

SIEBEL ENTERPRISE MARKETING SUITE 8.1.1



KEY PRODUCT AREAS:

Marketing Resource Management (MRM)

- Planning, budgeting & resource management

Campaign Management

- Design, delivery & management of multi-channel campaigns

Email and Web Marketing

- Design, delivery & tracking of email and web campaigns

Real Time, Inbound Marketing

- Present optimal offer or next best action during inbound interactions

Events Management

- Event planning, budgeting, registration and tracking

Response and Lead Management

- Response capture, lead collection and distribution

Partner/Channel Marketing

- Collaboration to design, deploy and track campaigns

Loyalty Management

- Complete, multi-channel loyalty management solution including enrollment, promotion, accrual, redemption and member care

Marketing Analytics

- Interactive analytic reports covering customer, product, budgeting, expenditures, responses, leads, opportunities, events and more.

Oracle's Siebel Enterprise Marketing Suite 8.1.1 is the industry's most complete enterprise marketing management platform for both business and consumer marketers. It offers an integrated, modular, closed-loop solution that automates processes across the marketing function—from strategy and planning to multi-channel execution and measurement—and uniquely empowers all members of the marketing organization with actionable insight. The Siebel Enterprise Marketing Suite 8.1.1 helps organizations achieve excellence in marketing by delivering improved results that are measurable and repeatable while consistently providing customers more relevant and superior experiences across channels.

A Complete Enterprise Marketing Suite

Across industries, marketing executives are under intense pressure to deliver improved and measurable results while operating in a highly dynamic environment. Consumer and business professionals have dramatically changed the way they research, buy products and interact with each other due largely to the pervasiveness of the Internet, emerging social networks, and the current economic climate. The marketing function is becoming more complex to manage and customers are harder to retain. As such, the effectiveness of traditional marketing techniques is declining as consumers demand a richer, more relevant dialogue with a smaller set of vendors that have earned their trust and consistently provide satisfying experiences across channels.

To overcome these challenges, the Siebel Enterprise Marketing Suite 8.1.1 provides a complete multi-channel enterprise marketing management platform that helps marketing organizations achieve performance breakthroughs and become more agile and efficient. The Siebel Enterprise Marketing Suite 8.1.1 offers integrated, modular solutions including marketing planning and resource management (MRM), customer analytics and segmentation, multi-channel campaign and dialog management, email and web marketing, real-time marketing and interaction management, events management, response and lead management, partner and channel marketing, loyalty program management, and marketing performance management. This complete solution enables marketers to gain rich insights about their customers and as a result, deliver more relevant and targeted messages to them, across channels and during real-time interactions. Using the Siebel Enterprise Marketing Suite, 8.1.1 organizations can acquire more profitable customers; cross-sell and up-sell more effectively; retain valued customers longer; accelerate time to market; and achieve measurable, superior marketing performance.

KEY BENEFITS:**Increase Revenue**

- Increase value and duration of most valuable customers
- 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

Marketing Resource Management

Siebel Marketing Resource Manager (MRM) helps organizations plan, align and optimize marketing resources, improve visibility and control of spending, and accelerate time to market. Siebel MRM automates key processes including planning, budgeting and financial management; approvals management; activity management and collaboration; enterprise marketing calendaring; asset management. When combined with Oracle Marketing Analytics, Siebel MRM offers complete financial analysis, monitoring, and alerting. It also provides an enterprise platform that enables marketing teams to use a common language and better coordinate business processes based on best practices and corporate priorities. With Siebel MRM, organizations are able to optimize resource allocations and make smarter decisions faster, leading to improved marketing results and greater organizational alignment.

Multi-Channel Campaign and Dialog Management

Siebel Campaign Management is a complete market-leading multi-channel and closed-loop solution that significantly improves marketing effectiveness and efficiency. Using Siebel Campaign Management, marketers can improve the relevancy and timing of messages, automate complex marketing processes, create and leverage best practices, and more effectively engage consumers in ongoing dialogues that integrate outbound/inbound and online/offline channels including phone, direct mail, email, web, mobile devices, direct sales, and partner channels.

Siebel Campaign Management includes a powerful yet easy-to-use segmentation and campaign targeting tool that helps marketers more effectively target relevant messages to the right person, at the right time while enforcing communication preferences and contact governance rules. It enables marketing users—without IT assistance—to perform precise segmentation and targeting against data in multiple sources across the enterprise without having to grasp the complexity of the underlying data. It offers a highly interactive, drag-and-drop visual interface for the business user and “Waterfall” style reporting of criteria counts. Additionally, Siebel Campaign Management is highly performant and scalable against the largest consumer marketing databases.

Siebel Campaign Management supports a full range of campaigns, from simple outbound email and direct mail campaigns to more advanced multi-stage, recurring or event-triggered campaigns that include different test and control offers, creative approaches, channels, and response definitions. Using Siebel’s intuitive graphical campaign design tool, marketers can easily automate a series of communications and follow-up activities over time to ensure faster, higher quality execution while delivering more timely and relevant communications that produce better results.

Email and Web Marketing

Siebel Email and Web Marketing solutions enable organizations to improve the effectiveness and efficiency of their email and online campaigns. They enable marketers to plan, create, test, and execute targeted, personalized and permission-based email communications, dynamic eNewsletters and web landing page content including forms and surveys, automatically capture and act on responses and gain

real-time visibility into performance. Marketers are guided through the process of designing, testing, and deploying online campaigns using pre-configured task flows to significantly improve productivity. They can leverage any data across the enterprise to personalize content and improve relevancy and impact. Siebel Email and Web Marketing solutions support the creation and re-use of email and web template designs and a shared question library to reduce setup time, apply best practices and facilitate repeatable, high-quality execution. Siebel Email and Web Marketing solutions provide automated bounce handling and response processing, and can scale to support organizations with the most sophisticated requirements.

Real-Time Marketing and Interaction Management

The Siebel Enterprise Marketing Suite 8.1.1 is seamlessly integrated with Oracle's Intelligent Offer Generation and Real-Time Decisions solutions that enable organizations to maximize business results during customer inbound interactions, whether through the contact center, web site, kiosk, or sales agent. Using Oracle's intelligent offer generation solution, marketing teams can leverage analytic models, past behavior and up-to-the-moment, in-context information to present the optimal offer or next-best action in real time. Next-best actions could be a cross-sell or up-sell offer or a retention action that could reduce the risk of defection. In addition, the decision logic uniquely learns from each interaction to continuously optimize the effectiveness of inbound offers.

Events Management

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

Response and Lead Management

Siebel Lead Management provides a comprehensive multi-channel response and lead management solution to dramatically accelerate lead follow-through, increase lead conversion, and provide a common framework that marketing and sales can use together to monitor and improve results. Siebel Lead Management ensures all responses and leads are collected, cleansed, scored and prioritized; distributed or nurtured; and that sales results are tied to the original campaigns to track return on marketing investments. Siebel Lead Management is seamlessly integrated with Siebel Sales and Siebel Call Center, enabling marketing-generated leads to be efficiently routed for follow-up to the correct sales representatives or partners and enabling inbound responses to be effectively processed.

Partner / Channel Marketing

Siebel CRM provides a comprehensive channel marketing solution allowing marketers to work with their partners to jointly develop, execute and track the progress of marketing activities and effectively administer and manage market development funds (MDF). Siebel CRM'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.

Multi-Channel Loyalty Management

Siebel Loyalty Management 8.1.1 is a unique, comprehensive, customer-centric, multi-channel and multi-partner loyalty solution that supports the entire loyalty program lifecycle. Siebel Loyalty Management 8.1.1 includes deep industry and loyalty best practices for member enrollment and management, tier management, accrual and redemption, personalized loyalty promotions and member communications, multi-channel customer care, cross-industry partner management, and analytics. It is delivered on an open, standards-based and scalable platform that provides flexibility and agility far beyond traditional loyalty solutions. Business users, rather than IT, can directly define innovative offers or set up new partners to dramatically reduce time to market. Unlike other products, Siebel Loyalty Management 8.1.1 is the only packaged solution that is fully integrated with the world's leading CRM solution for a unified 360-degree view of the customer and support for end-to-end processes to drive improved business results.

Marketing Analytics

Oracle Marketing Analytics is a comprehensive analytics solution that delivers timely, relevant, and actionable insight into the marketing activities of the entire organization. Oracle 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, understand trends and changing behavior, and launch multi-channel marketing campaigns that produce results.

Oracle 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 marketers to identify winning campaigns and tactics, cost savings, and revenue increasing opportunities.

Bottom Line

Marketing has never been more dynamic or challenging. The Siebel Enterprise Marketing Suite 8.1.1 helps organizations achieve excellence in marketing by delivering improved results that are measurable and repeatable while consistently providing customers with more relevant and superior experiences across channels.

If you would like more information about Oracle's Siebel Enterprise Marketing Suite 8.1.1, please call 1.800.866.4093 or visit

<http://www.oracle.com/applications/enterprise-marketing>.

Copyright 2005, 2008, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.