



Customer Hierarchy

Revision History

Version	Date	Author	Description
1.0	04.10.2018		Original Document

© Confidentiality statement

This document contains confidential information of Emeldi Technologies s.r.o. It is available for use in the matter, which it was made for. Written permission must be obtained in advance from Emeldi Technologies s.r.o. for any form of reproduction and distribution.

Table of Contents

1. Emeldi Commerce® Party model - simplified view.....	4
1.1. Contact, Address	7

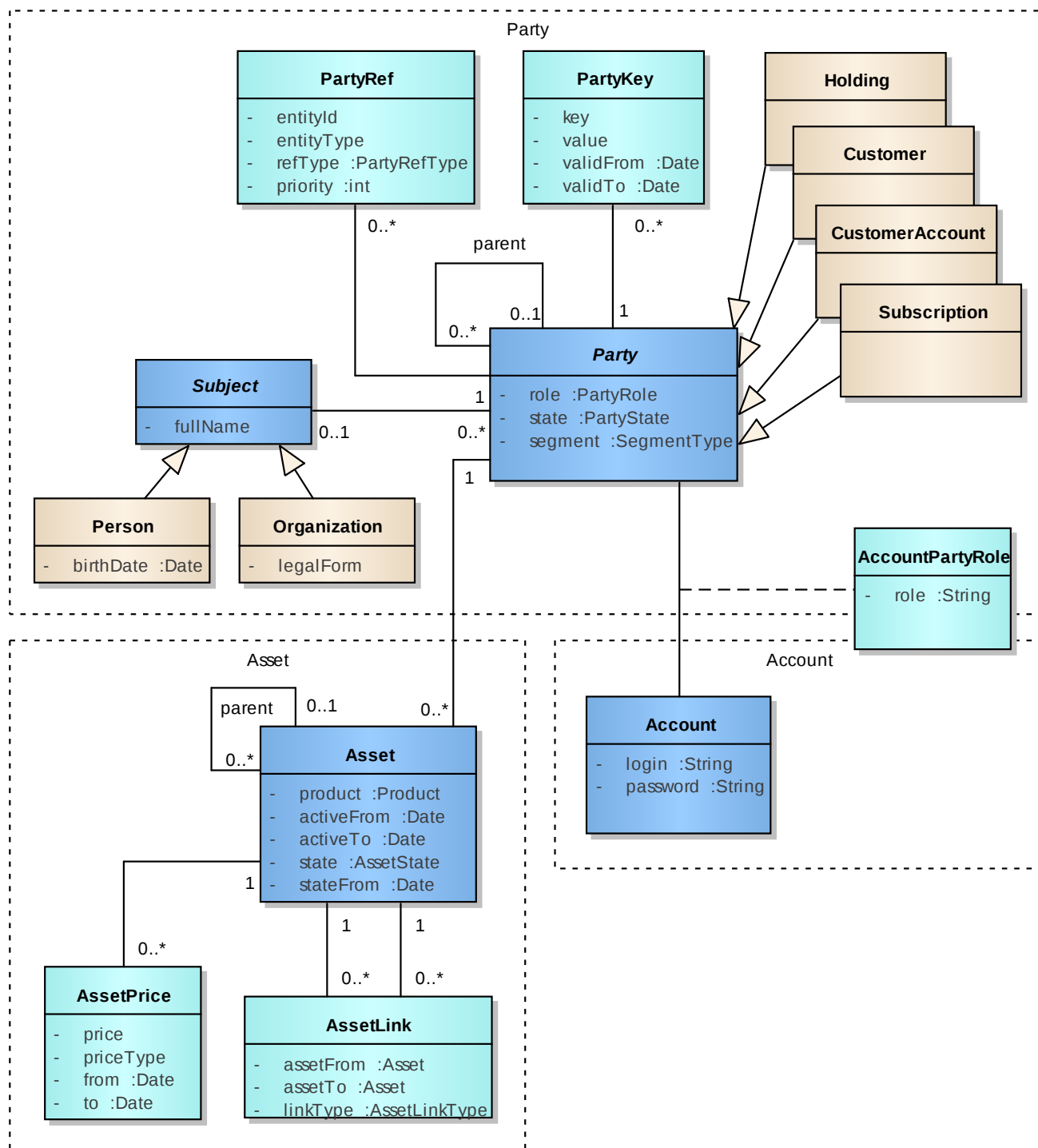
1. Emeldi Commerce® Party model - simplified view

Emeldi Commerce® implements very generic and flexible **Party model**. The crucial building blocks of this model are:

- **Party** - represents any entity the business is done with. Each Party has a **Role**, which determines the particular Party attributes and behavior. Some example roles are *Customer*, *CustomerAccount*, *Subscription*, *Garant*, *Holding*, *OrganizationalUnit*, ...
The Party may be identified by several unique identifiers (so called **Party Keys**). It is possible to establish parent-child **relationships** between parties as well as M:N links of various types between them or make a **references** to the Parties from other entities.
The Party belongs to the segment.
- **Subject** - a representation of the real-world entity like person or company. Each Party is associated to 0-1 Subject.
- **Asset** - a product instance referencing a Product from product catalogue. Belongs to exactly one Party. Holds product instance parameters, price, state, history and relationships with other Assets (supported are 1:N parent-child relationships as well as M:N links of various types).
- **Account** – represents an account of registered, either internal or external, user. The Account has associated **rights** (via access **roles**) to the Party structure. The rights are inherited, so right granted to the parent Party is propagated to the child Parties too.

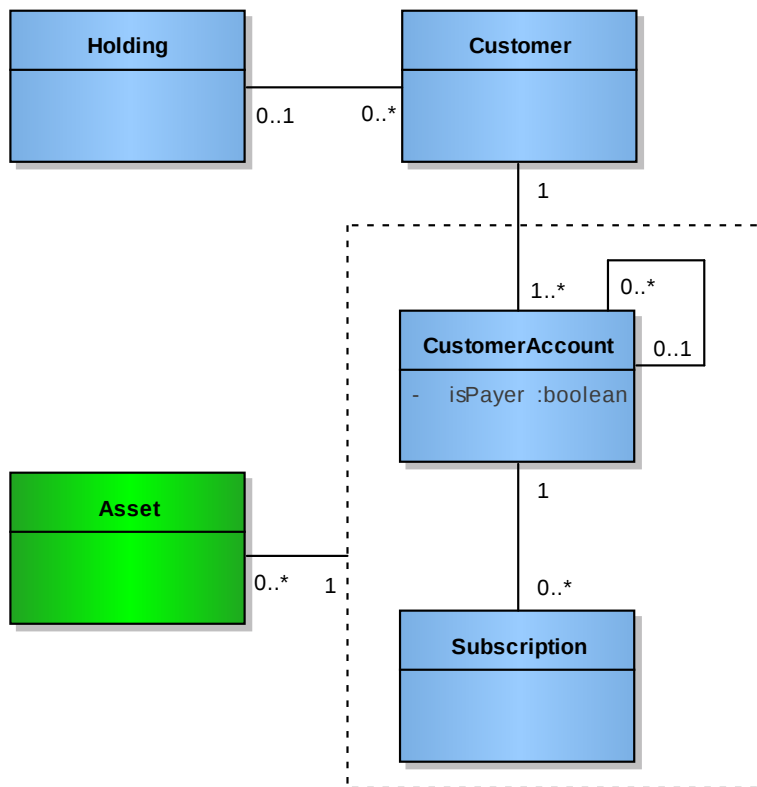
All entities support generic **key-value parametrization**. Thanks to that a particular installation is not limited to the pre-defined set of parameters.

Very simplified conceptual model is depicted on the following diagram.



Such model may accommodate many different Customer and Account hierarchies (usually determined by the segment) from the most simplistic ones (typically prepaid customers) to very complex ones represented by large companies.

Pre-configured Party structure is described on the following image:



Some highlights of the Customer Party structure:

- **Asset** (product instance) can be associated to the **CustomerAccount** or **Subscription**. Association to the **Subscription** is the most common one. To the **CustomerAccount** usually HW or some shared packages are associated.
- **Payer** is a special kind of **CustomerAccount** (marked as *paying* CustomerAccount) with additional parameters like bill cycle, due date, payment method, bank account, bill tax, ...
- First Party below **Customer** has to be always a **Payer**.

There are two examples of the usage of this Party hierarchy:

Example 1:

Customer - Payer - Subscription

This is the most simplistic one: Customer with Subscriptions. Assets are associated to the Subscription. It can be used for anonymous Prepaid.

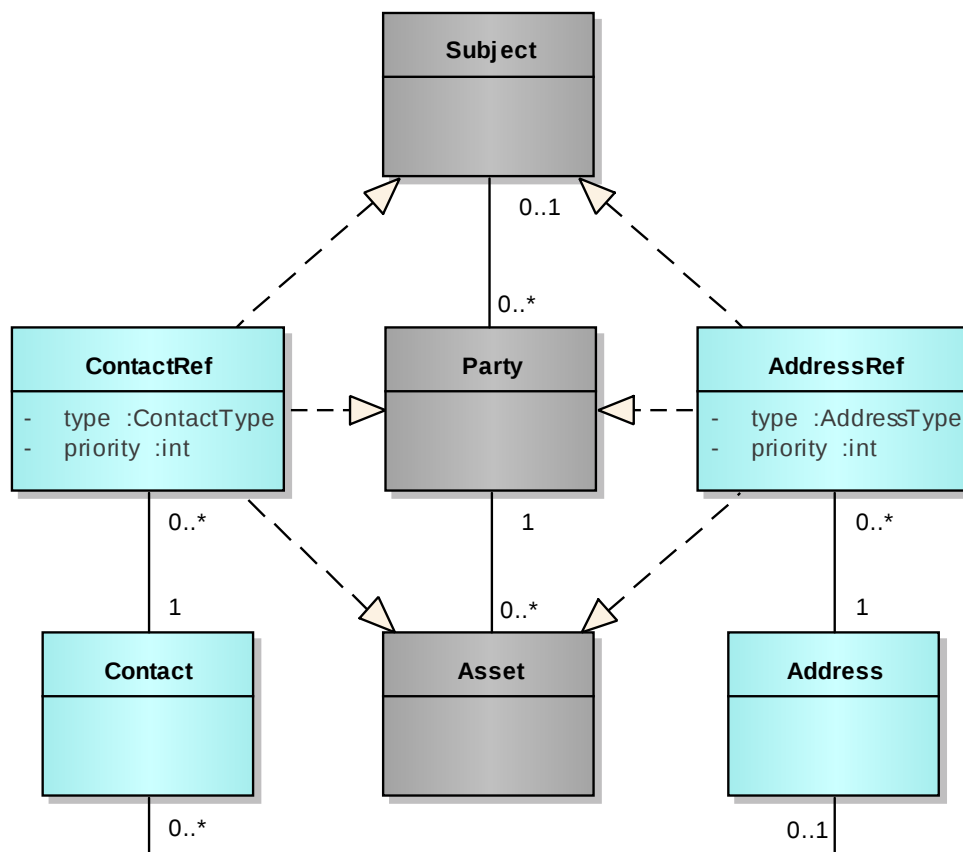
Example 2:

Holding - (N)Customer - (N)Payer - (N)[CustomerAccount/Payer] - (N)Subscription

This model support technically unlimited wide tree of Customer Accounts and Payers under one Customer, which belongs to a Holding. It can be used for multi-company groups.

1.1. Contact, Address

There are also **Contact** and **Address** entities related to the Party model. Actually both Contact and Address can be associated to many different entities, however, most often are associated to the Party, Subject and/or Asset.



- **Contact** - universal contact (including but not limited to email, phone, fax, address, ...) which can be associated to any entity (typically Party, but also

Asset, Customer Request, ...). One target entity could be associated with more than one Contact provided with priority and contact type (e.g. invoicing, primary, universal, ...).

Address – an Address (including but not limited to email, phone, fax, address, ...) which can be associated to any entity (typically Party, but also Asset or Subject). One target entity could be associated with more than one Address provided with priority and address type (e.g. contact, delivery, permanent, invoicing.....).