

SIEBEL CRM INTEGRATION PACK FOR *i-flex*'s FLEXCUBE - BANK ACCOUNT ORIGINATION

A COMPLETE, CUSTOMER-CENTRIC FRONT-TO-BACK-OFFICE RETAIL BANKING SOLUTION.

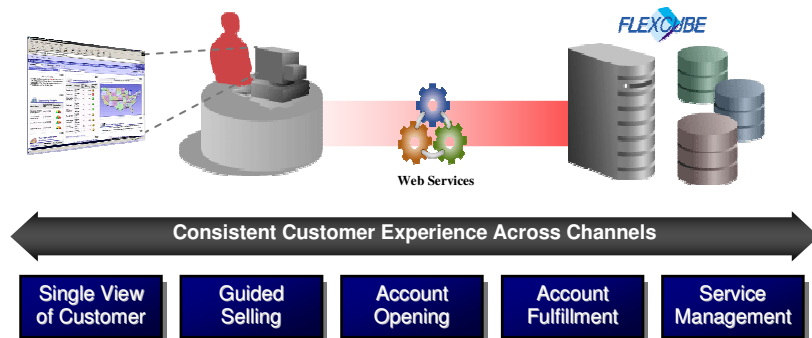
In today's highly competitive financial services landscape, banks fight to bring new products to market ever faster and make them available for immediate account opening through multiple channels—all while maintaining a high level of service once accounts have been opened. Oracle is making it easier to meet these challenges by using Fusion Middleware to pre-integrate two market-leading products, Siebel CRM and i-flex FLEXCUBE, into a complete front-to-back-office solution.

KEY FEATURES

- Empower branch and call center users with a single view of the customer, enabling them to provide superior customer service.
- Enable a quick integrated account opening and fulfillment process, reducing the time required to open an account.
- Provide an integrated multi-channel service request process, increasing one and done's.

The Complete Solution for Banks

Banks' two largest retail activities are account origination and account maintenance. The Siebel CRM Integration Pack for *i-flex* FLEXCUBE seamlessly ties together two best of breed products so that you can deliver superior sales and consistently excellent service to customers across all delivery channels.



BUSINESS BENEFITS:

- Provide superior sales and service, driven by a single, comprehensive view of the customer.
- Reduce agent and CSR time on, opening and maintaining accounts—common, labor-intensive tasks.
- Provide fast service request processing across multiple request channels.

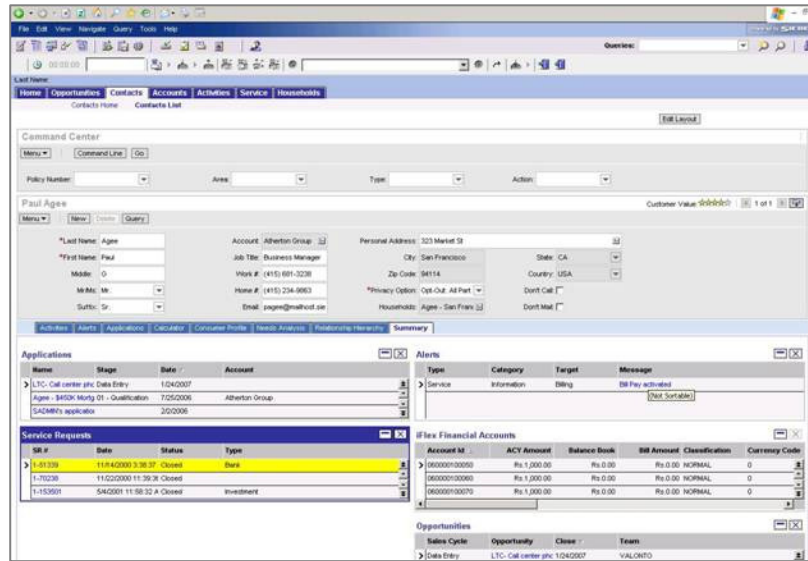
This real-time web services integration—created with Oracle's Fusion Middleware—enables Siebel CRM to function as the Contact master while FLEXCUBE serves as the Financial Accounts master.

Provide Superior Customer Service Through Single Customer View

Call center agents and branch customer sales representatives (CSRs) need to quickly view complete customer profiles, including contact details and financial accounts. Using a single Siebel CRM screen, an agent will see contact details from Siebel CRM and financial account details from FLEXCUBE. This helps staff provide the best service immediately, without time delays and information surprises from navigating through multiple screens.

SINGLE VIEW OF CUSTOMER FEATURES

- Financial account summary including account type and balances
- Financial account details & history



Siebel CRM including integrated financial account details from FLEXCUBE.

ACCOUNT OPENING FEATURES

- Create and update contact details
- Open new accounts on FLEXCUBE
- Provide account funding

The financial account details include the account type, number, status, plus current and available balances. If the agent needs more details, selecting an account detail delivers current detailed balances. Transaction history is also available, with speedy searching for desired information.

Open and Fulfill New Accounts Faster

Siebel CRM is well known for its guided-selling tools that help agents and CSRs sell appropriate products. After the sale, banks’ two most-common retail activities are account origination and account maintenance. This new, integrated account origination process allows the agent to create new customers quickly with contact details. The new account funding process speeds transfers via cash, check, or intra-account. Agents capture the new account details and funding using Siebel CRM. Then, the Integration Pack automatically transfers this information to FLEXCUBE for booking. Account maintenance takes less time because updates in Siebel CRM and FLEXCUBE are automatically synchronized.

SERVICE MANAGEMENT FEATURES

- Financial account address changes
- Request statement copies
- Rollover of term deposits

Speed Service Request Processing

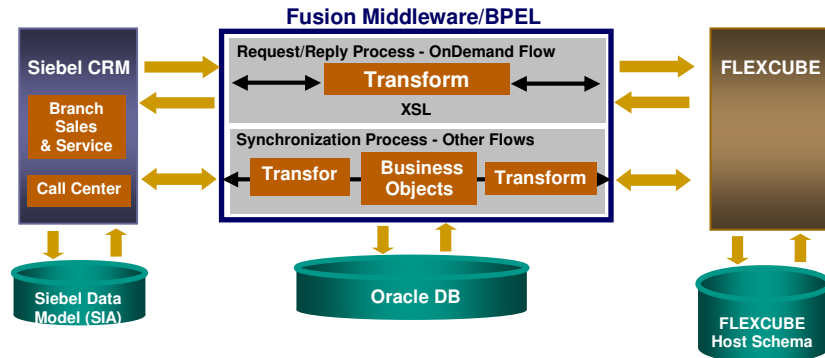
Providing quick and efficient service is a key success factor for banks. This integration provides pre-built business processes for three services: Financial Account Address Changes, Statement Copy, and Term Deposit Rollover. For Financial Account Address Changes, agents will be able to maintain the primary, statement and mailing addresses. When requesting a Statement Copy, an agent simply specifies the desired dates and number of copies. Term Deposit Rollovers speed entry of new maturity dates and rollover amounts.

INTEGRATION FEATURES

- Standard web services integration using Oracle BPEL orchestration

Shorten Time to Value

To integrate Siebel CRM and FLEXCUBE, Oracle uses a proven, standards-based approach, using Web Services via the Oracle BPEL process orchestration engine. This use of Fusion middleware technology applies the architecture of tomorrow, today.



The Oracle Advantage

By providing a pre-integrated front-to-back-office solution, retail banks can achieve instant value from connecting two best of breed industry solutions, Siebel CRM and FLEXCUBE.

For more information on how Oracle's Siebel CRM to FLEXCUBE integration can simplify your contact center complexities, 1.866.906.7878, visit www.oracle.com, or contact your Oracle Application Sales Representative.

Availability

This integration is planned to be available in FY 2007.

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