



Siebel Master Data Applications Reference

Version 7.7
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What's New in This Release

What's New in Siebel Master Data Applications Reference, Version 7.7

Table 1 lists changes described in this version of the documentation to support Release 7.7 of the software.

Table 1. New Product Features in Siebel Master Data Applications Reference, Version 7.7

Topic	Description
"About Siebel Master Data Applications Modules" on page 8	The new Siebel Field Service Master module is an application extension that stores an organization's field service information.
"Product Components Included with Siebel Master Data Applications" on page 9	The new Entity Relationship Designer is a visual design tool that allows users to create entity relationship diagrams to represent a business.

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About Siebel Master Data Applications

Siebel Master Data Applications provide a Siebel platform that functions as the master file for an organization's enterprise-wide customer information. It consists of the following master file modules:

- Siebel Universal Customer Master
- Siebel Universal Activity Master
- Siebel Universal Product Master
- Siebel Universal Marketing Master
- Siebel Universal Sales Master
- Siebel Universal Service Master
- Siebel Universal Field Service Master

The Siebel Universal Customer Master is the base module on which all other master file modules build. The Siebel Universal Customer Master module consists of a set of Siebel data model tables that store customer data; the other modules extend this concept to hold additional marketing, sales, and service data. Siebel Master Data Applications act primarily as an information database and are not intended to function as an end-user application.

When Siebel Master Data Applications are used as the master database of an organization's data, one or more of the modules—through Siebel and third-party software—interact with back-office systems and Siebel eBusiness Application deployments to provide a unified data-set across an organization's multiple channels, lines of business, and applications.

In addition to the data model mentioned previously, Siebel Master Data Applications include a data manager, an object manager, and a user interface for administrators included with the Data Steward licensing options.

Siebel Master Data Applications can be implemented in different scenarios with or without standard Siebel eBusiness Applications. Siebel Master Data Applications can also interact with other third-party back-office systems through any of the following means:

- By invoking business integration processes currently available with UAN Customer Lifecycle Management. See *Siebel Business Integration Processes Guide* for further information.
- By directly invoking the Application Services Interfaces, which can be published as Web Services, Java Data Beans, and so on. See *Application Services Interface Reference* for further information.
- By using any previously available Siebel integration technologies such as Siebel eAI, EIM (Enterprise Integration Manager), MQ Series Adapter, COM, CORBA, and so on.

About Siebel Master Data Applications Modules

Siebel Master Data Applications include the base module (Siebel Universal Customer Master) and six additional modules comprising various subsets of enterprise-wide customer related data:

- "Siebel Universal Customer Master"
- "Siebel Universal Activity Master"
- "Siebel Universal Product Master"
- "Siebel Universal Marketing Master" on page 9
- "Siebel Universal Sales Master" on page 9
- "Siebel Universal Service Master" on page 9
- "Siebel Universal Field Service Master" on page 9

Siebel Universal Customer Master

The Siebel Universal Customer Master is a Siebel platform configured to store a clear and unified profile for enterprise customers, partners, and prospects. Traditional customer data such as Accounts, Contacts, Households, Partner, and Agent data is included as well as customer relationship information, address information, and asset information. The Siebel Universal Customer Master interacts within an enterprise architecture by integrating with key back-office systems to act as the master record for the customer-specific subset of an organization's data.

The Siebel Universal Customer Master is based on the Siebel party data model. This model uses a single-party entity to represent organizations, positions, user lists, contacts, and employees and is implemented with Siebel extension tables. Each record of the party data model table can have complex hierarchical relationships with other parties.

Siebel Universal Activity Master

The Siebel Universal Activity Master module is an application extension to the Siebel Universal Customer Master that stores additional customer information. This extension creates an extended profiling view of an organization's customers. The key entities included with this module are activities, notes, agreements, entitlements, billing accounts, demographic information, business profiles, customer preferences, credit profiles, activities history, and analytical and segmentation information.

Siebel Universal Product Master

The Siebel Universal Product Master module is an application extension to the Siebel Universal Customer Master that stores an organization's product information. This extension creates a common and consistent definition of an organization's products and catalog. The key entities included with this module are product line management, product configuration, complex products, and price list.

Siebel Universal Marketing Master

The Siebel Universal Marketing Master module is an application extension to the Siebel Universal Customer Master that stores an organization's marketing information. This extension creates a central storage location for marketing efforts across an organization's multiple channels and disparate systems. The key entities included with this module are campaigns, offers, and responses.

Siebel Universal Sales Master

The Siebel Universal Sales Master module is an application extension to the Siebel Universal Customer Master that stores an organization's sales information. This extension creates a central storage location for sales efforts across an organization's multiple channels and disparate systems. The key entities included with this module are opportunities, opportunity products, competitors, decision issues, quotes, and orders.

Siebel Universal Service Master

The Siebel Universal Service Master module is an application extension to the Siebel Universal Customer Master that stores an organization's service information. This extension creates a central storage location for service efforts across an organization's multiple channels and disparate systems. The key entities included with this module are service requests, solutions, and account and policy details.

Siebel Universal Field Service Master

The Siebel Universal Field Service Master module is an application extension to the Siebel Universal Customer Master that stores an organization's field service information. This extension creates a central storage location for field service efforts across an organization's multiple channels and disparate systems. The key entities included with this module are field service activities, service agreements, asset management, invoices, inventory, repair, scheduling, and preventive maintenance.

Product Components Included with Siebel Master Data Applications

Certain product components of Siebel eBusiness Applications are included with Siebel Master Data Applications and provide, or add, functionality to the master files. Only the Siebel products required to run Siebel Master Data Applications are included with the Siebel Master Data Applications base product. The following eBusiness Application products are included with Siebel Master Data Applications:

- Siebel Application Object Manager

Siebel Application Object Manager hosts the Business Objects layer and the Data Objects layer of the Siebel eBusiness Application Architecture. See *Siebel System Administration Guide* for further information.

■ Siebel eBusiness Application Integration (Siebel eAI)

Siebel eAI provides components for integrating Siebel eBusiness Applications with external applications and technologies. See *Overview: Siebel eBusiness Application Integration Volume I* for further information.

■ Siebel Enterprise Integration Manager (Siebel EIM)

Siebel EIM manages the exchange of data between Siebel database tables and other back-office databases. Siebel EIM is used for bulk data imports, exports, merges, and deletes. See *Siebel Enterprise Integration Manager Administration Guide* for further information.

■ Siebel Business Process Designer

Siebel Business Process Designer is a customizable business application that allows you to design, manage, and enforce your business processes. It allows you to design complex workflow processes and automate the enforcement of business policies and procedures. See *Siebel Business Process Designer Administration Guide* for further details about this product.

■ Siebel Entity Relationship Designer

The Entity Relationship Designer is a visual design tool that allows you to create entity relationship diagrams (ERDs) to represent your business and then map the entities and relationships depicted in the diagram to objects in the Siebel repository, such as business components, links, and joins. See *Configuring Siebel eBusiness Applications* for further information.

Based on the software purchased, one or more of the following Siebel products and functionality may also be relevant to Siebel Master Data Applications implementation:

■ Siebel Replication Manager

Siebel Replication Manager distributes full schema and data replicas in order to support subordinate Siebel deployments. See *Siebel Remote and Replication Manager Administration Guide* for further information.

■ Siebel Assignment Manager

Siebel Assignment Manager distributes and assigns entities such as opportunities or service requests to individuals, positions, or organizations based on defined assignment rules. See *Siebel Assignment Manager Administration Guide* for further information.

■ Siebel Tools

Siebel Tools is an integrated development environment for configuring/customizing various aspects of Siebel eBusiness Applications, including Data Layer, Object Layer, User Interface Layer, and publish/subscribe services. See *Configuring Siebel eBusiness Applications* for further information.

■ Siebel Analytics

Siebel Analytics performs an analysis of customer, marketing, product, sales, and service activities based on premapped variables. See *Siebel Analytics Server Administration Guide* for further information.

■ Siebel Data Quality

Siebel Data Quality assists enterprises by standardizing their contact, account, and prospect data by data matching and data cleansing. See *Siebel Data Quality Administration Guide* for further information.

■ Siebel Audit Trail Functionality

Siebel Audit Trail functionality creates a history of the changes that have been made to various types of information in Siebel eBusiness Applications. See *Applications Administration Guide* for further information.

■ Siebel D&B Integration

D&B's information and technology solutions help businesses find profitable customers, reduce credit risk, manage receivables, and manage vendors. D&B's database of commercial information consists of over 75 million records world wide. Siebel D&B integration allows Siebel eBusiness Applications to access and use D&B data and reports. See *Applications Administration Guide* and *Siebel Employee Relationship Management Administration Guide* for further information.

3

Siebel Master Data Applications Scenarios

This chapter examines a fictional financial institution, its business requirements, and the Siebel Master Data Applications product solution based on two different scenarios: one with no Siebel eBusiness Application deployments and one with several Siebel eBusiness Application deployments. For background information about Siebel Master Data Applications, see [Chapter 2, "About Siebel Master Data Applications."](#)

Siebel Universal Customer Master Scenario 1

The following business scenario is designed to provide guidance for a potential Siebel Master Data Applications deployment. The business institution and its existing implementation are described, followed by the benefits of the Siebel Master Data Applications and Siebel Universal Application Network solution. A review of the integration process with back-office systems is also included.

Business Client

A large, successful financial institution has evolved into a national enterprise with offices and business units in several locations across the country. Its core banking systems include client deposits, loans, and mortgages. It also offers credit card services and an investment banking service. Through mergers and acquisitions, the financial institution is also involved with the insurance industry, providing life, home, and car policies for its clients.

Existing Implementation

With this large number of business ventures and offices, the financial institution found itself using a myriad of applications for individual business units. Even in the same business units, different departments (HR and Accounting, for example) functioned on different back-office systems, which included multiple front office applications and multiple middle-tier systems, and various applications that stored subsets of customer information. Client, partner, and product information is spread across multiple IT systems. A large percentage of the IT budget for this institution is spent on maintenance and integration of these applications. However, removing or expanding the functionality of these legacy systems is difficult and costly.

The solution is to continue to use the Siebel Master Data Applications as a key component in the synchronization of customer profile information across customer-related applications, including back-office applications.

Siebel Master Data Applications Deployment

In this scenario, Siebel Master Data Applications operate as a stand-alone application acting without a Customer Relationship Management (CRM) deployment in an application network. Siebel Master Data Applications reside outside any operational application and serve to store, synchronize, and reconcile customer data across the financial organization's enterprise. See [Figure 1](#) for a model of this deployment.

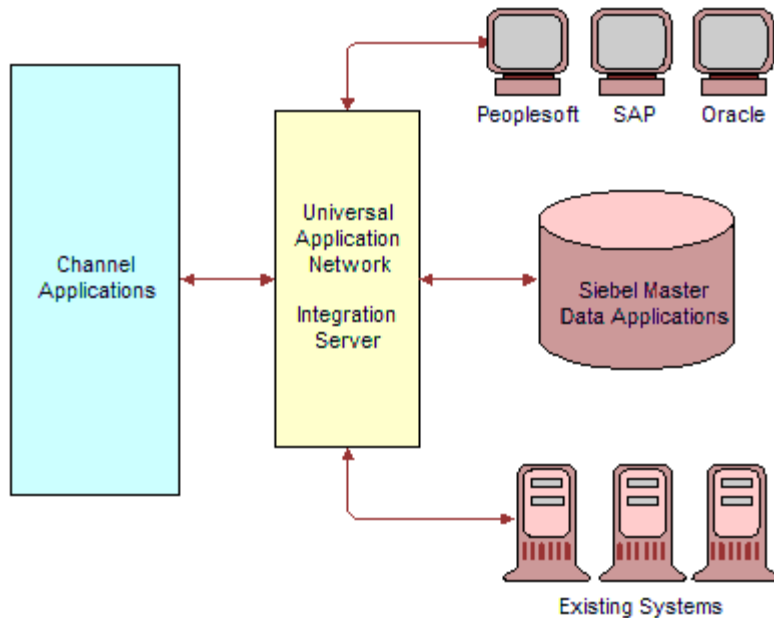


Figure 1. Siebel Master Data Applications Stand-Alone Deployment Scenario

Siebel Master Data Applications Integration

The Siebel Master Data Applications deployment uses the Universal Application Network (UAN) framework and architecture to synchronize account, contact, prospect, and household data across disparate systems. Each application on the UAN can act as a source of new and updated customer information and can also receive new and updated information from other applications. The UAN Customer Lifecycle Management suite provides integration business processes that route customer profile changes through the Siebel Universal Customer Master Application to provide cleansing, matching, and data enhancement.

The Universal Application Network can also synchronize customer information between Siebel Master Data Applications and Siebel eBusiness Applications (including previous versions). The current UAN Customer Lifecycle Management integration business processes are used primarily for scenarios in which multiple applications—including Siebel eBusiness Applications, back-office systems, and legacy applications—store a copy of the customer profile and require Siebel Master Data Applications to act as the primary registrar to determine the validity of new and updated customer information.

The UAN provides a reusable integration solution with Siebel Master Data Applications.

Siebel Universal Customer Master Scenario 2

Using the same fictional financial institution with the same business conditions discussed in the previous business scenario, the second scenario examines the case in which existing Siebel eBusiness Applications systems are among the various systems that make up the financial institution's enterprise and the Universal Application Network (UAN) is not deployed. The Siebel Master Data Applications deployment changes in this scenario, but the business solution provided by Siebel Universal Customer Master remains the same.

Siebel Master Data Applications Deployment

In this scenario, the Siebel Master Data Applications deployment shares one instance of the database with a Siebel eBusiness Application and integrates with back-office applications using Web Services interfaces. See [Figure 2](#).

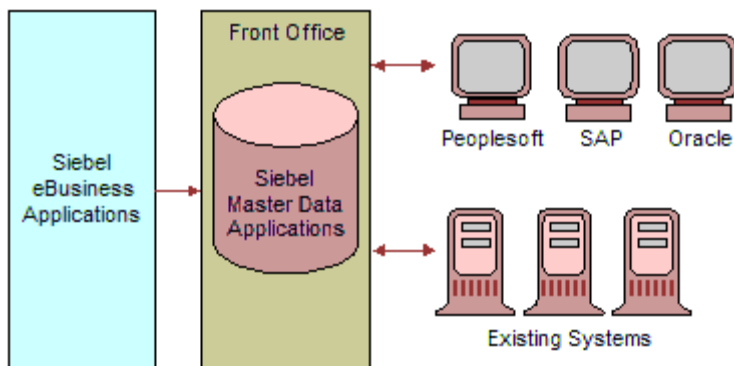


Figure 2. Siebel Master Data Applications Deployed with a Siebel eBusiness Application

Alternatively, if Siebel Master Data Applications work in a deployment that includes separate and multiple instances of Siebel eBusiness Applications, Siebel Master Data Applications can act as the single source of customer profile information, and other applications can be configured to share this single profile data using real-time Web Services or other interfaces. See [Figure 3](#).

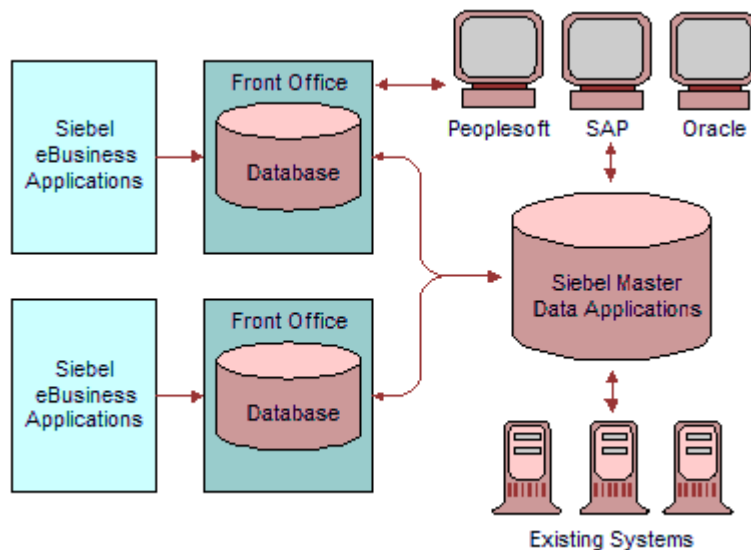


Figure 3. Siebel Master Data Applications Deployed with a Multi-Siebel eBusiness Application Environment

Siebel Master Data Applications Integration

In this scenario, the Siebel Master Data Applications deployment uses Application Services Interfaces that are built on the Siebel eAI platform to integrate customer information across Siebel eBusiness Applications as well as back-office systems. Additionally, Siebel Master Data Applications and Siebel eBusiness Applications can share the same instance of the Siebel database.

4

Architecture and Framework

This chapter provides a background for the framework, architecture, integration, and interactions of Siebel Master Data Applications. It also briefly describes the application's functionality and administration.

About Siebel Master Data Applications Architecture

Siebel Master Data Applications are based on the Siebel eBusiness Application n-tier object architecture in which the user interface, business logic, and data are separated and layered, see [Figure 4](#). Each tier contains a set of objects and components, which allows a high degree of reuse. The consolidated object layer makes for uniform communication across channels and interfaces. This architecture also allows flexible deployment scenarios and integration with new business processes and systems.

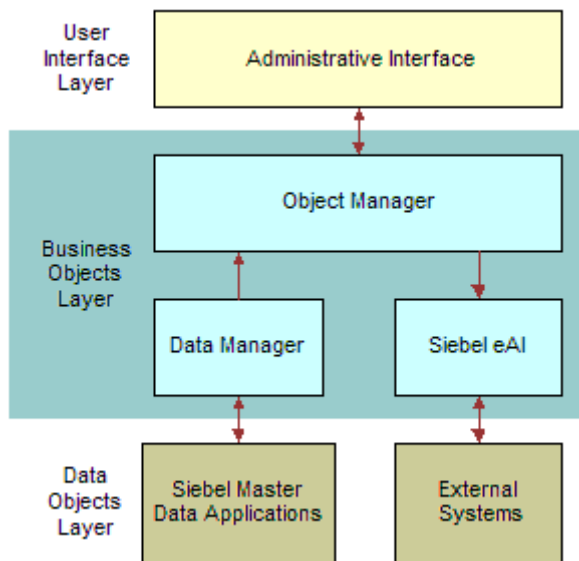


Figure 4. Siebel Master Data Applications n-Tier Architecture

The Siebel Master Data Applications platform is designed for extreme fault tolerance with zero downtime. The database platform includes:

- High-availability upgrades and online upgrades of the production environment.
- Enhanced cluster support that allows automatic and transparent fail-over between servers and eliminates single points of failure.

- Database auto-reconnect, which allows servers to continue operation after a temporary outage without any intervention.
- Server component reconfiguration without stopping any current tasks or client sessions.
- Supports multithreaded and interactive components, except background mode components.

Siebel Master Data Applications User Interface Layer

The user interface layer for Siebel Master Data Applications is interactive and customizable. It consists of two parts: the physical user interface layer, which includes templates and tags that render the user interface, and the logical user interface objects layer, which presents the data in the user interface. The physical rendering includes applets, charts, and reports. There are multiple presentation formats, including HTML, XML, and WML. The user interface layer contains no business logic. For further information about the user interface layer, see *Configuring Siebel eBusiness Applications*. The user interface layer is used for the administration of the Siebel eBusiness Information suite; see ["Administering Siebel Master Data Applications"](#) for further information.

Administering Siebel Master Data Applications

Siebel Master Data Applications are administered through Siebel eBusiness Application user interface screens. However, only those screens necessary for viewing and administering the information contained within Siebel Master Data Applications are included. An example of the Contacts screen appears in [Figure 5](#).

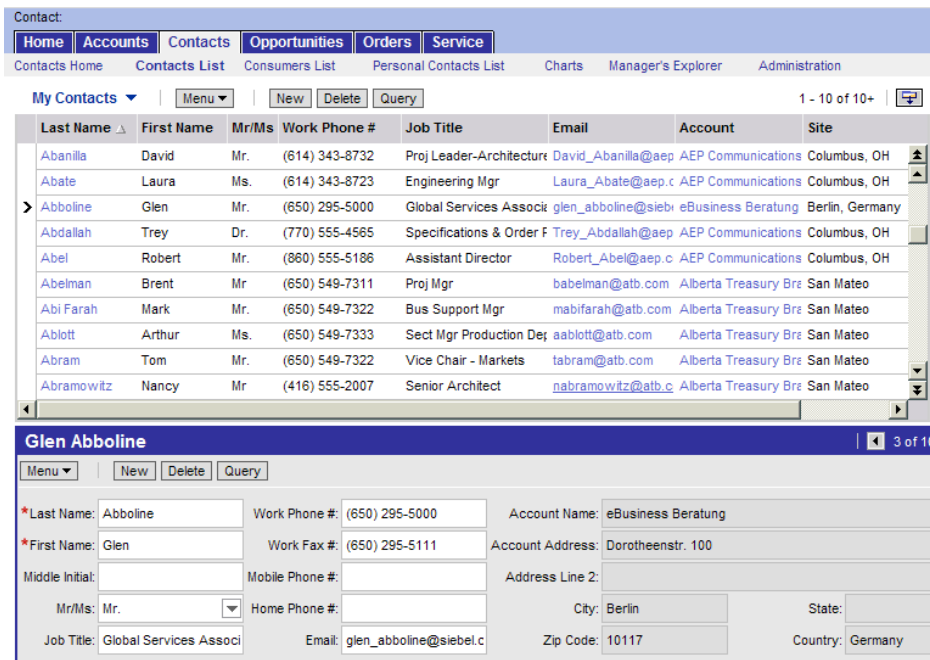


Figure 5. Siebel eBusiness Applications Contacts Screen

The administration screens are used to look up small subsets of data.

Access Control is enforced at the user interface level for Siebel Master Data Applications administration screens. Application Services Interfaces (ASIs) have full visibility of the data and run through the privilege check when accessing the CIF. For further information and procedures, see *Configuring Siebel eBusiness Applications* and *Security Guide for Siebel eBusiness Applications*.

Siebel Master Data Applications Business Object Layer

The business logic layer for Siebel Master Data Applications contains object abstractions of entities and represents internal and external data. The logic layer also allows for complex entity relationships. For further information about the business objects layer and how to customize it, see *Configuring Siebel eBusiness Applications*.

The business object manager consists of the Object Manager, Data Manager, and Siebel Master Data Applications Integration.

Object Manager and Data Manager

The object manager and data manager layer use:

- Business Objects
- Business Components
- Virtual Business Components

These business objects are customizable. For further information about the business objects and data objects layer, see *Configuring Siebel eBusiness Applications*.

Workflow Integration

Siebel Business Process Designer is the center of the business data flow. Workflow processes control the flow and transformation of data into and out of the Siebel eBusiness Applications. You create the workflow processes using a graphical user interface provided within the Siebel eBusiness Applications, called the Siebel Business Process Designer.

For details on workflow and the Siebel Business Process Designer, see *Siebel Business Process Designer Administration Guide*.

Integration Objects

Integration objects are data containers used within the workflow environment. They represent the data structure of a Siebel Business Object or an external application's data object. You create integration objects with the Integration Object Builder provided in Siebel Tools. The Integration Object Builder creates Siebel Integration Objects from Siebel Business Objects, which are then used by components within the Siebel Master Data Applications Integration.

For more information on Integration Objects, see *Overview: Siebel eBusiness Application Integration Volume I*.

Business Services

Business services execute predefined or custom actions in a workflow process. One example of a business service is the Siebel eBusiness Application Integration (eAI) Adaptor. These business services act on property sets passed to them. They perform business logic operations such as interfacing with the database, interfacing to external systems, or transforming one integration object into another. Many business services are provided, but you can create your own. Although you can use business services to perform many different functions, they all have a standard interface. Business services have object-like qualities, such as methods, method arguments, and user properties. These elements define how a business service can be used. Business services are defined in Siebel Tools.

Siebel Master Data Applications Data Manager Layer

The Data Objects layer for Siebel Master Data Applications separates other layers from the database and is used only for data storage. It has native SQL and fully dynamic SQL generation. The data layer allows runtime switching between databases, for example, from local to server or testing to production. It auto-adapts to object manager and user interface requirements, and requires zero downtime for major release schema upgrades.

Siebel Master Data Applications support leading databases (DB2 UDB for Windows and UNIX, DB2 UDB for OS/390 and z/OS; Oracle; Microsoft SQL Server) on various platforms. The data layer can scale vertically (with size of server) and horizontally with database parallelization. For further information about the Data Objects layer, see *Configuring Siebel eBusiness Applications*.

The database tables support insert, delete, update, and query functionality to access data directly.

About Siebel Master Data Applications Integration

The following sections discuss the means for Siebel Master Data Applications integration.

Siebel Universal Application Network

Siebel Systems' Universal Application Network (UAN) 1.0 uses a library of business processes to integrate external applications and Siebel eBusiness Applications, including the Siebel Master Data Applications. This library consists of business process flows, common objects, and transformation maps that execute on third-party integration servers, such as Tibco and webMethods. For further information on UAN, see the following references:

- *Universal Application Network Architecture Guide*
- *Siebel Business Integration Applications Implementation and Configuration Guide*
- *Siebel Business Integration Processes Guide*
- *Siebel Business Integration Common Objects Guide*

Siebel eBusiness Application Integration

Siebel eBusiness Application Integration (eAI) provides components for integrating Siebel eBusiness Applications with external applications and technologies, including Siebel Master Data Applications, and is designed to work with third-party solutions such as those from IBM, CrossWorlds, TIBCO, Vitria, SeeBeyond, webMethods, and others. Siebel eAI provides bidirectional real-time and batch solutions for integrating Siebel eBusiness Applications with other applications, and is designed as a set of interfaces that interact with each other and with other components within Siebel eBusiness Applications. For further information on Siebel eAI, see the following references:

- *Overview: Siebel eBusiness Application Integration Volume I*
- *Integration Platform Technologies: Siebel eBusiness Application Integration Volume II*
- *Transports and Interfaces: Siebel eBusiness Application Integration Volume III*
- *Business Processes and Rules: Siebel eBusiness Application Integration Volume IV*

Siebel Enterprise Integration Manager

Siebel Enterprise Integration Manager (EIM) is an important component of Siebel Master Data Applications. It bulk imports and exports data residing in other back-office systems into Siebel Master Data Applications and consolidates and replicates information from these sources. Siebel EIM provides a schema abstraction and has high throughput. Some features of Siebel EIM include:

- Denormalized interface tables
- Declarative mapping defined in Siebel Tools
- Automated SQL generation
- Support for parallelized import

For further information about Siebel EIM, see *Siebel Enterprise Integration Manager Administration Guide*.

Transport Adapters

Transport Adapters are prebuilt business services providing an interface between Siebel eBusiness Applications and external applications. Transports allow Siebel Master Data Applications to exchange data with external applications using standard technologies for both synchronous and asynchronous communication protocols. Transports provide connectivity to virtually any communication protocol that can represent data as text or binary messages, including MQSeries from IBM, and HTTP.

For details on transport adapters, see *Transports and Interfaces: Siebel eBusiness Application Integration Volume III*.

A

Additional License Restrictions

Siebel Master Data Applications are licensed subject to additional license grants and restrictions, see [“Additional License Grants and Restrictions Regarding Siebel Master Data Applications.”](#) These restrictions supersede all other grants and restrictions.

Additional License Grants and Restrictions Regarding Siebel Master Data Applications

Siebel Master Data Applications are licensed to Customer under the terms of the Agreement applicable to Programs, subject to the following additional grants and restrictions:

- Customer shall have no right to use the user interface layer of the Siebel Master Data Applications without purchase of the Customer Data Steward or Product Data Steward modules;
- Customer shall have the right to access the database containing the Siebel Data Model in any way required including direct SQL access through an external application;
- Customer shall have the right to use the Siebel Data Model solely as a source of customer, product, activity, sales, service, marketing, or field service information and any extensions made through the use of Siebel Tools;
- Customer shall have the right to use the Siebel Tools to configure the Siebel Master Data Applications solely in accordance with the Documentation to configure only those Business Objects and Business Components (BusComps) included with the licensed Siebel Master Data Applications (as set forth in Appendix 1) through the Object Manager and Enterprise Application Integration (EAI), Application Services Interfaces (ASIs), Enterprise Integration Manager (EIM), and Business Process Designer.
- Customer shall have the right to use System Administration solely in accordance with the Documentation including Business Process Designer and EIM administration and EAI configuration;
- Customer shall have the right to have programmatic access only to those Business Objects and BusComps included with the licensed Siebel Master Data Applications, solely through Object Manager and EAI, EIM, and Business Process Designer.
- Notwithstanding anything to the contrary, Customer shall have no right to (i) use screens/views/applets or the Siebel user interface layer; (ii) extend or modify the Siebel Data Model other than through Siebel Tools; (iii) use the tables in the Siebel Data Model for any Siebel Programs not licensed by Customer (for example, Siebel PRM); (iv) use the Siebel Tools for general application development purposes, or (iv) use or access the Siebel Master Data Applications (including the Siebel Data Model) for Siebel non-CRM (Customer Relationship Management) applications.

- Customer will not use this Siebel Master Data Applications licensing model to avoid paying Program License Fees for (1) full use of the functionality contained in other Siebel programs other than the Siebel Master Data Applications, or (2) the ability to use the Siebel Master Data Applications Programs outside of the specific license grants listed above.

Table 2 sets forth the Business Components included in Siebel Master Data Applications.

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Customer Master	Party
	Party Contact
	Party Relationship To
	Account
	Contact
	Contact Relationship
	Household
	Business Address
	Personal Address
	Channel Partner
	Partnership Contact
	Opportunity
	Position
	Employee
	Expense
	FINCORP Account (Asset)
	FINCORP Deposit Account
	FINCORP Loan Account
	FINS AG Agent
	FINS All Policy Details
	FINS Group Policy
FINS Household Policies (Read Only)	
FINS Life Policy	
Household FIN Accounts (Read Only)	
INS All Policies	
INS Policy (Asset)	

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Activity Master	Action
	Contact Note
	Contact Private Note
	Personal Payment Profile
	Account Profile Attributes
	Account Credit Profile
	Account Note
	Account Private Note
	Account External Product
	Asset Mgmt (Asset)
	Sub Account
	Entitlement Account
	Entitlement Contact
	Service Agreement
	Coverage Attributes
	Partner Certification
	Action Copy
	Coverage Attributes
	Household Action (Read Only)
	Household Contact Note (Read Only)
	Household Service Agreement (Read Only)
	Partner Certification Criteria
	Partner Product
	Product Line
	FINCORP Client Contact Management
	FIN Contact Income
	FIN Contact Employment
	FINS Financial Statement Contact
	FINS Financial Accounts for Contacts
	FINCORP Contact Education
FINCORP Contact Experience	

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Activity Master (continued)	FINCORP Investor
	FINCORP Transaction
	FINS AG Agency's Contracts
	FINS AG Agency's Errors And Omissions
	FINS AG Agency's Licenses And Appointments
	FINS AG Agent's Contracts
	FINS AG Agent's Errors And Omissions
	FINS AG Agent's Licenses And Appointments
	FINS AG Agent's NASD Registration
	FINS Billing Accounts
	FINS Billing Accounts (No Contact Copy)
	FINS Contact Household Contact
	FINS Household Billing Accounts (Read Only)

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Product Master	Complex Product
	Internal Product
	Internal Product Attributes
	Internal Product Attachment
	Internal Product Image
	Internal Product Translation
	Component Product
	Price List
	Price List Item
	Price Book
	Price Book Attributes
	Price Book Attribute Values
	Price Book Groups
	Admin Product Line
	Admin Product Line Fee
	Consumer Product
	Catalog Category
	Product Entitlement Details
	Key Feature
	Admin Product Comparison
	Sales Tool by Product
	XA Attribute Value
	Cost List Item
	Product Defect
	Partner Product
Revenue	

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Sales Master	Opportunity
	Opportunity (Orders)
	Competitor
	Competitor 2
	Quote
	Quote Attachment
	Quote Item
	Orders
	Order Entry (Orders)
	Order Entry (Line Items)
	Order Entry (Order Terms)
	Decision Issue
	Decision Issue Attachment
	Opportunity Forecast
	Opportunity Forecast Detail (Wide)
	Opportunity Forecast Line
	Opportunity Person Forecast
	Opportunity Product Forecast

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Service Master	Service Request
	Related Service Request
	Solution
	Related Solution
	Resolution Activity
	SR Resolution Item
	RMA
	Service Agreement Account
	Service Agreement
	Service Agreement Contact
	Service Agreement Product
	Service Agreement Attachment
	Product Defect
	Decision Issue
	Customer Survey
	Customer Product
	Activity Plan
	Related Service Request
FIN Service Request	

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Marketing Master	Campaign
	Campaign Achievement
	Campaign Contact
	Campaign Groups
	Campaign List Contact
	Campaign Lists
	Campaign Occurrence Offer
	Campaign Recipient
	Prospect
	Contact-Prospect Campaigns
	Prospect Partner
	Prospect Recipients
	Prospect Substitution
	List Management
	List Mgmt List Member Prospect
	List Mgmt Prospective Contact
	List Mgmt Prospective Contact Mkt Segment
	List Mgmt Prospective Contact (Attributes)
	Offer
	Response
	Segments
	Programs
Program Container	
Program Container Occurrences	
Program Occurrences	

Table 2. Business Components Included in Siebel Master Data Applications

Master Data Module	Business Components
Siebel Universal Field Service Master	FS Activities (Time, Expense, Material, Skills, Steps, Instructions)
	Service Agreement
	Entitlement
	Warranty
	Asset Management
	Asset Measurement
	Preventive Maintenance
	Invoice
	Inventory
	Order entry
	Cycle Counting
	Shipping
	Receiving
	Replenishment
	Repair
	FS Price List
FS Product	
Scheduling	

The Siebel Master Data Applications are licensed based on:

- The number of unique Contact Records which the customer may store in the Universal Customer Master.
- The number of Application Instances integrated to the Siebel Universal Customer Master.

A Contact Record is a database record of an individual contact that is stored in the Siebel Data Model. For those customers who cannot identify or otherwise count the number of individual contacts for which the application will provide master functionality, on an exception basis the products may be priced and licensed on the basis of the number of account records (records in the Siebel Data Model) in the Siebel Universal Customer Master deployment, using a ratio that assumes 20 contact records for each account record. Approval is required to price and license on this basis.

An Application Instance is each individual installation of an application. All Application Instances that meet the following criteria are counted as Application Instances that are integrated to the Siebel Master Data Applications:

- Access information from Siebel Master Data Applications as a source of information.

- Send information to Siebel Master Data Applications.
- Receive information from Siebel Master Data Applications.

Such Application Instances can be integrated to Siebel Master Data Applications by means of direct connection, integration server, a messaging bus, flat file, or any other means of real-time, near real-time or batch integration. Application Instances used solely for inter-application communication, such as IBM MQ Series, are not counted as Application Instances integrated to Siebel Master Data Applications.

The Siebel Universal Product Master Applications are licensed based on:

- The number of unique Product Records which the customer may store in the Universal Product Master.
- The number of Application Instances integrated to the Siebel Universal Product Master.

A Product Record is a database record of an individual product that is stored in the Siebel Data Model.

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