

SIEBEL SERVER SYNC FOR MICROSOFT EXCHANGE SERVER



KEY FEATURES

- Benefit from improved seamless integration between Microsoft Exchange Server and Siebel Server that doesn't require user intervention
- Embed the Microsoft Outlook calendar in Siebel applications or use the native Siebel calendar
- Use Microsoft Outlook to link contacts, tasks, and appointments to data in Siebel applications, such as opportunities and service requests
- Make informed decisions with a more complete view of all customer communications
- Improve user adoption by extending CRM to commonly used Microsoft Outlook applications

Oracle's Siebel Server Sync for Microsoft Exchange Server enables employees to easily centralize customer information across Microsoft Outlook and Siebel applications. So whether employees use Microsoft Outlook or the Siebel calendar, scheduling functionality is seamlessly integrated. Siebel Server Sync for Microsoft Exchange Server increases end user productivity, adoption, and collaboration and helps companies transform themselves into customer-driven enterprises.

Increase User Adoption Through Microsoft Exchange Synchronization

Companies in every industry are in fiercely competitive races to be their customers' trusted source for products and services. Every corporation is pursuing strategies, processes, and technologies to improve customer relationship management (CRM). But the devil is in the details. Every e-mail, phone call, and interaction adds to the lifeblood of your relationship with your customer.

Employees need tools that everyone can use and understand, ones that are familiar and comfortable. Managers need data from the front line for analyzing trends, patterns, and preferences. They need to understand what is working, to improve customer satisfaction, sales, and productivity.

Microsoft desktop productivity solutions are on nearly every desktop around the world. We offer CRM solutions. Enabling employees to work seamlessly between desktop productivity applications and Oracle's Siebel applications plays a vital role in end user acceptance of a CRM solution. With powerful integration of these products, employees can focus on customers. They can focus more on building relationships and less on tracking e-mails about prospects, customers, and account-related projects.

Achieve Higher Productivity with Seamless Microsoft Integration

Siebel Server Sync for Microsoft Exchange Server centralizes all customer information across Microsoft Outlook and Siebel applications. This advanced integration extends the ability of Siebel applications to become the true repository for all customer-related information.

Siebel Server Sync for Microsoft Exchange Server overcomes the challenge of making the CRM system transparent to front-line sales, service, and marketing employees. Using Siebel CRM applications occurs as part of a user's daily tasks and can be done within Microsoft Outlook.

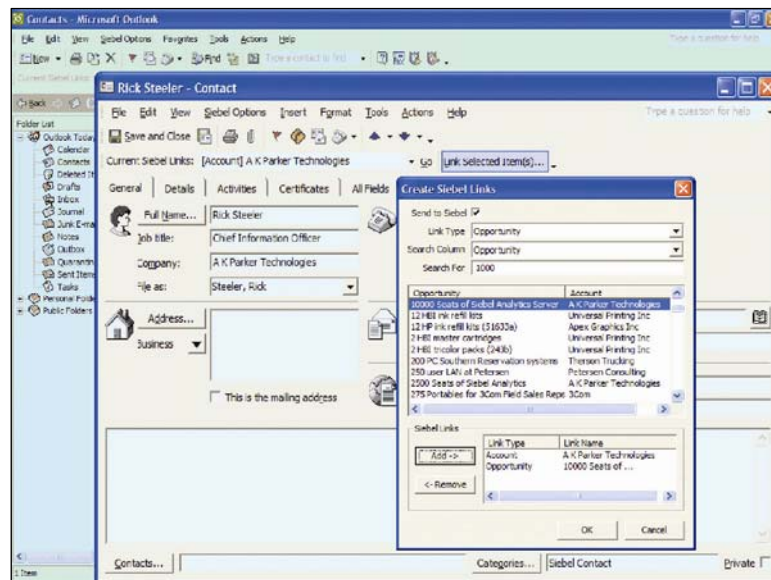
This extensive integration includes

- A server-based synchronization engine that synchronizes calendar applications, contacts, employees, and tasks between Siebel applications and Microsoft

Exchange Server—this is done in the background without requiring active user intervention

- Access to the Microsoft Outlook calendar from within Siebel applications—avoiding the need to synchronize and manage different calendar tools
- A Microsoft Outlook add-in that allows users to link Microsoft Outlook contacts, tasks, and appointments to Siebel data such as opportunities and service requests—speeding and simplifying the process of tracking every customer interaction

Siebel Server Sync for Microsoft Exchange Server extends the benefits of desktop productivity applications into a value-added activity that improves the customer experience and drives user adoption of CRM systems.



Embedding Microsoft Outlook Calendar into Siebel applications allows companies to significantly improve end-user productivity.

Synchronize in the Background

Siebel Server Sync for Microsoft Exchange Server enables near-real-time, bidirectional synchronization of calendar appointments, contacts, employees, and task list items between the Siebel database and Microsoft Exchange Servers. This occurs in the background—eliminating the need for employees to remember special steps for synchronizing the applications.

Users can schedule appointments through Siebel applications, and the meetings are visible in all participants' Microsoft Outlook calendars. When users propose or change meetings in Microsoft Outlook, these actions are automatically updated in the Siebel application.

Siebel server-based synchronization drives user adoption. Many employees are more comfortable using familiar applications such as the Microsoft Outlook calendar and

resist using new CRM applications. The seamless integration between Siebel CRM applications and Microsoft Outlook will significantly lower training costs and increase user adoption.

The engine also supports a lower total cost of ownership driven by consolidating functionality into server components, centralizing administration, and eliminating client-based configuration. The seamless integration reduces maintenance overhead and improves operational efficiency.

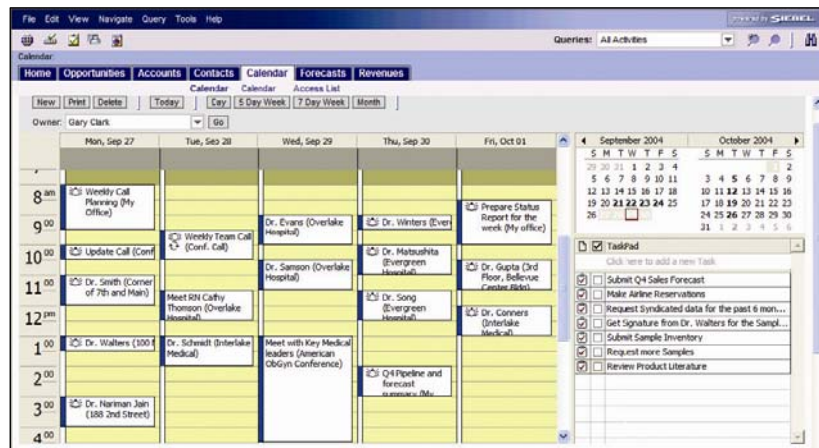
The Siebel server-based synchronization engine consists of three major components:

- A dispatcher server component to optimally dispatch sync requests
- An extraction server component to synchronize data read from Siebel and Microsoft Exchange Server
- A Microsoft Exchange Connector application to read and write data to Microsoft Exchange Server

All components run only on the Microsoft Windows platform. Administrators do not need to install any components on their Microsoft Exchange Servers. The Siebel server-based synchronization engine supports Microsoft Exchange 2000 and Microsoft Exchange 2003.

Accessing Microsoft Outlook Calendars

Siebel Server Sync for Microsoft Exchange Server enables users to access their Microsoft Outlook calendar from their Siebel home page. The embedded calendar is a fully functional Microsoft Outlook client that offers the same functionality as the standalone Microsoft calendar. Appointments created in the Siebel application are automatically passed to Microsoft Exchange Server and written to the Siebel database with the Siebel server-based synchronization engine. Users can interact with calendar records in any Siebel activity view.



The Siebel Microsoft Outlook add-in enables companies to dramatically improve user productivity and employee satisfaction with CRM technologies.

Linking with the Siebel Microsoft Outlook Add-In

Siebel Server Sync for Microsoft Exchange Server comes with an add-in that allows users to use Microsoft Outlook to link calendar appointments, contacts, and task list items to Siebel applications. For example, users can create calendar appointments in Microsoft Outlook and link those appointments to the relevant opportunity that they have created in the Siebel Sales application without leaving Outlook. Once users associate Siebel links with a Microsoft Outlook record, they can use these links to navigate directly from the Microsoft Outlook client into the appropriate Siebel application.

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