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SIEBEL
CUSTOMER RELATIONSHIP
MANAGEMENT

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SIEBEL
BUSINESS ANALYTICS

INFORMATION BUILDS RELATIONSHIPS

Leveraging Customer Relationships

Siebel Medical

Leading medical products companies are strategically improving their customer relationships and reaping the rewards. Traditionally, medical device and diagnostic providers have optimized business processes around product lines. However, market forces are driving organizations to focus more intensely on their customers, and to invest in customer relationship management (CRM) technology. CRM provides organizations with an integrated sales, service, and marketing solution for capturing and organizing detailed knowledge about customers and prospects so that every customer-facing employee, partner, and process operates from the same set of information.

Oracle's Siebel Medical is a CRM solution specifically designed for the medical technology industry. It is a comprehensive suite of applications software designed to manage all sales, service, and marketing interactions with customers and allow you to leverage customer information throughout the business ecosystem for improved performance. The result is a powerful solution that enables organizations to maximize the value of their customer relationships and realize a rapid return on investment.

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The Siebel Medical Solution

Siebel Medical is a CRM solution specifically designed for the medical technology industry. Siebel Medical helps companies identify, target, win, and retain the most profitable customers; deliver superior customer service and support; efficiently manage distributed resources; accurately price products and service offerings; and improve sales effectiveness across all channels.

Today's leading medical companies—including medical device, surgical instrument, diagnostic product, and imaging equipment manufacturers; distributors; and service providers—are leveraging customer knowledge to accelerate product sales, grow market share, improve service quality, and increase profit margins.

Siebel Medical is a CRM solution specifically designed for the medical technology industry. Siebel Medical helps companies identify, target, win, and retain the most profitable customers; deliver superior customer service and support; efficiently manage distributed resources; accurately price products and service offerings; and improve sales effectiveness across all channels.

The Siebel Medical solution helps organizations optimize the value of their customer relationships by more intelligently targeting customer acquisitions and by dramatically improving productivity in sales, service, marketing, and partner organizations. By leveraging a centralized repository of information captured from all customer interactions across all channels and touchpoints, organizations can have an ongoing and seamless dialogue with customers regardless of when, where, or how the interaction occurs. Medical products companies can rapidly apply best practices to better understand, anticipate, and respond to customer needs. Equipped with real-time analysis of customer-focused data, organizations gain valuable insight into performance trends, market conditions, and business opportunities.

Prepackaged functionality in our CRM solution supports industry-specific processes. For example, Siebel Medical manages the complex relationships that exist among physicians, clinics, hospitals, networks, systems, and organizations. The ability to track customer hierarchies and affiliations over time brings measurable improvement to sales, product pricing, contract compliance, customer service, and marketing. Siebel Medical Analytics can extract business intelligence from data stored anywhere. The prebuilt, fully configurable, and extensible data analysis solution is optimized for business analytics and tailored to industry-specific needs. By organizing, aggregating, and summarizing critical performance metrics—such as win/loss, product sales, service costs, and customer profitability—in real time, medical products companies are able to identify issues sooner and take action faster.

Additionally, Siebel Medical can further lower costs by supporting a Universal Application Network—a standards-based, vendor-independent solution for integrating silos of data stored in legacy systems and other applications.

In addition to industry-specific sales, service, and marketing modules, Siebel Medical brings enormous value by providing capabilities and technology designed to reduce total cost of ownership and operate seamlessly within a heterogeneous information system.

Siebel Medical offers these features:

- A highly interactive, easy-to-use Web client
- Business process automation
- Laptop, handheld, phone, and pager device support
- Scalable, configurable, and upgradable applications
- Multilingual and multicurrency support
- Partner relationship management capabilities
- Employee relationship management capabilities

Because of their modular design and embedded best practices, Siebel applications can be quickly deployed in multiple phases, with each phase introducing incremental functionality and devices. This strategy reduces deployment risk and time to market, and offers the lowest total cost of ownership.

Siebel Medical Sales

Medical sales organizations are under pressure to meet revenue goals in an increasingly difficult environment. They must be able to understand complex customer relationships, develop accurate forecasts, communicate seamlessly across groups, provide immediate solutions, and manage customer relationships strategically. With Siebel Medical, sales professionals have a real-time, complete view of the customer, including service interactions, account affiliations, and contract eligibilities.

Improve Sales Effectiveness

With unparalleled access to useful and relevant information, sales professionals can submit forecasts, prioritize activities, generate proposals, create quotes, and develop account strategies faster and more accurately. They can have online and offline visibility into all of their information, including accounts, references, products, calendar, quotes, territory, competition, forecasts, and incentive compensation. Siebel Medical also supports proven sales best practices such as TAS, ESP, and Miller Heiman's Strategic Selling methodology to close more of the best deals, in less time.

Create Flawless Quotes

Siebel Medical enables medical products companies, distributors, and partners to increase sales productivity through customer insight, seamless communication, workflow simplification, and pricing automation. Users can quickly develop, verify, and submit quotes tailored to customer requirements. Product and service prices can be immediately and

accurately calculated from multiple price lists and currencies, while dynamically taking into account volume discounts and pricing rules. By leveraging predefined product configurations and pricing models, medical sales professionals, distributors, and partners can easily process quotes, orders, and contracts with 100-percent accuracy.

Increase Up-Selling and Cross-Selling

Medical products companies can increase sales revenue and improve customer satisfaction through better utilization of nontraditional selling channels, including telesales, distributors, the internet, customer service, and field service. By leveraging Siebel Medical functionality and sharing information such as accounts, contacts, promotions, and installed-base assets, organizations can grow faster and more profitably. Telesales can identify upgrade prospects. Distributors can increase new product awareness and interest. The company Web site can sell accessories and offer free trials. Customer service and field service organizations can provide world-class customer support and, at the same time, can be fully aware of new sales opportunities.

Siebel Medical Service

Siebel Medical Service enables organizations to increase revenues and reduce costs by creating world-class, multichannel customer service centers. By utilizing a complete view of the customer, including service profile, activity history, complaints, installed products, and orders, customer service groups are able to provide cost-effective and differentiated services.

Provide Superior Customer Service

Comprehensive capabilities—including intelligent call handling, e-mail response, knowledge management, problem resolution, and work automation—enable customer service and technical support professionals to manage and coordinate customer interactions across all communication channels, including e-mail, fax, telephone, and telemetry. In addition, Siebel Medical empowers customers with self-service functionality on the Web, such as interactive troubleshooting, FAQs, collaboration, product registration, and medical education. Siebel Medical enables service and sales teams to share valuable customer information and work together to provide exceptional service, with the goal of establishing successful, long-term relationships with new and existing customers.

Automate Service Delivery

To achieve a sustainable competitive advantage and increase service profitability, medical products companies must consistently deliver world-class customer service within an increasingly complex environment. Siebel Medical supports all aspects of service operations, including dispatch and scheduling, warranty, break/fix, preventive maintenance, repair, part orders, returns, and third-party service. Siebel Medical helps organizations reduce their operating costs by managing and automating service activities to ensure that resources are

used cost-effectively and customer commitments are met. Field service features, including asset management, schedule optimization, labor reporting, invoicing, and inventory tracking, are accessible to field engineers and service partners across a multitude of hardware devices. Mobile users can easily track consigned inventory and vehicle stock to decrease repeat visits, obsolescence, and response times. Utilizing Siebel Medical, organizations can streamline their service delivery processes to improve productivity and boost employee, partner, and customer satisfaction.

Manage Complex Contracts and Pricing

Medical device and diagnostic industry leadership often results in complicated contract terms, conditions, pricing, and billing plans. Effectively managing strategic contracts is critical to market success. Siebel Medical delivers significant business value through a comprehensive contract solution that is flexible and easy to use. Users can specify pricing based on account, volume, configuration, promotions, and many other complex contract terms, conditions, and incentives. Eligibility is tracked down to granular levels, ensuring that hospitals covered under affiliate agreements receive accurate pricing and timely service based on contractual obligations. Contract management features, including approval routing, fee per-use, rate-based service, tiered pricing, and compliance management enable differentiated offerings and new revenue growth opportunities.

Used daily by thousands of mobile users worldwide, Siebel mobile synchronization technology provides a highly reliable mobile solution.

Siebel Medical Marketing

Siebel Medical Marketing is a comprehensive, closed-loop solution for the design, execution, and management of marketing programs. Easy-to-use features enable marketing organizations to target, plan, and execute highly personalized offerings for better results and higher return on investment.

Maximize Marketing ROI

Siebel Medical Marketing streamlines planning and budgeting by providing workflow automation and collaboration capabilities for program creation, financial modeling, collateral development, and approval routing. Marketing professionals have extensive flexibility and autonomy to rapidly generate high-quality program plans, cost estimates, customer lists, sales guides, events, promotional material, direct mailings, and compensation plans. With Siebel Medical Marketing, organizations can deliver the right message, to the right customers, at the right time and place.

Segment Customers and Prospects

Siebel Medical Marketing provides reliable segmentation capabilities for developing marketing programs that target hospitals, clinics, and healthcare providers. Its robust segmentation and list management capabilities help organizations rapidly develop high-quality account and contact lists that can be seamlessly incorporated into a personalized,

permission-based marketing strategy. Siebel Medical Marketing enables both product and service marketing professionals to identify their most profitable customers through cross-application customer analytics, leading to more-targeted and effective campaigns. Organizations can measure, monitor, and track marketing program success in terms of response rate, lead quality, revenues, and return on investment.

Improve Decision-Making

Oracle's Siebel Medical Analytics is a comprehensive, easy-to-use analytics solution that unlocks the true value of customer information hidden away in data silos across the enterprise. It allows everyone—from the CEO to the sales representative and field engineer—to get up-to-the-moment, useful, personalized, and actionable information on business performance, prospects, customers, partners, and employees.

- **Executives**—Monitor key business indicators through personalized information dashboards and automated alert notifications.
- **Sales**—Evaluate pipeline, win rate, cycle time, opportunities, and pricing across products, teams, and organizations.
- **Service**—Analyze orders, installed base, product returns, responsiveness, customer complaints, and contract performance.
- **Marketing**—Maximize effectiveness through improved understanding of preferences, buying behavior, lead conversion, purchase history, and profitability.

CONTACT US

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