

# Oracle Sales Cloud: Customer Data Management

## Overview

- Master data management and governance
- Customer data management
- Data cleansing, validation, and standardization
- Deduplication: duplicate identification and duplicate resolution
- Data enrichment
- Party model

## Architecture

- Oracle Enterprise Data Quality (EDQ) Cloud Service
- Oracle Data and Insight Cloud Service (DaaS)
- Address Verification Cloud Service (AV)
- Installation and configuration options

## Data Import

### Tasks and processing

- Address cleansing, verification, and configuration
- Duplicate identification and match configuration
- Duplicate resolution and configuration
- Merge, automerge, and overrides
- Data enrichment and configuration
- Personally Identifiable Information (PII)

## Monitoring Data Quality

- View profile history and audit configuration