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Document **F46**

SCORECARD SIEBEL CRM ONDEMAND

THE BOTTOM LINE

Increased investment in functionality, industry-specific capabilities, and analytics developments enable Siebel OnDemand to deliver a positive ROI to customers.

Siebel CRM OnDemand is a hosted CRM software offering delivered over the Web and accessible from an Internet browser at a fixed price per user per month. Siebel CRM OnDemand includes functionality for sales force automation, marketing automation, and customer service. It also provides built-in customer analytics, virtual call center technology, and embedded CRM best practices. Siebel CRM OnDemand is also designed to work compatibly with Siebel Enterprise, sharing a common data model.

Siebel CRM OnDemand release 7, launched in March 2005, added a Contact OnDemand module including hosted computer telephony integration, interactive voice response, integrated e-mail response and agent provisioning, and real-time and historical contact center analytics.

	Deployment	Adoption	Support	Business Impact	Vendor
Siebel OnDemand	4.4 ●	●	●	●	●

Guide to the ratings:

Overall score is a composite score indicating the solution's ability to deliver ROI based on the following factors: Deployment is how easily and quickly the solution can be deployed. Adoption is based on usability and the potential scalability of adoption. Support is based on the ability of the solution to function with limited internal support costs. Business impact measures the potential of the solution to deliver returns through clear and repeatable benefits. Vendor is the vendor's track record and ability to help a customer maximize ROI. Scale indicates from high 5= ●, 4=●, 3= ○ 2= ○, 1= ○ to low rating.

DEPLOYMENT

Score: 5

Like the other on-demand solutions in the scorecard, Siebel OnDemand takes a relatively short time and little up-front investment to deploy. Most customers find it takes one to two months to deploy, depending on the amount of data that needs to be migrated into the system. Given the relatively intuitive nature of the

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application, most employees needed little training and were able to master the application by using Siebel's on-line training module.

ADOPTION**Score: 4**

Many Siebel OnDemand deployments start at a departmental level; however, many customers selected Siebel OnDemand over competitors because of the additional functionality and language support that is in Siebel's product roadmap. For example, one customer noted that future foreign language support and quote integration on Siebel's product roadmap was a key factor in determining what on-demand solution would best support its needs over the long run.

Another key factor in adoption of on-demand is the level of functionality delivered to users – and the ease of increasing use of the functionality as users become more expert. Siebel OnDemand provides users with a standard price per user that provides access to all the functionality – unlike Salesforce.com, for example, that differentiates between enterprise and professional versions. One company found that Siebel's pricing was in the middle between the two Salesforce.com versions – and went with Siebel because it didn't want to have to renegotiate on price for additional users or make a decision about upgrading to a more expensive version when new functionality was released.

SUPPORT**Score: 5**

Support for Siebel OnDemand ranged from no staff to one FTE – which is similar to the support needed for other on-demand CRM solutions.

BUSINESS IMPACT**Score: 4**

Many Siebel OnDemand users identified business impact that went beyond just cost avoidance (by reducing database management and administrative overhead) to improved visibility, productivity, and performance. With Siebel's latest OnDemand release the Siebel Contact OnDemand model enables companies to link information between sales, customer support, and the call center, reducing costs while providing a more consistent view of customer activity across the organization.

VENDOR**Score: 4**

Siebel was a bit late to the game in on-demand CRM – but has invested considerable effort in building a platform that will deliver greater value to customers. Many customers selected Siebel OnDemand over competitors' products because of Siebel's reputation in the market – and the expectation that Siebel will leverage its experience and expertise in traditional CRM to deliver more value and best practices to on-demand users.

RANKING OUTLOOK

Siebel's significant investment in on-demand technology, both through the UpShot acquisition and in in-house technology development, is starting to pay off in greater functionality and value for users of OnDemand. Siebel's marketing focus is on the hybrid model that enables companies to take advantage of both enterprise



and on-demand CRM using the same underlying data model. The hybrid approach is attractive for on-demand customers that may want more functionality or ownership of the data because it can provide different levels of application functionality based on user needs and skills. Siebel's challenge in the next 12 months is to show that it is attractive in reality with referenceable customers and best practices for success.

METHODOLOGY

The Nucleus ROI Scores are based on Nucleus analysts' independent assessment of the vendor's ability to deliver positive ROI to potential customers and on data gathered from an individual vendor's customers as well as other users in the market sector. For more details on Nucleus ROI Scores, see research note E24, Using the Nucleus Research Vendor ROI Score.