

SIEBEL CRM ON DEMAND – ON PREMISE INTEGRATION SERVICE



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

LEXIS NEXIS

"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 Customer Relationship Management (CRM) delivers the most comprehensive on demand service – to unlock the value of your customers, for maximum business results in a rapid timeframe.

Oracle offers an effective enterprise-level integration offering between our industry leading Siebel CRM and our robust CRM On Demand solutions. This service offering leverages best-in-class methodology, tools, and resources to help ensure implementation success and accelerate time to value of your integrated Siebel product suite.

Overview

The growth of on demand CRM solutions has accelerated significantly, fueled by adoption among organizations 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. For an enterprise to fully leverage investments in its CRM applications, it must ensure comprehensive integration across data, user interface, and business process levels – transforming a portfolio of disparate applications into a unified application suite. Only then will users be able to complete a business transaction from a single application UI and interact with the latest information, regardless of where the data is stored or how it is synchronized.

The true potential of any new application investment – be it on demand or on premise – is realized when information readily flows across applications to support streamlined business processes.

Offering Details

In response to this market need, Oracle Consulting worked closely with the Oracle Engineering team to develop an enterprise-level CRM On Demand integration solution leveraging Oracle's Application Integration Architecture (AIA). Through coupling our expertise in on demand CRM with our unsurpassed CRM domain knowledge, Oracle delivers an implementation solution that provides customers a viable, efficient method to extend existing Siebel CRM instances or quickly bring a new business unit live with Siebel supported business processes.

The robust connector between CRM On Demand and on premise Siebel CRM provides a solution that allows our customers to conduct Account Management, Contact Management, and Opportunity and Lead Management operations from one or more on demand instances or a single on premise instance, in effect creating a single unified enterprise CRM system.

Using Oracle's AIA as a framework, organizations can link Siebel CRM On Demand with the market leading Siebel CRM applications, leveraging a best-in-class technology foundation and industry leading best practices. Oracle AIA leverages open standards and a Service Oriented

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

Architecture (SOA) to deliver industry-leading practices, operational governance capabilities, and help organizations build integrated industry processes regardless of the applications involved. Prebuilt Process Integration Packs (PIP), built using the same standards-based interfaces available for custom integrations, allow organizations to fully leverage investments made in disparate systems more quickly and cost effectively.

Major Benefits

As the sole CRM solution provider that owns the entire technology stack – from database and middleware to application user interface to hosting services – only Oracle offers a single vendor advantage in providing a seamless integration experience across Siebel CRM On Demand, Siebel CRM, and the world's other leading applications.

Prebuilt integration packs address the key pain point with customer integrations – pay a lot up front to build the integration and invest more to maintain and upgrade. PIPs offer prebuilt integrations and ongoing support for their enhancement, reducing the time complexity, and cost of implementing and deploying leading practice processes to connect and optimize business operations. By fully integrating at the data, user interface, and business process levels, these integration packs offer an accurate view of customer and product data.

This PIP allows customers that choose a hybrid of Oracle CRM products to truly have an integrated enterprise CRM solution, regardless of the delivery method they choose for their users. This will:

- Enable customers to easily choose on demand or on premise solutions for their users as appropriate, without concern over data silos or standalone CRM implementations reducing the value of CRM in their organization.
- Allow consistent execution of end-to-end processes and provide a single view of the customer, as a single CRM instance would, resulting in a truly customer-centric organization.
- Lower cost and complexity of the implementation of a hybrid CRM solution, including better upgradeability over custom built solutions.

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, or visit www.oracle.com/consulting.

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