

ORACLE CRM ON DEMAND INTEGRATION TO SIEBEL CRM

ORACLE APPLICATION INTEGRATIONS

LEVERAGES INVESTMENT IN ORACLE CRM APPLICATIONS

Key Features:

- Consolidate customer, contact and product information across on demand and on premise CRM
- Synchronize customer, contact, opportunity and product data in real-time
- Supports multiple Oracle CRM On Demand instances
- Customizable and extendable based on evolving business requirements
- Administer and monitor integration processes through wide range of proactive alerts and monitoring capabilities

KEY BUSINESS BENEFITS

- Gain a consistent view of customer information and ensure consistent customer data across on demand and on premise CRM applications
- Provide holistic, actionable insight for complex organizational structures
- Gain enhanced forecasting visibility across channels
- Increase efficiency and effectiveness by reducing errors and re-work
- Reduce the implementation time required to integrate mission-critical CRM applications
- Speed time to value
- Allocate significantly fewer IT resources versus building a custom integration

Oracle provides the widest range of CRM solutions and deployment options to match the unique business requirements of every type and size of organization. Now, the Oracle CRM On Demand Integration to Siebel CRM creates a single customer view across on demand and on premise CRM deployments by synchronizing key data from Oracle CRM On Demand with Siebel CRM. Leveraging Oracle's Application Integration Architecture and Oracle Fusion Middleware, this pre-built solution combines the ease of use and rapid deployment capabilities of Oracle CRM On Demand with the industry's most complete transformational CRM solution.

Provides a Consistent Customer View

Organizations that have deployed Oracle's Siebel CRM often seek the rapid deployment and ease-of-use capabilities of Oracle CRM On Demand for new business divisions, field sales teams, or remote geographies. However, without comprehensive integration between on premise and on demand CRM, a consistent customer view is simply unachievable. Ironically, solving this "data silo problem" has been a critical driver in the rapid adoption of CRM solutions. Now, with the Oracle CRM On Demand Integration to Siebel CRM, companies can benefit from a comprehensive end-to-end on premise and on demand system with a single customer view for conducting, managing, and analyzing their customer interactions. This standards-based pre-built integration synchronizes account, contact, opportunity, and product data.

Supports the Requirements of Complex Organizational Structures

Leading industry analysts agree that mixed environments of on-premise and on-demand applications will remain the norm, with integration capabilities based on open standards a key in ensuring interoperability. Whether organizations have deployed one instance of Oracle CRM On Demand, or several separate instances for different business units or sales teams, these companies still want to leverage centralized customer and sales pipeline data across their on demand and on premise CRM applications to gain actionable insight across their enterprise. The Oracle CRM On Demand Integration to Siebel CRM supports multiple Oracle CRM On Demand instances. This means companies can use the on premise Siebel CRM solution as their CRM foundation while benefitting from the features that make Oracle CRM On Demand such a popular choice among sales organizations. Sales managers and executives gain access to more comprehensive insight, and can build a holistic and highly accurate sales forecast encompassing all business divisions and sales channels.

RELATED PRODUCTS AND SERVICES:

- Siebel CRM
- Oracle CRM On Demand
- Oracle Call Center On Demand
- Oracle Consulting Services

Additionally, organizations that have standardized on Siebel CRM for marketing and service operations can ensure that sales teams using Oracle CRM On Demand are leveraging the same customer data.

Enables Rapid Integration

The Oracle CRM On Demand Integration to Siebel CRM provides a pre-built connector to integrate your existing Siebel CRM applications with Oracle CRM On Demand. This prebuilt integration is based on Oracle's Application Integration Architecture, an open, standards-based framework for creating cross-application business processes, and is built with Oracle Fusion Middleware. The Oracle CRM On Demand Integration to Siebel CRM requires minimal IT resources, allowing for rapid deployment to help reduce total cost of ownership. In addition, Oracle's prebuilt integrations are designed to be easily extended and evolved as your business changes, allowing you to respond to customer and market requirements with greater agility and flexibility. And Oracle offers a range of packaged implementation services through its highly renowned Oracle Consulting Services team to help organizations realize an even faster path to value.

The Oracle Advantage

14+ years of CRM leadership. A highly comprehensive on demand CRM solution teamed with the industry's most widely deployed on premise CRM suite. A single vendor application solution *and* point of control. This is why thousands of leading global organizations depend on Oracle applications to help drive their customer-facing business processes.

For more information on how the Oracle CRM On Demand Integration to Siebel CRM can empower your business, contact your Oracle sales representative.

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