

DEMANTRA INTEGRATION PACK FOR SIEBEL CRM CONSUMER GOODS

HIGHLIGHTS

- Increased sales performance and improved trade spend effectiveness
- Combines market leading Siebel CRM solution with advanced modeling capability of Demantra
- Allows existing Siebel TPM customers to leverage their investment in Siebel with minimal impact to their current implementation
- Provides a fully-supported, pre-configured, productized integrated solution for fast time to benefit and low cost of ownership
- Flexibility for users to work within Siebel environment while utilizing Demantra generated baseline forecast and lift coefficients or to take advantage of the advanced planning capabilities in Demantra with resulting optimized promotions synchronized with Siebel
- Delivered as part of Oracle Application Integration Architecture, which integrates business processes across Oracle, third party and custom applications
- Utilizes Oracle Data Integrator (ODI), a comprehensive data integration platform

Take Trade Promotion Management to the next level by utilizing predictive modeling to maximize the efficiency and effectiveness of your promotional activity and trade spending. The Demantra Integration Pack for Siebel CRM Consumer Goods connects Oracle's Siebel Trade Promotion Management with Oracle's Demantra Predictive Trade Planning and Trade Promotion Optimization to provide a complete, integrated trade promotions management and advanced planning solution.

Overview

To date, most Consumer Goods (CG) companies have focused on gaining control over trade spending and achieving administrative efficiency in promotion execution. This is a critical first step, but only the beginning in achieving the full potential benefits of automating the Trade Promotion Management (TPM) process. Oracle is leading the industry in going beyond traditional TPM by incorporating a set of analytic, predictive modeling, and optimization capabilities that allow CG companies to plan more profitable promotions and proactively manage account revenues, spend, and P&L. The result is improved sales performance.

Oracle delivers this next generation Trade Promotion Management Solution through the integration of Siebel TPM and Demantra Predictive Trade Planning (PTP) and Trade Promotion Optimization (TPO).

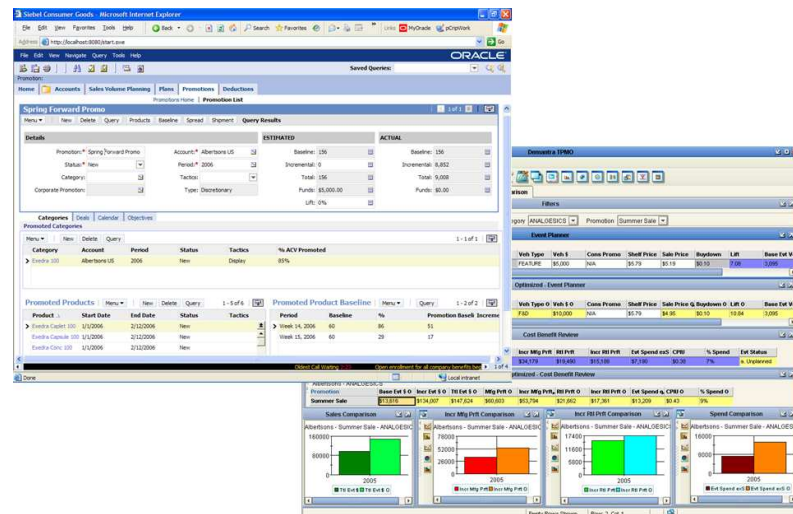


Figure 1. Siebel TPM and Demantra PTP

RELATED PRODUCTS

- Oracle® Siebel CRM
- Oracle® Demantra Predictive Trade Planning
- Oracle® Demantra Trade Promotion Optimization
- Oracle® Application Integration Architecture
- Oracle® Data Integrator

Siebel is the market leader in Customer Relationship Management (CRM), proven at over 100 leading global CG companies. It offers a comprehensive solution for core TPM, Retail Execution, Analytics, and all key sales and marketing processes. The Siebel TPM module provides a robust, mature solution to support the foundational elements of TPM including functionality related to planning and executing trade promotions, managing funds, planning volumes, and managing deductions.

Demantra PTP/TPO is a powerful promotion modeling solution with integrated advanced account planning, predictive modeling, and optimization capabilities. It allows companies to achieve improved visibility to volumes and spend, more profitable promotions, and one-number planning across sales and supply chain operations.

The Demantra Integration Pack for Siebel CRM Consumer Goods allows companies to combine the transactional capabilities of Siebel TPM with the predictive modeling, advanced account planning, and promotion optimization capabilities of Demantra PTP to maximize the efficiency and effectiveness of their promotional activity and trade spending.

Integrated Solution

The Demantra Integration Pack for Siebel CRM Consumer Goods includes the following integration points:

- Integrate Customer Account Planning Hierarchy, Product Planning Hierarchy and reference data (Promotion Statuses, Promotional Tactics, and Price Lists) from Siebel to Demantra
- Integrate historical and current sales activity from Siebel to Demantra
- Synchronize promotions between Siebel and Demantra
- Generate baseline volume forecast and promotional lift coefficients in Demantra and integrate to Siebel



Figure 2.Integration Points

The integration allows users to plan promotions in Siebel with the advantage of a Demantra generated baseline volume forecast and Demantra generated lift coefficients for calculation of incremental promotional volume. Users can also take advantage of the advanced planning capabilities in Demantra to perform

“what-if” promotion simulation, promotion optimization, and to decompose promotional lift to understand promotional impacts such as cannibalization, brand switching, and pantry loading. The resulting optimized promotions are synchronized with Siebel.

The Oracle Advantage

Leveraging Oracle Application Integration Architecture, the Demantra Integration Pack for Siebel CRM Consumer Goods provides everything you need to implement sustainable integrations between Siebel Trade Promotion Management and Oracle Demantra Predictive Trade Planning and Trade Promotion Optimization. By utilizing best practices and best in class Fusion Middleware, Oracle delivers an adaptable end-to-end solution.

The integration utilizes Oracle Data Integrator (ODI), which is a comprehensive data integration platform that supports both batch and real time integration. ODI’s Extract, Load, Transform (E-LT) architecture leverages disparate relational database management systems to process and transform data.

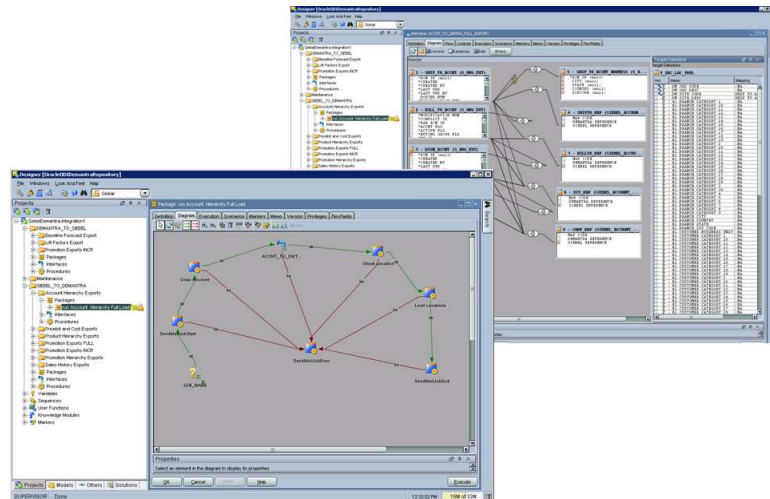


Figure 3.Oracle Data Integrator

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