

Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM

KEY CAPABILITIES

- Customer synchronization between Siebel, OTM and EBS
- Product / service synchronization between Siebel and OTM
- Service, cost and price synchronization
- Order evaluation – determine the best way to service order with corresponding cost and price during order capture
- Integrated order management – generation of the sales order, initiate billing on fulfilled services and create and update CRM assets

KEY BENEFITS

- Higher profitability and ability to shape orders to drive profit
- Improved customer service
- Enhanced customer visibility and accuracy
- Improved CSR productivity
- Faster time-to-market with new products/services
- Single source of truth for customer profiles
- Lower Total Cost of Ownership
- Drive continuous improvement
- Reduce integration time & costs

Leveraging Oracle's Application Integration Architecture, the Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM automates the Quote and Order Management process for enterprises managing global transportation and logistics operations. This prebuilt integration combines ease of use and rapid deployment capabilities of Oracle Transportation Management with Oracle E-Business Suite and Siebel CRM that can be easily extended to meet the unique requirements of your organization.

Automated Quote and Order Management Business Process

The Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM will enable your organization to automate and accurately manage the quote and order management lifecycle for transportation management. Based upon open, standards-based Service Oriented Architecture (SOA), Oracle's Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM provides best in class functionality and a business process platform to automate and accurately manage the quote and order capture process. Logistics Service Provider (LSP) organizations can ensure that they are providing better service and accurate information to their clients while internally driving toward greater productivity and profitability.

The Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM supports all aspects of managing the quote and order capture process, including:

- Customer synchronization between Siebel, OTM and EBS
- Product / service synchronization between Siebel and OTM.
- Service, cost and price synchronization.
- Order evaluation – determine the best way to service order with corresponding cost and price during order capture.
- Integrated order management – generation of the sales order, initiate billing on fulfilled services and create and update CRM assets.

The Oracle Order Management Integration Pack enables key business processes across the application suites to allow for a seamless and automated quote and order management process (as depicted in figure 1, below).

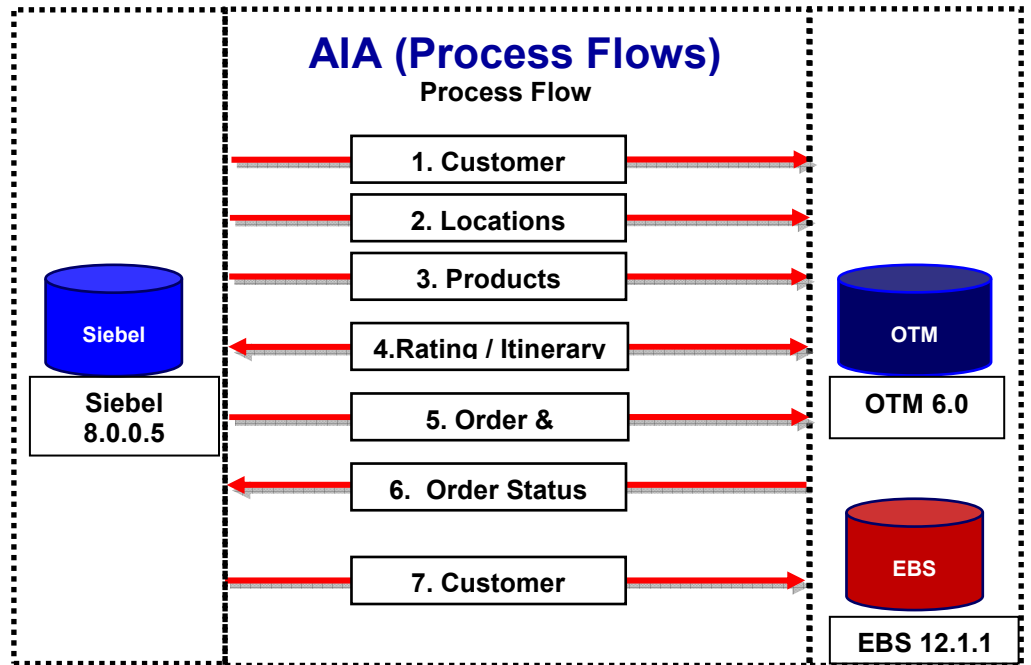


Figure 1. Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM Process Flow

Increase CSR Productivity and Improved Customer Service

Customers do not want to know the details or processes the Customer Service Representative (CSR) had to go through in order to get the information requested, they only want the information. The CSR cannot be tasked with operating in multiple systems or invoking manual processes in order to gather information, as this type of business process actually decreases productivity.

In order for Customer Service Representatives to be productive and provide the best customer service possible, they must have accurate and timely information at their fingertips. The CSR must be able to manage customer profiles in one location, access accurate pricing information and have information / visibility into shipments and orders.

The Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM provides one location to manage customer profiles, resulting in one synchronized view across the enterprise and lines of business (LOB's). The LSP no longer has to maintain multiple account numbers or define creative naming structures in order to service one customer via multiple lines of business.

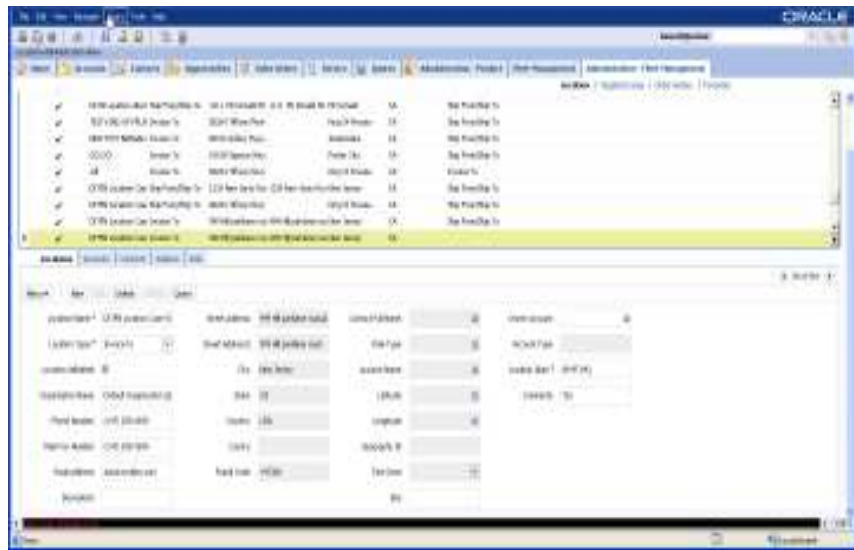


Figure 1. Siebel Call Center Customer Profile and Locations Screen

The CSR must have current pricing information as well as historical pricing information during the quote and order capture process. The need for accurate information is vital and a CSR must have the most up to date and accurate information to support their business process (up sell or spot quotes).

The Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM seamlessly integrates rating and pricing information from OTM to Siebel CRM, providing the CSR with one location to manage the quote and order capture business process. Pricing and rating information from multiple LOB's is available in one location; allowing for increased productivity, greater accuracy in quoting and pricing, ability to shape orders by profit and increased customer service.

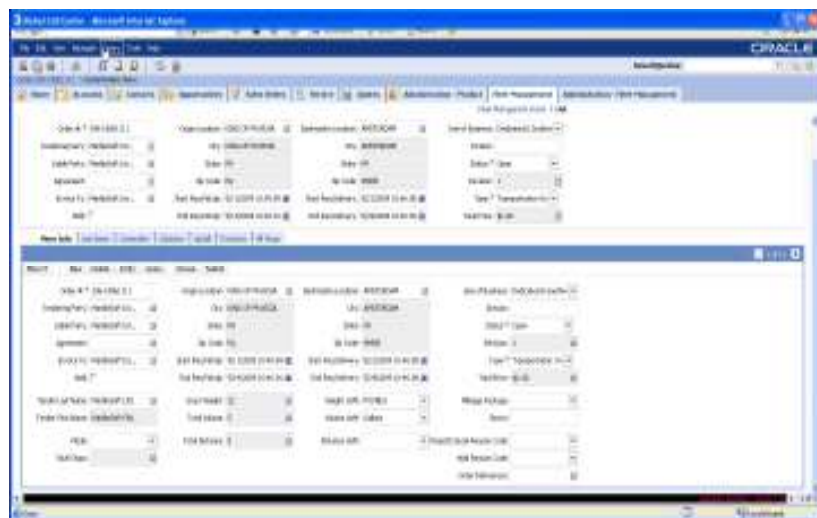


Figure 2. Siebel Call Center – Detailed Order View Screen

Integrated Order Management

Once the quote and order capture business processes have completed, the order information must be passed to operations for planning and execution. The Oracle Order Management Integration Pack seamlessly integrates the order information and details of the order captured during the order management process from Siebel CRM to Oracle Transportation Management. Key capabilities include the following:

- Customer synchronization between Siebel, OTM and EBS
- Product / service synchronization between Siebel and OTM.
- Service, cost and price synchronization.
- Item and commodity details
- Pick-up, delivery dates and times

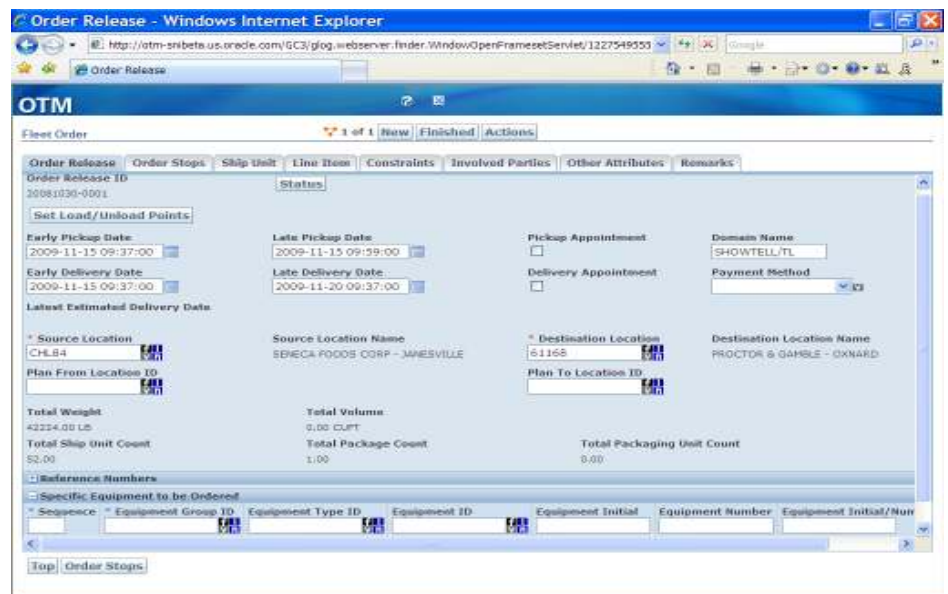


Figure 3. Oracle Transportation Management – Order Release Screen

Lower Total Cost of Ownership

Leveraging Oracle's Application Integration Architecture, the Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM automates the Quote and Order Management process for enterprises managing global transportation and logistics operations. This prebuilt integration combines ease of use and rapid deployment capabilities of Oracle Transportation Management with Oracle E-Business Suite and Siebel CRM that can be easily extended to meet the unique requirements of your organization.

LSP's no longer need to maintain complex point-to-point integrations with order management, crm, tms, and financial applications. LSP's can achieve the following key benefits by deploying the Oracle Order Management Integration Pack for Oracle

Transportation Management, Oracle E-Business Suite and Siebel CRM:

- Faster time-to-market with new products/services
- Single source of truth for customer profiles and order information
- Lower Total Cost of Ownership
- Drive continuous improvement
- Reduce integration time & costs

The Oracle Advantage

Leveraging Oracle Application Integration Architecture, The Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite and Siebel CRM provides everything you need to deploy a sustainable integration on unified information architecture for Logistics Service Providers. By utilizing best practices and best in class Fusion Middleware, Oracle delivers an adaptable end-to-end solution. This is why thousands of leading organizations depend on Oracle applications to help drive their front- and back-end office business processes.

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