

# SIEBEL CRM ON DEMAND ENTERPRISE IMPLEMENTATIONS



## SERVICE OFFERING HIGHLIGHTS

MANY SUCCESSFUL SIEBEL CRM ON DEMAND PROJECTS HAVE BEEN FACILITATED BY ORACLE CONSULTING IN NORTH AMERICA:

- Holistic approach focused on delivering measurable business results
- Proven, cost effective, and rapid implementation methodology
- Aligns organizational objectives with your CRM On Demand deployment
- Administered and managed by Oracle CRM implementation experts

## CUSTOMER VALIDATION

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"We've experienced improvements in our sales processes since the first day we started using Siebel CRM On Demand. In fact, we've gained the ability to handle an additional 3,500 calls in our sales environment per year, and we expect this number to increase further."

*Andy Haffke, Director of Sales Operations*

*Oracle's Siebel CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on demand CRM solution. The most trusted name in CRM delivers the most comprehensive on demand service – to unlock the value of your customers, for maximum business results and faster time to value.*

*Oracle offers a streamlined enterprise-level Siebel CRM On Demand implementation service leveraging best-in-class methodology, tools, and resources to help ensure your implementation success and accelerate time to value of the Siebel CRM On Demand capabilities.*

## Overview

During recent years, the growth of on demand CRM solutions has significantly accelerated, fueled by adoption among organizations of all types and sizes seeking ways to quickly and cost-effectively deploy CRM to meet specific line-of-business goals. Lower initial and ongoing costs, faster time to market, and less reliance on technical expertise are just a few of the drivers behind the acceptance of on demand as a viable CRM deployment option. Now these advantages are attracting the attention of larger enterprises.

In large organizations – whether your customers are just down the street or across the globe – managing sales, marketing, and customer service activities requires comprehensive customer relationship management (CRM). Unless you know who your customers are, what they need, and how they buy, you can't ensure that you'll have the right products or services at the right time at the right price. You expect the CRM market leader, with an estimated 4.6 million "live" users, to offer an on-demand solution that delivers unmatched benefits in these traditional areas.

In response to this market need, Oracle Consulting has developed an enterprise-level Siebel CRM On Demand implementation solution that is explicitly tailored to the business needs of our larger customers. Through coupling our expertise in on demand CRM with our unsurpassed CRM domain knowledge, Oracle delivers a leading edge hosted implementation solution. This provides enterprise customers with a viable, quickly deployed method to extend existing Siebel CRM instances or to quickly bring a new business unit live with Siebel supported business processes.

## Offering Details

Success means aligning your customer-facing employees, your objectives, and your business processes with the CRM system that operates as your organization's customer-facing transaction and insight engine. Throughout your implementation, our consultants

**SERVICE CAPABILITIES  
INCLUDE**

- Executive Workshop
- Project Management
- Requirements Assessment
- Configuration Workbooks
- Data Import
- Review and Validation
- Training and User Adoption
- Executive Review
- Post Deployment Assessment

**ORACLE CONSULTING  
DIFFERENTIATORS**

- Oracle Expertise in delivering best practices using standardized methodology, process, tools, and resources
- Breadth of Services for Your Needs to integrate functional, technical, and change management services necessary for optimal user adoption
- Aligned with Your Goals with a cost-effective and comprehensive implementation solution resulting in project success

**SIEBEL CRM ON DEMAND  
DIFFERENTIATORS**

- Extensive CRM domain expertise
- Prebuilt, comprehensive CRM functionality
- Built-in analytics data warehouse for true historical data analysis
- Industry-specific editions
- Single vendor accountability: CRM and hosting

focus on achieving measurable business results that are aligned with your business objectives.

We start by meeting with your executive sponsors to understand key business drivers and objectives, and work with you to determine the metrics required to measure success. This information drives subsequent business requirement, design, and system configuration activities optimized against Siebel CRM On Demand.

We help you use the industry-leading analytics capabilities of Siebel CRM On Demand to report on, monitor, and predict your business results. These objectives are reinforced during end-user training and launch activities. Finally, we provide a series of post-deployment healthchecks to measure your success against metrics established earlier in the implementation process and effect any needed corrections.

**Major Benefits**

Siebel CRM On Demand is built from the ground up for ease-of-use and wide adoption throughout your sales, marketing, and services functions. The sooner you deploy this offering across your organization, the more quickly you can increase the productivity and effectiveness of your customer-facing teams. Our enterprise implementation service quickly delivers the functionality you have been waiting for, in order to put you on a faster path to improved effectiveness with your customers.

Only Siebel CRM On Demand gives you all this, plus the Oracle advantage - best-in-class database, middleware, and applications, combined with the industry's leading hosting infrastructure – all working together seamlessly, and all from a single vendor.

Rapid time to value. Proven business results. CRM leadership. These are the advantages you get with Siebel CRM On Demand – the most comprehensive hosted solution available. Unlock the value of your customer information today.

**Getting Started**

Leverage Oracle's methods, tools, and extensive experience with customer implementations across diverse industries and geographies. Tight integration across Consulting, Development, Support, Education, and Global Delivery puts the entire Oracle team behind your success. To learn more, contact your local Oracle Consulting representative at 1-800-633-0615, email [ask-oracleconsulting\\_us@oracle.com](mailto:ask-oracleconsulting_us@oracle.com), or visit [www.oracle.com/consulting](http://www.oracle.com/consulting).

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