

SIEBEL CRM INTEGRATION PACK FOR ORACLE FLEXCUBE ACCOUNT ORIGINATION



KEY FEATURES

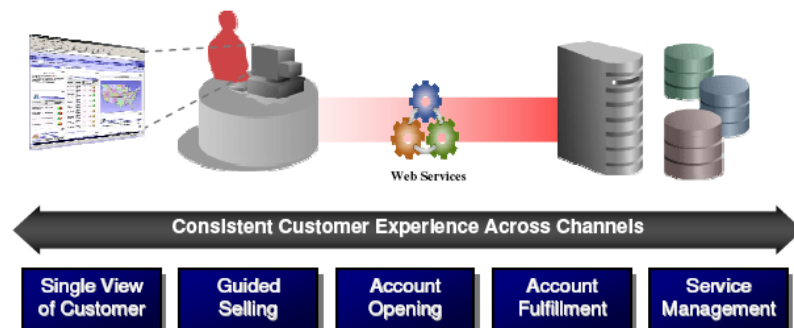
A COMPLETE, CUSTOMER-CENTRIC FRONT-TO-BACK-OFFICE RETAIL BANKING SOLUTION

- Single view of the customer
- Integrated Account origination process which includes account funding process
- Pre-built business processes for Financial Account Address Changes, Statement Copy, and Term Deposit Rollover
- Standard web services integration using Oracle BPEL orchestration

In today's highly competitive financial services landscape, banks fight to bring new products to market even 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 Oracle FLEXCUBE, into a complete front-to-back-office solution.

The Complete Solution for Banks

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

when navigating through multiple screens.

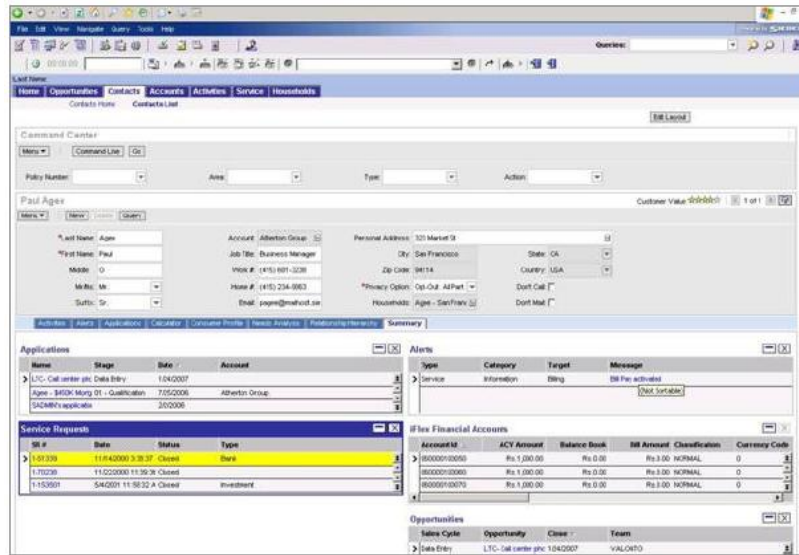


Figure1. Contact details from Siebel CRM and financial account details from FLEXCUBE on single screen

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 transfer via cash, cheque, or intra-account. Agents capture the new account details and funding using Siebel CRM. Then, the Integration Pack automatically transfers this information to Oracle FLEXCUBE for booking. Account maintenance takes less time because updates in Siebel CRM and FLEXCUBE are automatically synchronized.

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.

Shorten Time to Value

To integrate Siebel CRM and FLEXCUBE, Oracle uses a proven, standards-based

BENEFITS & RELATED PRODUCTS

KEY BENEFITS:

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

RELATED PRODUCTS AND SERVICES:

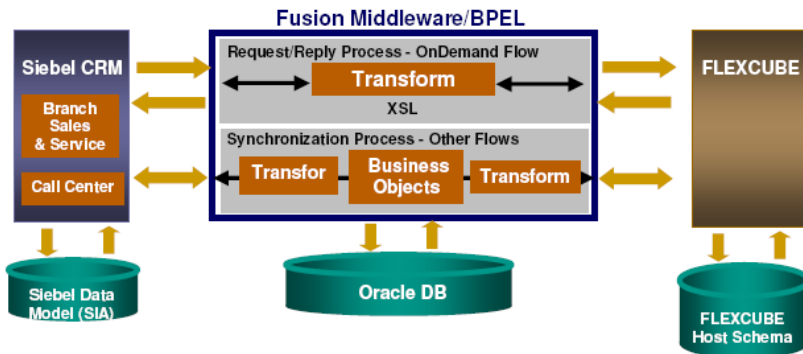
Siebel CRM includes:

- Siebel CRM8.0
- Siebel email Marketing
- Siebel Events Management

Oracle FLEXCUBE includes:

- Oracle FLEXCUBE Universal Banking
- Oracle FLEXCUBE Core Banking
- Oracle FLEXCUBE Private Banking

approach, using Web Services via the Oracle BPEL process orchestration engine. This use of Fusion middleware technology applies the architecture of tomorrow, today.



Contact Us

For more information about Oracle FLEXCUBE and Siebel CRM, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative, or e-mail us at financialservices_ww@oracle.com.

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