

**Presented By:  
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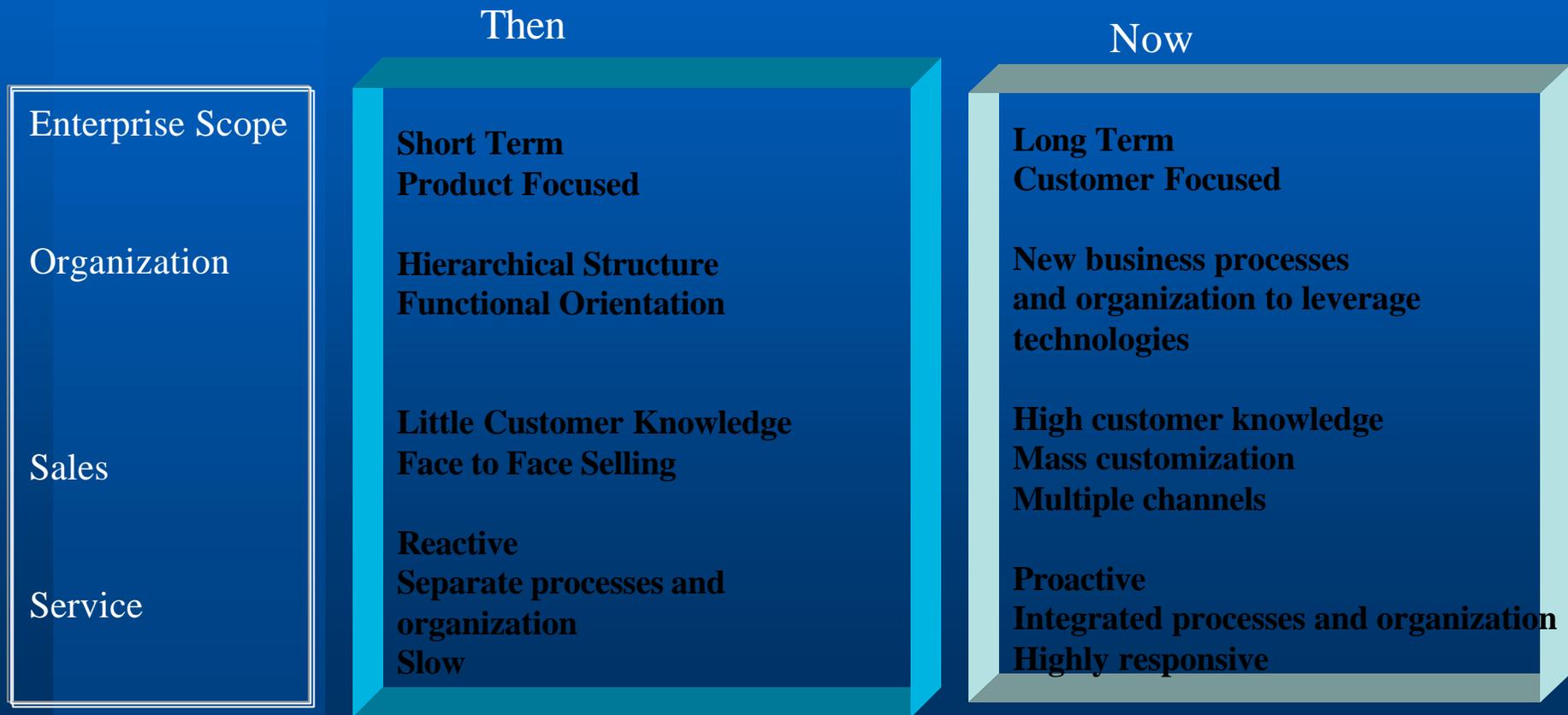


Presented for

The Information Marketplace: Merging and  
Exchanging Customer Data

March 13, 2001

# Today's market environment demands that companies focus on customer satisfaction in order to increase business performance and shareholder value



By developing customer knowledge and awareness, companies are positioned to anticipate demand and customize their offerings



- **Who are our customers?**
- **What are their wants and needs?**
- **What is the economic value of those needs?**
- **How do we apply this knowledge to the design and management of business systems, processes, and performance measures, focused solely on satisfying those needs**

The successful enterprise interacts with customers through many channels, and as such has many opportunities to understand customer needs

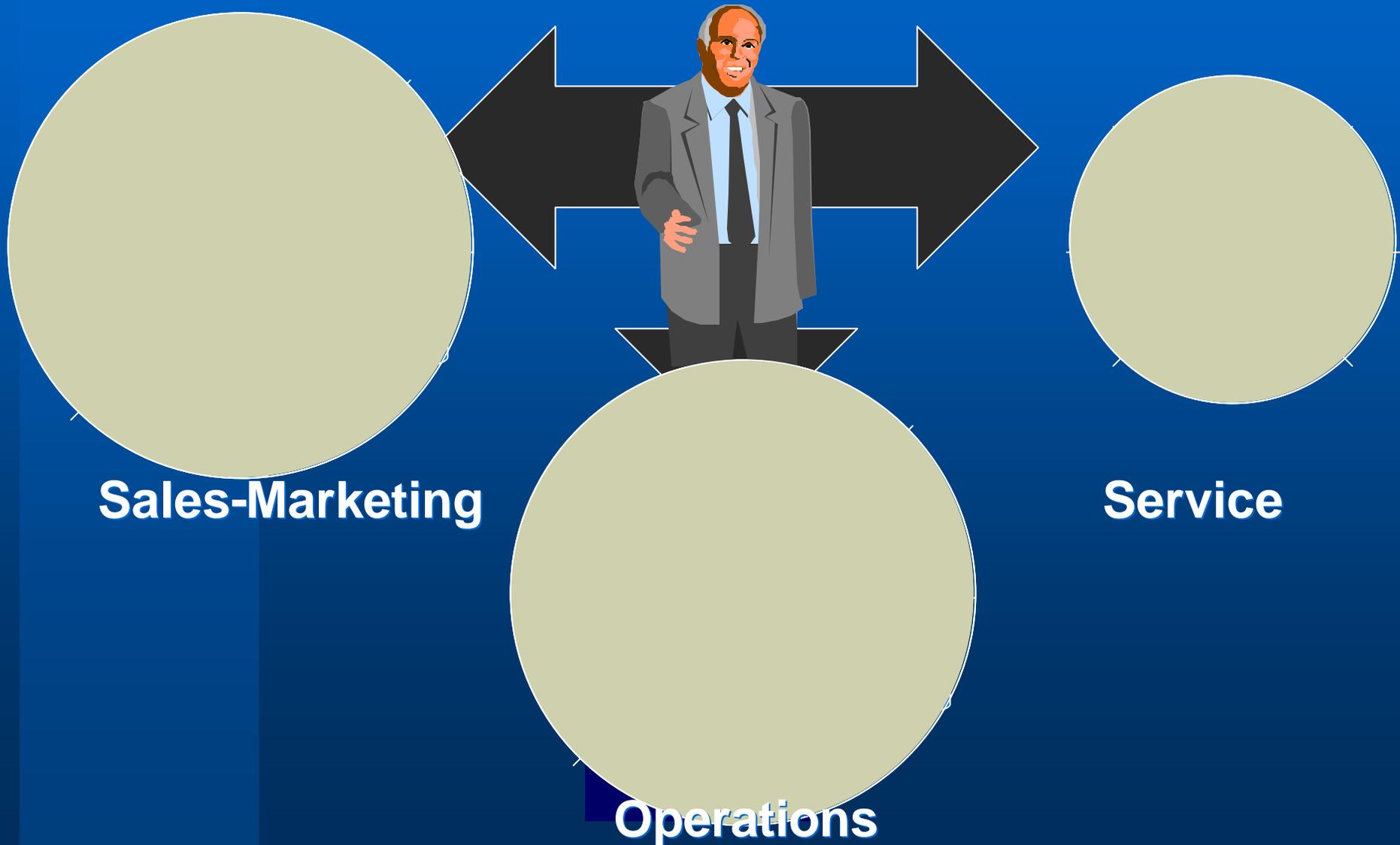


The challenge for the modern enterprise has been harvesting the information available through these channels in order to achieve customer satisfaction

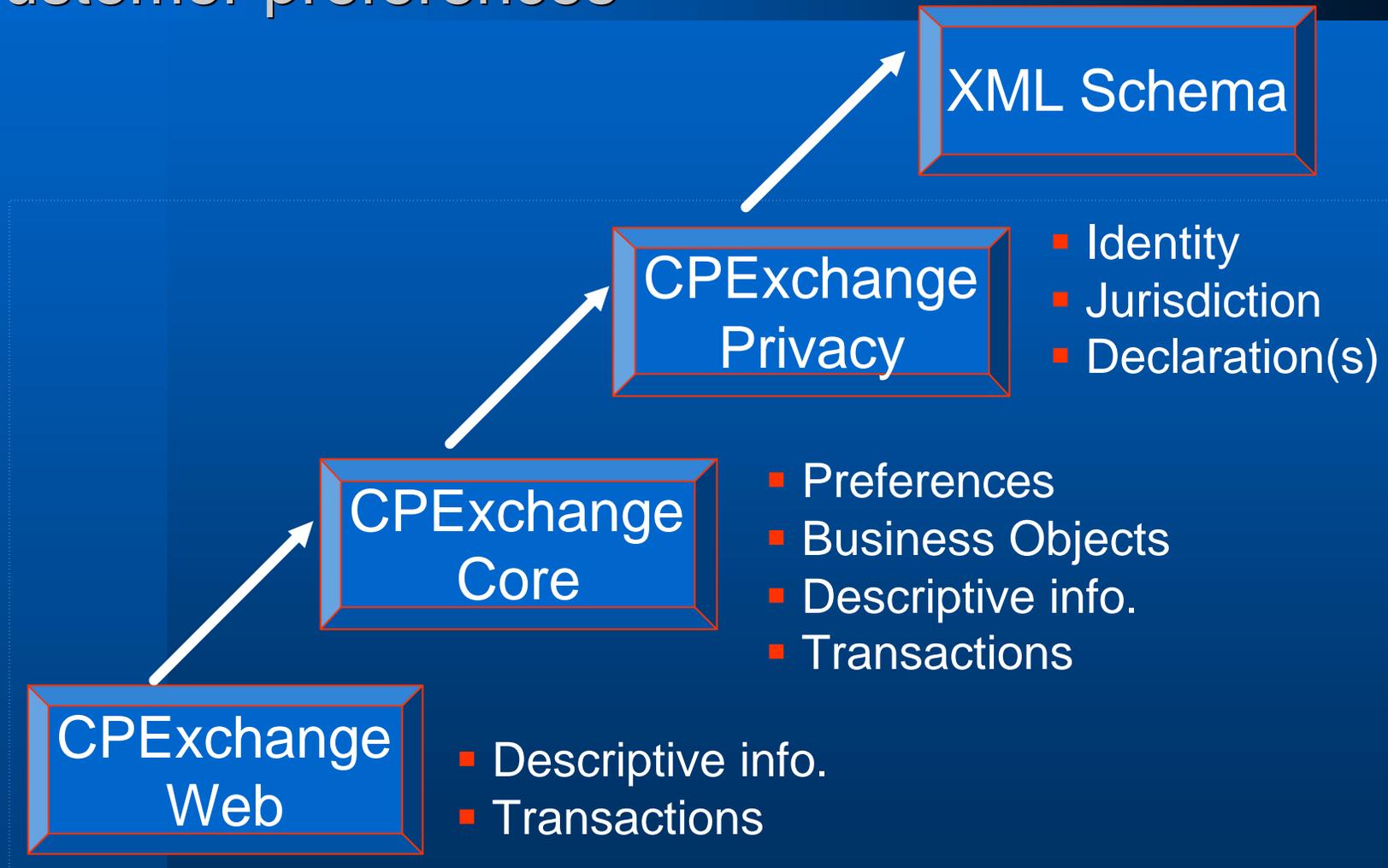


- **Key imperatives**
  - **Protect privacy**
  - **Sense and Respond**
  - **Satisfy needs**
  - **Reduce Costs**
  - **Increase shareholder equity**
- **Key challenges**
  - **Tear down information silos**
  - **Integrate with improved business processes**
  - **Capture information across multiple channels and formats**

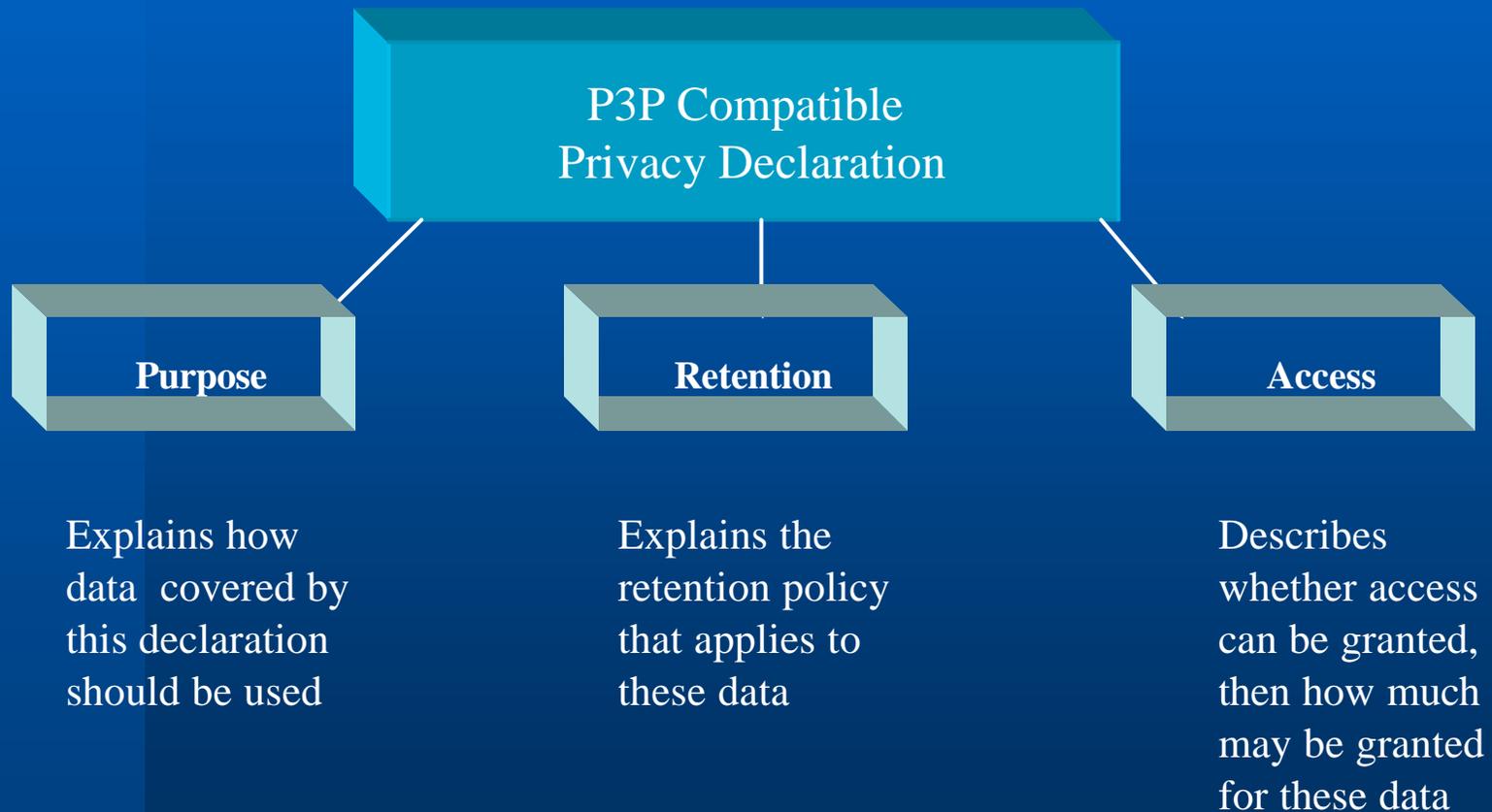
CPEXchange was designed to facilitate the enterprise's ability to share customer information internally....



... by providing a vendor neutral, open standard that facilitates a privacy enabled interchange of customer preferences



CPEXchange uses a Privacy information model that extends the W3C P3P standard to describe the privacy policies and profile information being exchanged



For example, the RETENTION sub-element is drawn from the P3P 1.0 specification as demonstrated by this chart



Information is retained indefinitely



Information is retained in accordance with the provider's business practices that establish a retention policy and destruction time table



Information is not retained for more than a brief period of time



Information is retained to meet the stated purpose



Information is retained to meet a state purpose but the destruction of the information is governed by compliance with legal requirements

CPEXchange facilitates customer awareness and focus, enables corporate privacy policy implementation, and addresses the privacy preferences of the customer

- **Platform, vendor, and application independent**
- **Provides a comprehensive view of the customer, as an entity that interacts with many facets of the enterprise**
- **Provides a granular privacy and authorization model**
- **Designed to promote optimal query and reporting**