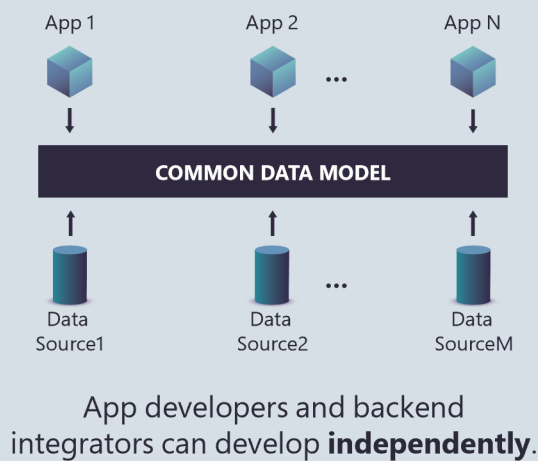



# INTEGRATE & DISAMBIGUATE DATA WITH THE COMMON DATA MODEL

An **open-sourced** definition of modular and extensible **business entities** with **semantic metadata** that **simplify the challenges of application development and data integration**.



CDM unifies data in a well-known schema with semantic consistency.

Enables quick application deployment and development, out-of-the-box intelligence, and much more.

There's a growing collection of solutions that store data in CDM form:



Power BI



Dynamics 365



PowerApps



Azure

## CDM SCHEMA

### CORE

- Account
- Activity
- Contact
- Currency
- Email
- Goal
- Letter
- Note
- Owner
- Organization
- Position
- Task
- ...

Working with subject matter & industry experts, CDM is expanding to include additional business entities and concepts

### CRM

- Account
- Appointment
- Campaign
- Contact
- Lead
- Marketing List
- Phone Call
- Social Activity
- ...

### SALES

- Competitor
- Discount
- Invoice
- Opportunity
- Order
- Order Product
- Quote
- ...

### SERVICE

- Case
- Contract
- Entitlement
- Resource
- Service
- Scheduling Group
- Task
- ...

### SOLUTIONS

#### MARKETING

- Account
- Contact
- Event
- Marketing Email
- Marketing Page
- ...

### WEB

- Link Clicks
- Web Interactions
- Web Page
- ...

### TALENT

- Department
- Job Positions
- Worker
- ...

### HEALTHCARE

- Patient
- Practitioner
- Device
- Care Plan
- Risk Assessment
- Encounter
- Episode of Care
- Medication
- Procedure
- ...

#### Account

Description: Business that represents a customer or potential customer.

#### Attributes:

- accountNumber
- accountRatingCode
- createdOn
- creditLimit
- openDeals
- openRevenue
- territoryid
- hotelGroup
- ...