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User's Guide

Profile Basics

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Purpose: Basic information on profiles

Description

UCS stores contact information in Profiles. Profile data is separated into the following types:

- *Core information* consists of one or more typed attributes, which are defined by a Schema.
- *Extensions* consist of one or more typed attributes. Users configure these as needed for their particular organization or customer service application.
- *Identification Keys* are an attribute or attributes that you specify as the way to identify a customer. These can be attributes of the core information or of associated extensions.

One of the primary features of the Context Services API is the ability to identify customers based on one or more attributes of the customer, known as Identification Keys. Each identification key consists of one or more attributes of the core customer profile, or of any defined extension. An attribute must be specified as an Identification Key to be usable in customer identification.