

ORACLE SIEBEL CRM PROFESSIONAL EDITION

KEY BENEFITS

COMBINING RAPID TIME TO VALUE WITH FLEXIBILITY FOR THE FUTURE

- Comprehensive out-of-the-box CRM functionality tailored to your midsize business.
- Modularized applications packaging for customized, scalable deployment
- Integrated deployment option to increase flexibility and scalability
- Improve end-user adoption through seamless integration with familiar desktop and Web applications
- Increase sales effectiveness and pipeline management
- Increase efficiencies in contact centers and deliver consistently superior customer service
- Develop more profitable and efficient marketing campaigns
- Drive smarter, better, more informed decision-making across sales, service, and marketing teams
- Defined upgrade path to build on your investment
- Solutions tailored to more than 20 industries

Built explicitly to address the unique needs of midsize enterprises, Siebel CRM Professional Edition allows customers to take advantage of deep CRM functionality through modularized packaging, so you can choose the specific CRM modules your organization requires.

Delivering Exactly What Midsize Enterprises Need

Oracle's Siebel CRM Professional Edition was developed expressly to address the needs of midsize enterprises. Its rich, intuitive, out-of-the-box functionality minimizes the need for expensive customization and lengthy end-user training. Its flexible packaging allows your organization to deploy exactly the functionality you need today without sacrificing the ability to expand the solution as your requirements evolve. A broad range of pricing and packaging options ensures you get the solution you need for a price you can afford.

Unparalleled Functional Depth and Usability

Siebel CRM Professional Edition offers over 150 CRM modules ranging from Siebel Handheld to Content Publishing developed and tested in conjunction with charter customers to ensure they address the needs of the midsize segment. It includes an embedded task assistant that facilitates the completion of vital business processes and a powerful search engine that allows users to quickly retrieve essential data from a database. By delivering deep, out-of-the-box functionality that is easy to use, Siebel CRM Professional Edition reduces the need for expensive customization and lengthy end-user orientation.

Deep Industry-Specific Functionality

In addition to a comprehensive set of cross-industry modules, Siebel CRM Professional Edition is also available in 12 different industry-specific versions for the Financial Services, Communications, Media, Life Sciences and Consumer Goods sectors. These industry editions provide functionality specific to companies in these respective industries and are augmented with additional industry-specific modules to provide, out of the box, a strong fit to the customer's specific business processes and practices without having to customize.

All together, Siebel CRM Professional Edition provides an additional 100 industry-specific modules allowing you to tailor your CRM solution to your specific industry without having to resort to customization, ensuring better product fit and preserving ease of upgradeability.

Flexible, Modularized Packaging

Siebel CRM Professional Edition base applications include Siebel Sales, Siebel Service, and Siebel Marketing. Each base application includes standard CRM functionality such as activity, contact, and account management. Additionally, included with the base price of the application is the option to add six additional modules of your choice to the Sales, Service, and Marketing applications. Add-on modules are discrete bundles of CRM functionality such as forecasting, content publishing, and quality management. Once your organization has deployed a Siebel CRM Professional Edition application, you can purchase additional modules to meet your evolving business requirements. This modularized packaging gives you the flexibility to deploy exactly the CRM functionality you need, when you need it, thereby reducing the cost and complexity associated with the implementation of a CRM solution.

Applications Midsize Enterprises Need to Run Their Businesses

Siebel CRM Professional Edition provides the functionality, configurability, and integration capabilities midsize enterprises need to streamline and automate key business processes. Trained Siebel sales representatives and resellers work with midsize enterprises to create a tailored solution that addresses your unique business requirements. Thanks to Siebel CRM Professional Edition's deep functionality and modular packaging, customers have the flexibility to deploy exactly the application they need.

The screenshot displays the Oracle Siebel CRM Professional Edition interface. At the top, there is a menu bar with options like File, Edit, View, Navigate, Query, Tools, and Help. Below the menu bar, there is a 'Forecast Summary' section with various tabs and a 'Forecast List' section. The main content area shows a '2007 Quarterly Revenue Forecast - Detail - 01/31/2007' window. This window contains a form with fields for Forecast Date, Forecast Series, Created By, Submitted By, Owner, Phone #, Position, Organization, Forecast Revenue, Best Case, Expected Revenue, Worst Case, Cost, Margin, and Status. Below the form, there is a 'Summary' section with a 'List' tab selected. The list shows a table of forecast items with columns for Period, Account, Product Line, Product, Revenue, Quantity, UoM, Adjustment, and Best Case. The table data is as follows:

Period	Account	Product Line	Product	Revenue	Quantity	UoM	Adjustment	Best Case	Sales Re
Q1 2007				\$7,600.00	102.64	Gallon	\$0.00	\$0.00	MSTERN
	Baker Chemical			\$5,700.00	100	Gallon	\$0.00	\$0.00	MSTERN
		CH Chemicals		\$5,700.00	100	Gallon	\$0.00	\$0.00	MSTERN
			Dexron® II - Trans	\$5,700.00	100	Gallon	\$0.00	\$0.00	MSTERN
	Dow Chemical			\$900.00	2.64	Gallon	\$0.00	\$0.00	MSTERN
		CH Chemicals		\$900.00	2.64	Gallon	\$0.00	\$0.00	MSTERN
			IM BSVS Hydraulic Fl	\$900.00	2.64	Gallon	\$0.00	\$0.00	MSTERN

Grow Revenues using Siebel CRM Sales Professional Edition

Siebel CRM Sales Professional Edition enables midsize enterprises to grow revenues more quickly, predictably, and profitably by providing a focus on the right deals at the right time. In this way, sales professionals can be more effective in front of customers and maximize valuable customer-facing activities.

**SIEBEL CRM
PROFESSIONAL EDITION**
THE CLEAR CHOICE

With its broad footprint, deep industry-specific functionality and unique integrated deployment options and modular packaging, Siebel CRM Professional Edition is the clear choice for midsize enterprises seeking a comprehensive CRM solution to acquire, manage and optimize relationships with your customer.

Deliver Cost Effective Service with Siebel CRM Service Professional Edition

Siebel CRM Service Professional Edition allows service agents to solve customer problems in a highly efficient and effective manner, with comprehensive service request and solution management, as well as asset tracking. With Siebel CRM Service Professional Edition, customer agents interact quickly and consistently across a broad range of communication channels, such as telephone, e-mail, fax, and paging.

Generate Demand using Siebel CRM Marketing Professional Edition

Siebel CRM Marketing Professional Edition provides the campaign management, customer management, and marketing communications functionality midsize enterprises need to promote and market their products and services. Users can design and manage outbound campaigns through direct sales, call centers, and channel partners. Siebel CRM Marketing Professional Edition also provides list management capabilities to develop internal lists, load external list files, and manage lists to promote prospects into contacts.

Integrated Deployment for Superior Scalability

Oracle also delivers the flexibility to deploy applications in an integrated hosted and on-premise environment. Siebel CRM Professional Edition is the only CRM application built for midsize enterprises that can be deployed in conjunction with Siebel CRM On Demand. This integrated deployment option makes it possible to extend your existing capabilities to additional divisions, subsidiaries, geographies, or partner networks.

Siebel CRM Professional Edition is the Clear Choice

With its broad footprint, deep industry-specific functionality and unique integrated deployment options and modular packaging, Siebel CRM Professional Edition is the clear choice for midsize enterprises seeking a comprehensive CRM solution to acquire, manage and optimize relationships with your customer.

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