

SIEBEL ENTERPRISE MARKETING SUITE



KEY PRODUCT AREAS:

- **Marketing Resource Management (MRM)**
- Planning, budgeting & resource management
- **Campaign Management**
- Design, delivery & management of multi-channel campaigns
- **Email Marketing**
- Design, delivery & tracking of email campaigns
- **Lead Management**
- Response capture, lead collection and distribution
- **Events Management**
- Event planning, budgeting, registration and tracking
- **Channel Marketing**
- Partner Collaboration to design, deploy and track campaigns
- **Loyalty Management**
- Member enrollment, points accrual, points redemption & loyalty promotions
- **Marketing Analytics**
- Interactive analytic reports covering customer, product, budgeting, expenditures, responses, leads, opportunities, events and more.

Oracle's Siebel Enterprise Marketing Suite is a comprehensive and integrated marketing solution that empowers B2B and B2C organizations to dramatically improve marketing effectiveness and accountability while improving customer experiences. Tailored to the needs of more than 20 industries, the Siebel Enterprise Marketing Suite empowers every member of the marketing organization with customer and business insights that lead to more intelligent interactions with customers and smarter decisions about marketing investments.

A Complete Enterprise Marketing Suite

Across industries, marketing executives are being asked to do more with less while justifying and accounting for each dollar they spend. Yet many marketers are unable to measure the effectiveness of their spending or optimize the use of marketing resources due to ineffective processes, disconnected applications, and the inability to "close the loop" with sales revenue.

To overcome these challenges, [Siebel Enterprise Marketing](#) provides a comprehensive closed-loop solution that helps marketing organizations achieve performance breakthroughs and become more effective, accountable, and customer-centric. The Siebel Enterprise Marketing Suite offers integrated but modular solutions covering planning and resource management, campaign management, segmentation and targeting, email and Web marketing, events management, channel marketing, loyalty program management, lead and response management, and marketing analytics. Using the Siebel Enterprise Marketing Suite, organizations are able to acquire more profitable customers, cross-sell and up-sell more effectively, retain valued customers longer, accelerate time to market, and drive superior marketing performance.

Marketing Resource Management

[Siebel Marketing Resource Management](#) ("MRM") is complete planning and resource management solution that helps to create a culture of marketing accountability. Siebel MRM automates key processes, including campaign and financial planning, budgeting and expense management, market development funds management, approvals, program management and collaboration, enterprise marketing calendaring, content management, and financial analysis. Siebel's MRM solution enables marketing teams to better coordinate business processes based on best practices and corporate priorities, ensuring alignment within the marketing organization and across the extended enterprise.

**SIEBEL ENTERPRISE
MARKETING KEY
BENEFITS**
Increase Revenue

- Improve response rates
- Accelerate time to market
- Increase lead conversion rates
- Increase cross-sell and up-sell
- Generate more campaigns

Reduce Costs

- Reduce campaign costs
- Standardize processes
- Integrate email marketing
- Call Center Integration
- Analytics Integration
- Sales Integration

**Drive Marketing
Accountability**

- Align resources to strategic goals
- Real-time visibility into marketing spending and performance
- Measure marketing ROI

**Improve the Customer
Experience**

- Leverage analytic insight for to create more relevant communications
- More effectively manage contact frequency rules and customer preferences
- Integrate with real time offers and decision support to enhance customer interactions

Campaign Management

[Siebel Campaign Management](#) delivers a comprehensive solution for the complete design, execution, and management of personalized, permission-based campaigns across all channels of customer interaction including: phone, direct mail, web, wireless devices, email, direct sales and partner network.

At the core of Siebel's Campaign Management solution are powerful segmentation and targeting capabilities built on Oracle's Enterprise BI platform featuring open analytics and data integration and a highly interactive, drag and drop user interface accessible by any user and a "Waterfall" style reporting of criteria counts.

Users can quickly translate these customer insights into compelling relevant dialogues and intelligent interactions with customers. Using Siebel's intuitive graphical campaign design tool, marketers easily create and automate rich multistage, recurring, and event-triggered campaigns that include different offers, creative approaches, and channels. As a result, organizations can execute continuous treatment strategies for each customer, build customer value more effectively, and dramatically lower marketing costs.

Email Marketing

[Siebel Email Marketing](#) is a comprehensive permission-based, scalable e-mail marketing solution fully integrated across all customer touchpoints. With Siebel Email Marketing enables marketers to plan, create, test, execute, and track targeted, personalized e-mail communications, including time-sensitive alerts and event-triggered mailings.

Event Management

[Siebel Events Management](#) is a comprehensive event management solution covering everything from the planning and budgeting and online registration to vendor and venue management and event analytics and dashboards. Integration with Siebel's Campaign Management solution enables Marketers to leverage targeted campaigns to drive increased attendance or inform attendees of event details.

Partner / Channel Marketing

Siebel provides a comprehensive channel marketing solution allowing marketers to work with their partners to jointly develop, execute and track the progress of multi-stage campaigns and effectively administer and manage market development funds (MDF). Siebel's channel marketing capabilities ensure that leads generated from joint marketing campaigns are quickly routed to the right sales or partner sales representative for follow up.

Response and Lead Management

Siebel's multi-channel response capture system ensures leads are collected, distributed to the right sales personnel and that sales results are tied to the original campaigns to track return on marketing investments. Siebel Enterprise Marketing is seamlessly integrated with [Siebel Sales](#) and [Siebel Call Center](#) enabling marketing-generated leads to be efficiently routed for follow-up by the correct sales representatives.

Siebel Loyalty Management

Siebel Loyalty Management is a complete solution supporting the complete customer loyalty management lifecycle, from member enrollment in a loyalty program to the execution of sophisticated promotions and targeted offers. Siebel Loyalty Management is composed of three distinct, yet fully integrated applications: Siebel Loyalty Manager, Siebel Loyalty Customer Portal, and Siebel Loyalty Partner Portal.

Siebel Loyalty Manager helps you streamline and optimize loyalty business processes related to member enrollment, points accrual management, points redemption management, and promotion management. Loyalty Manager includes powerful, scalable, and open transaction and tier engines. Siebel Loyalty Customer Portal is a packaged, yet fully configurable Web site that empowers loyalty program members to participate in your programs over the Internet. With the Loyalty Customer Portal you can increase the propensity for customers to participate or enroll by presenting highly relevant and personalized offers online. The Siebel Loyalty Partner Portal enables you to expand your loyalty program by seamlessly integrating it with partner distribution channels, programs, and offers.

Marketing Analytics

Siebel Marketing Analytics is a comprehensive analytics solution that delivers timely, relevant, and actionable insight into the marketing activities of the entire organization. Siebel Marketing Analytics provides new levels of information richness, usability, and reach, enabling you to achieve maximum results from your campaigns. With in-depth customer and business insight, you can identify your most valuable customers, predict future results, and launch multi-channel marketing campaigns that produce results.

Siebel Marketing Analytics provides a complete picture of customer needs and buying patterns, customer value, customer churn propensity, campaign effectiveness, and marketing plans, budgets and ROI. This complete picture enables users to identify winning campaigns and tactics, cost saving and revenue increasing opportunities.

If you would like more information about Oracle's Siebel Enterprise Marketing Suite, please call 1.800.866.4093 or visit <http://www.oracle.com/applications/enterprise-marketing>.

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