_unit\_code for the parent measure (Satisfaction or Loyalty) specified in bic\_measures

### Foreign Keys

Primary Key Table	Primary Key Column	Foreign Key Column
BIC_MEASURES_ALL	MEASURE_ID	MEASURE_ID

### Column Descriptions

Name	Null?	Type	Description
BUCKET_ID (PK)	NOT NULL	NUMBER	Bucket Identifier
MEASURE_ID	NOT NULL	NUMBER	Measure Identifier
BUCKET_NAME	NULL	VARCHAR2(60)	Bucket name
BUCKET_POINTS	NOT NULL	NUMBER	The points awarded if the customer falls in this bucket
LOW_VALUE	NULL	NUMBER	The low value of the range specified for measures with lov_flag as 'N'. The time unit will be the same as for the parent measure (Satisfaction or Loyalty) specified in bic_measures
HIGH_VALUE	NULL	NUMBER	The high value of the range specified for measures with lov_flag as 'N'. The time unit will be the same as for the parent measure (Satisfaction or Loyalty) specified in bic_measures
LAST_UPDATE_DATE	NOT NULL	DATE	Standard Who column
LAST_UPDATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
CREATION_DATE	NOT NULL	DATE	Standard Who column
CREATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
LAST_UPDATE_LOGIN_OPERATOR	NULL	NUMBER	Standard Who column
OPERATOR	NULL	VARCHAR2(30)	specified as 'AND' or 'OR' for measures which use a lov
SECURITY_GROUP_ID	NULL	NUMBER(15)	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_MEASURE_BUCKETS_N1	NOT UNIQUE	2	MEASURE_ID
BIC_MEASURE_BUCKETS_U1	UNIQUE	2	BUCKET_ID

## BIC\_MEASURE\_HIERARCHY

The hierarchy of measures will be seeded in this table. This is also an internal table used during calculation of satisfaction, loyalty, etc.

### Foreign Keys

Primary Key Table	Primary Key Column	Foreign Key Column
BIC_MEASURE_ATTRIBS	MEASURE_CODE	MEASURE_CODE
BIC_MEASURE_ATTRIBS	MEASURE_CODE	PARENT_MEASURE_CODE
BIC_MEASURE_HIERARCHY	MEASURE_CODE	PARENT_MEASURE_CODE

### Column Descriptions

Name	Null?	Type	Description
MEASURE_CODE (PK)	NOT NULL	VARCHAR2(30)	Internal code
PARENT_MEASURE_CODE (PK)	NOT NULL	VARCHAR2(30)	Internal code
LAST_UPDATE_DATE	NOT NULL	DATE	Standard Who column
LAST_UPDATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
CREATION_DATE	NOT NULL	DATE	Standard Who column
CREATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
LAST_UPDATE_LOGIN	NULL	NUMBER	Standard Who column
SEQUENCE_NUMBER	NULL	NUMBER	Child measure to be used in formula should be used in sequence using this sequence number
OPERATION_CODE	NULL	VARCHAR2(1)	+, -, /, * to be used with child measures to find the value of parent measure. Eg m1 +m2 null then value for parent measure is -m1+m2
SECURITY_GROUP_ID	NULL	NUMBER(15)	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_MEASURE_HIERARCHY_U1	UNIQUE	1	MEASURE_CODE
		2	PARENT_MEASURE_CODE

# BIC\_PARTY\_SUMMARY

## Foreign Keys

Primary Key Table	Primary Key Column	Foreign Key Column
BIC_MEASURES_ALL	MEASURE_ID	BIC_PARTY_SUMMARY_MEASURE_ID

## Column Descriptions

Name	Null?	Type	Description
MEASURE_ID (PK)	NOT NULL	NUMBER	
PERIOD_START_DATE (PK)	NOT NULL	DATE	
PARTY_ID (PK)	NOT NULL	NUMBER	
BUCKET_ID	NULL	NUMBER	
VALUE	NULL	NUMBER	
SECURITY_GROUP_ID	NULL	NUMBER (15)	
LAST_UPDATE_DATE	NOT NULL	DATE	
LAST_UPDATED_BY	NOT NULL	NUMBER	
CREATION_DATE	NOT NULL	DATE	
CREATED_BY	NOT NULL	NUMBER	
LAST_UPDATE_LOGIN	NULL	NUMBER	
REQUEST_ID	NULL	NUMBER	
PROGRAM_APPLICATION_ID	NULL	NUMBER	
PROGRAM_ID	NULL	NUMBER	
PROGRAM_UPDATE_DATE	NULL	DATE	
SCORE	NULL	NUMBER	
MEASURE_CODE	NULL	VARCHAR2 (30)	
BIC_PARTY_SUMMARY_MEASURE_ID	NOT NULL	NUMBER	

## Indexes

Index Name	Index Type	Sequence	Column Name
BIC_PARTY_SUMMARY_N1	NOT UNIQUE	1	MEASURE_CODE
BIC_PARTY_SUMMARY_U1	UNIQUE	1	PERIOD_START_DATE
		2	PARTY_ID
		3	MEASURE_ID

## BIC\_PROFILE\_VALUES\_ALL

### Column Descriptions

Name	Null?	Type	Description
PROFILE_ID	NOT NULL	NUMBER	
ORG_ID	NULL	NUMBER	
ACTIVATION_PERIOD	NULL	NUMBER	
ATTRITION_PERIOD	NULL	NUMBER	
FIRST_RETENTION_PERIOD	NULL	DATE	
LC_COMPARISON_TYPE	NULL	VARCHAR2 (15)	
LC_GANULARITY_LEVEL	NULL	VARCHAR2 (15)	
LC_MEASURE_ID	NULL	NUMBER	
LC_STARTING_PERIOD	NULL	DATE	
LC_NEW_CUST_PERIOD	NULL	NUMBER	
LC_INSIG_LEVEL	NULL	NUMBER	
LAST_UPDATE_DATE	NOT NULL	DATE	
LAST_UPDATED_BY	NOT NULL	NUMBER	
CREATION_DATE	NOT NULL	DATE	
CREATED_BY	NOT NULL	NUMBER	
LAST_UPDATE_LOGIN	NULL	NUMBER	
LC_MEASURE_CODE	NULL	VARCHAR2 (30)	
SECURITY_GROUP_ID	NULL	NUMBER	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_PROFILE_VALUES_U1	UNIQUE	1	PROFILE_ID

# BIC\_RELATIONSHIP\_TYPES

## Column Descriptions

<u>Name</u>	<u>Null?</u>	<u>Type</u>	<u>Description</u>
PARTY_RELATIONSHIP_TYPE	NOT NULL	VARCHAR2(30)	
DISPLAY_FLAG	NOT NULL	VARCHAR2(1)	
SECURITY_GROUP_ID	NULL	NUMBER(15)	
LAST_UPDATE_DATE	NOT NULL	DATE	
LAST_UPDATED_BY	NOT NULL	NUMBER	
CREATION_DATE	NOT NULL	DATE	
CREATED_BY	NOT NULL	NUMBER	
LAST_UPDATE_LOGIN	NULL	NUMBER	

## Indexes

<u>Index Name</u>	<u>Index Type</u>	<u>Sequence</u>	<u>Column Name</u>
BIC_RELATIONSHIP_TYPES_U1	UNIQUE	1	PARTY_RELATIONSHIP_TYPE

## BIC\_STANDARD\_VALUES

This table stores industry standard values for satisfaction. The data in this table is entered using a setup form for this purpose. The time period will be the same as the time\_unit\_code for the measure SATISFACTION in bic\_measures table

### Foreign Keys

Primary Key Table	Primary Key Column	Foreign Key Column
BIC_MEASURE_ATTRIBS	MEASURE_CODE	MEASURE_CODE

### Column Descriptions

Name	Null?	Type	Description
MEASURE_CODE (PK)	NOT NULL	VARCHAR2(30)	values could be : 'SATISFACTION', 'SF_SALES', 'SF_PRD_QUALITY', 'SF_PRD_SHIPMENT', 'SF BILLING', 'SF_SERVICE', 'SF_CONTRACT'
PERIOD_START_DATE (PK)	NOT NULL	DATE	The first date of the period
STD_VALUE	NULL	NUMBER	The industry standard value
LAST_UPDATE_DATE	NOT NULL	DATE	Standard Who column
LAST_UPDATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
CREATION_DATE	NOT NULL	DATE	Standard Who column
CREATED_BY	NOT NULL	NUMBER	Standard Who column - with the user id from FND_USER
LAST_UPDATE_LOGIN	NULL	NUMBER	Standard Who column - with the user id from FND_USER
REQUEST_ID	NULL	NUMBER	Request identifier of last concurrent program to update this row in the table.
PROGRAM_APPLICATION_ID	NULL	NUMBER	Application identifier of last concurrent program to update this record
PROGRAM_ID	NULL	NUMBER	Application identifier of last concurrent program to update this record.
PROGRAM_UPDATE_DATE	NULL	DATE	Last update date of this record by a concurrent program
SECURITY_GROUP_ID	NULL	NUMBER(15)	

### Indexes

Index Name	Index Type	Sequence	Column Name
BIC_STANDARD_VALUES_U1	UNIQUE	1	MEASURE_CODE
		2	PERIOD_START_DATE



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## Oracle Customer Intelligence Technical Reference Manual

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