

# Data Integration

## Customer Relationship Management

CRM

Transactional Records  
about Sales & Orders

crm\_sales\_details

prd\_key

cust\_id

Current & History  
Product Information

crm\_prd\_info

prd\_id

Product

Customer  
Information

crm\_cust\_info

cst\_id

cst\_key

Customer

## Enterprise Resource Planning

ERP

Product Category

erp\_px\_cat\_g12

id

Product

Extra Customer  
Information (Birthdate)

erp\_cust\_az12

cid

Customer

Location of  
Customers(Country)

erp\_loc\_a101

cid

Customer

Name

Pruthvi Raj, Pudi