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SIEBEL DEAL MANAGEMENT



SIEBEL DEAL MANAGEMENT

- Fully Integrated with Siebel Quotes and Order Capture
- Ability to administer pricing segments, pricing strategies, and discounting guidelines
- Enforces pricing policies at time of deal
- Automates the pricing approval processes.
- Supports the pricing exception decision-making process with price scores and recommendations

Oracle's Siebel Customer Relationship Management (CRM) applications enable organizations to more effectively sell to, market to, and serve their customers across multiple channels in any industry. Siebel Deal Management is the application that provides essential decision support tools integrated into the deal negotiation process for achieving maximum profit. Siebel Deal Management is part of Siebel Price Management offering organizations an end-to-end solution for analyzing, planning, publishing, executing and negotiating price.

Improve Decision Making and Increase Overall Profitability with Siebel Deal Management

Many executives are coming to realize their organization has exhausted the potential for margin improvement through cost cutting initiatives. They are now shifting their focus to increase margins through pricing initiatives that more fully capture the value of their product offering to their customers. As a result, price management has come to the forefront of solutions required by executives in helping to achieve their profit and revenue objectives. Siebel Deal Management, as part of an overall price management solution, enables the organization to maximize margin and revenue by delivering value-driven prices to value-conscious customers throughout the organization employing industry best practices.

With Siebel Deal Management, you can:

- Optimize the Deal Process with Pre-Built Integration to Quote and Order Capture
- Control Price Erosion
- Consistently Make Better Pricing Decisions on Every Negotiation

Optimize the Deal Process with Pre-Built Integration to Quote and Order Capture

As a fully integrated solution within Oracle's Siebel CRM solution, Siebel Deal Management allows for creation of effective price policies and enforcement of these price policies without sacrificing on usability and eliminating the need for costly integration.

Deal Management Embedded with Quote and Order Capture Maximizes Both Usability and Flexibility

Siebel Deal Management allows for administration of price policies that adhere to industry best practices without sacrificing on usability and flexibility. As a central repository for implementing pricing policies, Siebel Deal Management allows the organization to define and administer price policies in a single location allowing for the dissemination of these price policies throughout the Siebel CRM solution. The Siebel Deal Management administration views enables business users to quickly institute price policies reducing the data entry overhead allowing the organization to focus on formulating policies aligned with the margin driven initiative. As the organization matures in its pricing methodology, Siebel Deal Management allows for the migration from simple price policies to more complex, incorporating a larger set of industry best practices.

Reduced Total Cost of Ownership

As a fully integrated pricing solution within Siebel CRM, Siebel Deal Management reduces the need to integrate data across disparate systems, allows for a consistent user experience, and allows the organization to focus on policy formulation rather than data administration. The organization can define and administer price policies, price lists, product/service offerings, and sales workflow inclusive of pricing approval within one cohesive solution. Change Management can be a painful process but Siebel Deal Management reduces the overall change management by providing a fully integrated pricing and sales solution. In addition, users have a shortened learning curve as a result of a consistent user experience.

Capture Value Through Effective and Fully Integrated Price Policies

Siebel Deal Management allows for the effective and efficient creation and ongoing maintenance of price policies fully embedded and integrated with Siebel Quote and Order Capture. The ability to administer price segments based on value driven attributes and pricing metrics allows the organization to maximize customer and product value throughout the organization. Siebel Deal Management also allows for the creation of price strategies consistent with the organization’s revenue and margin improvement initiatives.

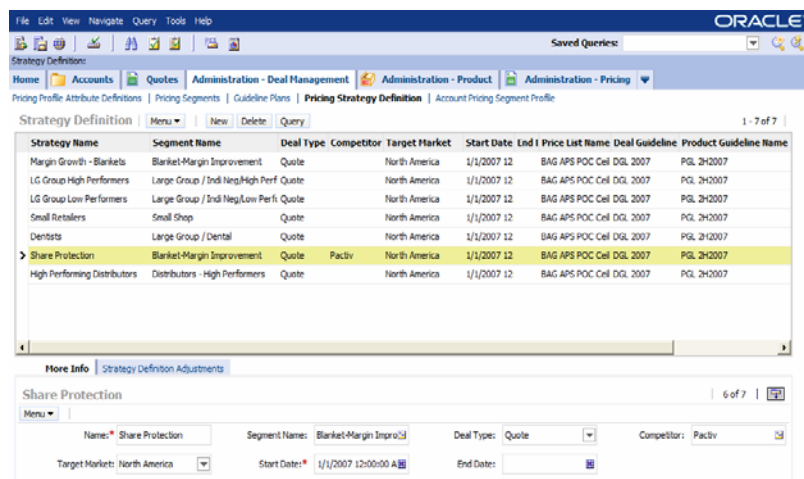


Figure 1: Price Strategy Definition

Control Price Erosion

Organization-wide adherence to price policies is critical in achieving the intended margin objectives. Siebel Deal Management allows for instituting and enforcing price policies to sales through the deal negotiation process.

Institution of Price Segments and Price Strategies During Deal Negotiation

The price policies established are seamlessly integrated at time of deal negotiation. Siebel Pricer applies the correct set of price policies established in the Siebel Deal Management administration views to each new quote or order as it is created. This seamless interaction between Siebel Pricer and Siebel Deal Management facilitates the enforcement of price policies driven by price segments and price strategies.

Prevent Unprofitable Deals By Enforcing Price Policies

Through discounting guidelines and price approval workflow, Siebel Deal Management prevents unfavorable pricing to be offered during negotiation without the proper approvals. Siebel Pricer derives the discounting guidelines associated to the established price strategies and seamlessly integrates with Siebel Deal Management in enforcing these policies at time of deal negotiation. Requests for price exceptions deviating from discounting guidelines are routed for approval through workflow.

The screenshot displays the Oracle Siebel Deal Management interface for a quote titled 'Quote: 655IA-SAYOM'. The interface includes a menu bar, a toolbar, and a main content area with various tabs and a data table. The table shows line items with columns for Line #, Product, Part #, Qty, Ceiling Price, Segment Price, Invoice Price, GL, Pocket Price, Pocket Margin, NRC Subtotal, and NRC Unit Price.

Line #	Product	Part #	Qty	Ceiling Price	Segment Price	Invoice Price	GL	Pocket Price	Pocket Margin	NRC Subtotal	NRC Unit Price
1	PCS 4700	PCS-01-4700	2,500	\$939.00	\$945.10	\$602.42		\$428.85	\$157.75	\$2,323,420.63	\$929.37
2	Karon PowerShot 560	PCS-0NH-560	50	\$449.00	\$449.00	\$404.10		\$404.10	\$216.43	\$20,205.00	\$404.10

Figure 2: Deal Policy Enforcement

Focus on Value

The formulation of price policies and implementation of these price policies consistent with the organization's overall sales policies allows the organization to focus on communicating and delivering value to its customers. The ability to focus on nurturing the customer relationship allows for a smoother transition from a cost-based pricing model to a value based approach where margin improvements can be maximized. Siebel Deal Management aids pricing specialists to focus more on value-based price policies instead of data administration or integration.

Consistently Make Better Pricing Decisions on Every Negotiation

While adherence to price policies is paramount to margin improvement, it should

not come at the expense of productivity. As part of Siebel CRM, Siebel Deal Management enables the user to expeditiously create, edit, and submit deals within the parameters of the organization’s price policies. Siebel Deal Management also allows for efficient review and approval of pricing exceptions. Robust and powerful inline analytic dashboards and diagnostics facilitate the review of deals.

Reduce Revenue Leaks Through Deal Profitability and Customer Price History Analysis

Siebel Deal Management provides insight into potential areas of margin erosion through the price waterfall and delivers a keen understanding of customer price history. The price waterfall is configurable to suit specific business needs and is a powerful tool in understanding the factors that affect overall margin and profitability. Real-time product-level and deal-level price waterfalls are useful in assessing the profitability of price exception requests and in making pricing decisions. Customer Price History also factors heavily by providing insight into customer contribution to revenue and margin, customer purchasing compliance, and price trends.

Real-Time Decisions Make Margin Improving Recommendations

Siebel Deal Management Workbench provides a wealth of information allowing pricing approvers the ability to quickly and effectively assess the current deal and understand the impact to profitability. The diagnostics provided enable the pricing approver to make effective decisions and provide recommendations based on prevailing market prices, price trends, and impact analysis and consistent with margin improvement objectives.



Figure 3: Siebel Deal Management Workbench

What-If Analysis and Scenario Comparisons Support Deal-Time Price Determination

Siebel Deal Management Workbench provides a “sandbox” environment for performing what-if pricing analysis and understanding the margin impact by varying price. In addition, the ability to version deals and conduct a side-by-side

KEY BENEFITS

SIEBEL DEAL
MANAGEMENT ENABLES
YOU TO:

- Optimize the Deal Process
- Control Price Erosion
- Maximize Profitability During Negotiation

RELATED PRODUCTS:

- Siebel Quotes
- Siebel Quote and Order Capture
- Siebel Dynamic Pricer

RELATED SERVICES

The following services are available from Oracle Support Services:

- Update Subscription Services
- Product Support Services
- OnlineDBA
- OnlineDBA for Applications

comparison ensures deals with a higher success rate are presented to the customer. These aspects of deal-time price determination are made consistent with the organization's pricing policies as part of Siebel Deal Management.

Siebel Price Management Improves Your Company's Profitability

Well informed pricing approvers make better decisions. Siebel Deal Management provides decision makers with relevant information at deal time. Tools that enable business users to administer price segments, strategies, and associated policies make an organization more nimble in their ability to respond to ever-changing market conditions. Siebel Deal Management offers business users the ability to fully manage pricing data. A tightly integrated deal management system means a more rapid implementation while reducing the maintenance costs and overall TCO. All of these factors make the Siebel Deal Management application the only pricing tool you need to consider for your deal negotiation needs.

Contact Us

For more information about Siebel Deal Management, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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