



CleanMove™ Turnkey Service for Siebel CRM On Demand: See What Your Business Data Can Really Do for You.

CleanMove Turnkey Service cleanses, standardizes and formats your data specifically for import into Siebel CRM On Demand.

Data migration projects often get stalled during the data cleansing and standardization phase. Why? Very often this is the first time the data is seen as a forest rather than as individual trees. Groups input data - marketing, sales, customer support. Data comes in from a variety of sources - trade shows, list services, web queries. All this adds up to a more complex data quality project than previously thought.

ActivePrime relieves you of this complex burden by applying our years of experience and innovative technology to quickly complete the data cleansing and standardization task and move you closer to bringing your Siebel CRM On Demand solution online.

CleanMove is delivered using the patent-pending Data Conditioning Framework™, which enables the effective and ground-breaking conditioning of dynamic data.

Engagements are conducted using web-based conferencing facilities to optimize all participants' time, and to quickly bring your CRM On Demand services online.

Initial Meeting

Overview
Timeline
Requirements Review
Responsibilities

Required Data Cleansing items for Siebel CRM OnDemand

De-Duping
Referential Integrity Check
Pick List Value Validation
Populating required fields
Address Mapping
Phone Number Formatting
Date Formatting
Owner Assignment

Data Elements (CSV file format)

Element	Maximum Size
Accounts	30,000
Contacts	100,000
Opportunities	5,000
Leads	5,000
Campaigns	1,000
Activities	10,000
Service Requests	5,000
Solutions	1,000
Notes	0
Contact Roles	5,000
File Attachments	0
Products	5,000
Account-Assets	10,000
Opportunity-Products	5,000
Max. fields per file	40

Conditioning and Review Process

Customer review, select data preferences
--

The combination of ActivePrime and Siebel's professional services brings your CRM On Demand solution online quickly, with high quality data and keeps your staff focused on your business.

Other Offerings from ActivePrime

- **CleanCRM™** data cleansing and standardization product.
- **CleanSweep™** CSV-to-CSV data cleansing service.