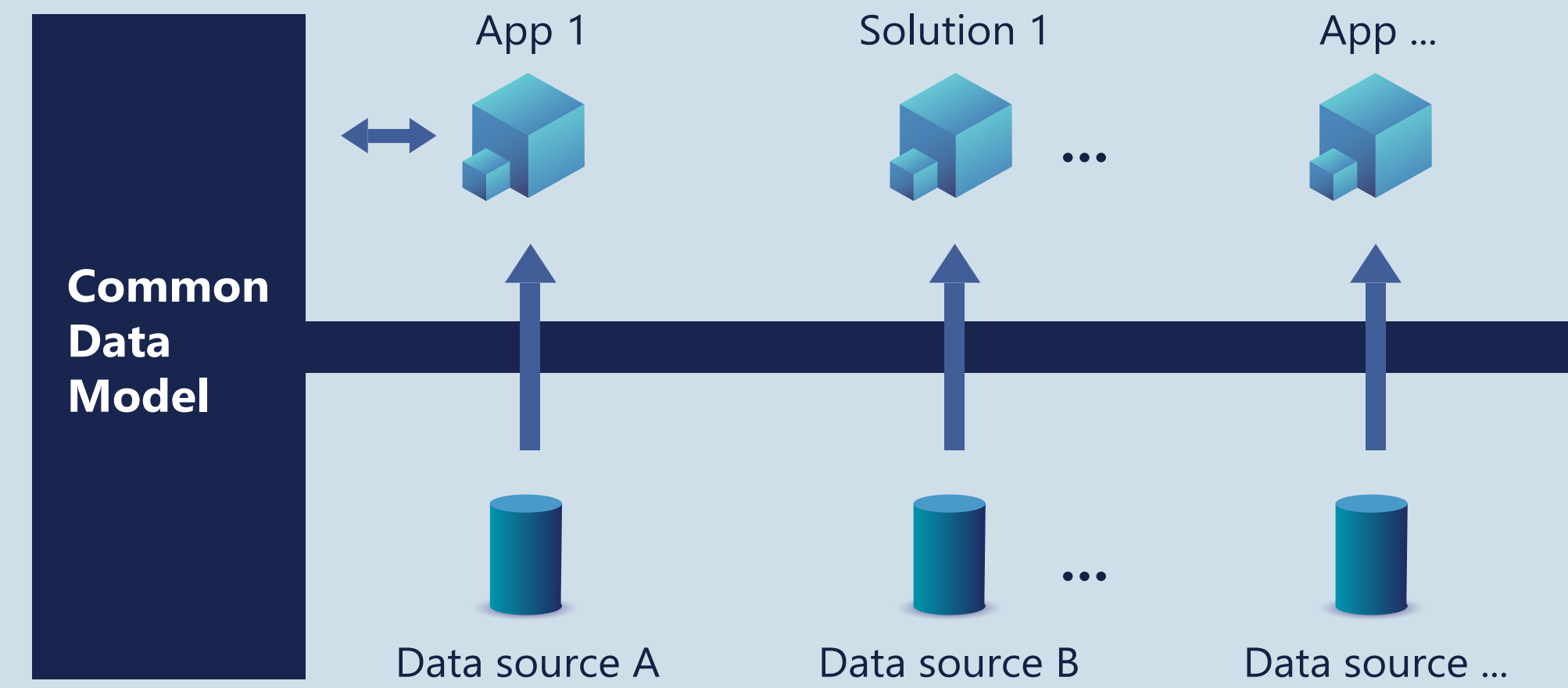# Microsoft

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.**

Common Data Model

App 1
Solution 1
App ...

Data source A
Data source B
Data source ...

The Common Data Model unifies data in a well-known schema with semantic consistency.

App developers and backend integrators can develop **independently**.

Enables quick application deployment and development, out-of-the-box intelligence, and much more.
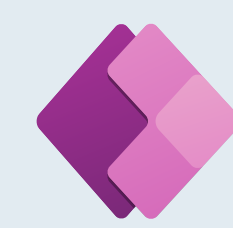
There's a growing collection of solutions that store data in Common Data Model form:

Power BI
Dynamics 365
PowerApps
Azure

COMMON DATA MODEL SCHEMA

Dynamics 365

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

DYNAMICS 365
- 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
- ...

FINANCE
- Main accounts
- General Ledger
- Budget
- Bank
- Fixed assets
- Dimensions
- ...

SUPPLY CHAIN
- Product Information Management
- Procurement
- Trade Agreements
- Sales
- Production
- Warehouse and Transportation Management
- Asset Management
- ...

COMMERCE
- Channel
- Product catalog
- Prices & Discounts
- Sales transaction
- Payment instrument
- Customer loyalty
- Worker
- ...

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

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

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

PROJECT OPERATIONS
- Project Planning
- Project Resourcing
- Project Time and Expense
- Project Invoicing
- Project Accounting
- ...

HUMAN RESOURCES
- Department
- Job Positions
- Worker
- ...

GLOBALIZATION
- Tax determination and calculation
- E-invoicing & real time reporting
- Payment formats
- Tax and audit reports
- Business documents
- Fiscal integrations for Retail
- ...

CLOUD FOR FINANCIAL SERVICES
- Financial Services Common Data Model
- Loan Onboarding Data Model
- Retail Banking Core Data Model
- ...

CLOUD FOR HEALTHCARE
- Administration
- Clinical
- Diagnostics
- Financial
- Medication
- Workflow
- ...

Account:
Business that represents a customer or potential customer.

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