

SIEBEL CRM INTEGRATION TO ORACLE INCENTIVE COMPENSATION

KEY FEATURES AND BENEFITS

LEVERAGE YOUR INVESTMENT IN ORACLE CRM APPLICATIONS

KEY FEATURES

- Complete sales order to commission business process
- Align sales & partner channels through incentive insight
- Reduce shadow accounting
- Stronger product/service introductions
- Reduce integration time & costs

KEY BUSINESS BENEFITS

- Sales agent and partner synchronization from Siebel Sales and PRM to OIC
- Sales order synchronization from Siebel Order Capture to OIC
- Capture margin & bundles

Siebel CRM Integration to Oracle Incentive Compensation combines market leading Siebel CRM with Oracle's market leading incentive compensation management solution giving you a complete orchestration of your order-to-commission business process.

Complete Sales Order to Commission Business Process

Siebel CRM Integration to Oracle Incentive Compensation delivers a sustained integration framework supporting a sales order to commission process. Custom interfaces can represent a third of the ICM (Incentive Compensation Management) implementation effort and costs incurred. With delivered integrations the implementation risk, effort and costs are greatly reduced. The direct integration provides out of the box mappings and business processes.

There are very tangible ROIs that can be realized with best of breed Oracle Incentive Compensation. Incentive compensation administration costs can be reduced by as much as 50% or more. Commission overpayments can be reduced by 90% that can represent 3-8% of total commission expenses.

In addition, further efficiencies can be achieved through prescribed best practices that are weaved into our out of the box mappings and industry business processes.

Many industries including Telecommunications, high technology and made to order manufacturing are looking at compensating sales forces and partner channels on margins down to the order or order line level, especially if pricing is negotiated. Telecommunication companies that were once focused on the number of activations are looking to pay commission based on margins, especially for their B2B sales forces. This integration brings over margins from Siebel Order Management at the line level that can be used to compensate on order margins.

Bundles help drive increased wallet share but compensating for them is more complex because it crosses over multiple order lines. This integration adopts the use of promotions in Siebel Order Management to represent bundles, captures that promotion and brings it into Oracle Incentive Compensation for calculation.

Plan Details	
Plan Name	PCS Channel Partner Mgr Plan
Description	PCS Channel Partner Manager Plan
Start Date	01-Jan-2007
End Date	
Number of Resources Assigned	3
Eligible Product Overlay	No

Plan Element Summary					
Name	Description	Calculation Sequence	Calculation Interval	Start Date	End Date
3. PCS Service	PCS Service	1	Year	01-Jan-2007	
2. PCS Configured Computers	PCS Configured Computers	1	Year	01-Jan-2007	
1. PCS Standard Computers	PCS Standard Computers	1	Year	01-Jan-2007	

Club Qualification:
Sales Club qualification is discretionary, and based on sales excellence and additional factors. Selection is at the discretion of the Executive Vice President.

Eligibility:
Sales Credit will be assigned to individuals who are meaningfully involved in closing the transaction, pursuant to the product eligibility outlined below. In all cases, in order to receive compensation credit, each eligible quota-carrying sales representative must be booked and processed through order management.

Qualifications:

- Sales Credit (limited to 100% Prime and 100% Co-Prime credit), unless noted by a SPF (see below for more details).
- Sales Credit for related management, Channel/Indirect sales (indirect revenue), and Overlay, will follow splits pursuant to the product roll-up eligibility.
- Sales Credit is quota relieving and club eligible.
- All crediting rules are pursuant to the Terms and Conditions of the Individualized Compensation Plan issued to the sales representative.

Note: Should there be any discrepancy between what is reflected below and the current FY Product Matrix, the current Product Matrix is the official "source of truth" and will override.

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Figure1. Compensation Plan Report

Align Sales and Partner Channels Through Incentive Insights

Now more than ever in today's economic environment the challenge is to have everyone in sales and partner channels focused on your corporate objectives. How better to do that than to optimize the motivational factor of commissions.

If you look at many companies, sales and partner channels may receive commission statements once a month for orders they earned at least a month ago. A month is a long time between desired behavior and the reward sales representatives get for doing it. This integration encourages companies to push transactions for calculation on a daily basis and to provide back incentive insights on a much more frequent basis.

Tying incentives on margin enhances discount negotiations. Sales and Partner representatives are motivated to identify best pricing strategies based on compensation impact and pick the best compensated solution for the customer's needs.

Stronger Product/Service Offerings

The number of products/services introduced is on the increase with shorter time to markets to tickle customer fancy. Products and services released to the market place without proper sales and partner channel support and motivation are cause for less successful product/service introductions.

Introduce promotions to encourage customers to try new products/services and rapidly incent sales and partner channels to sell them.

The Oracle Advantage

Built on Oracle Application Integration Architecture (AIA), the integration includes

everything you need to rapidly enable service-oriented applications, from business processes to common objects and services, to SOA Governance, at greatly reduced cost. AIA Process Integration Packs are designed to be easily extended to evolve as your business changes, allowing you to respond to customer and market needs with greater agility and flexibility. The result is a complete end-to-end solution designed to give you faster time to benefit and lower cost of ownership.

For more details on AIA visit <http://www.oracle.com/aia>

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