



Customer Q&A

■ APC Embraces Oracle-Siebel Integration

Chief information officer believes the combination will help simplify IT operations, looks forward to an integrated product portfolio.

As a global leader in power availability solutions, APC sets the industry standard for quality, innovation and support. Its comprehensive AC and DC power solutions improve the manageability, availability and performance of sensitive electronic, network, communications and industrial equipment.

APC has been an Oracle customer since the mid-1990s—and a Siebel customer since 1999. The company runs Oracle applications to manage its supply chain, manufacturing, financial and human resources functions, and uses Siebel's sales and service applications within its world-class call center. More recently, APC started integrating Siebel Business Analytics with the Oracle platform.

Doug Rademacher, Vice President and Chief Information Officer for APC, shares his thoughts about the Oracle-Siebel combination.

Q: How do you see the Oracle-Siebel combination impacting APC?

A: It was actually the best outcome for us. In the short term, it gives us the security of having our Siebel products supported by a trusted partner. And in the longer term, the combination should help us reduce operational complexity and cost because it means that I no longer have to be the architect between the Siebel and Oracle platforms. That's great for us because integration represents a significant cost of doing business—and I'd like to reduce my cost of doing business.

Q: After the combination, do you plan on continuing with both lines of products?

A: Absolutely, we plan on keeping both our Oracle and Siebel applications. In fact we recently made a significant investment in Siebel by rolling out the newer version of its applications. And I like that Oracle is beginning to lay out a path towards a single platform with Fusion Applications.

Q: Where do you see opportunities for product integration?

A: Oracle really reached out to us as a Siebel and Oracle customer because they understood that we had deployed both applications and had done some integration, particularly with Siebel Business Analytics, which we are using to look at Oracle-generated data. So my group has been involved in discussions with Oracle to document our experiences and figure out how those best practices can be carried forward. It's been a successful two-way street.

Q: How did the PeopleSoft integration affect your attitude?

A: Everything I've seen and heard about how Oracle handled the PeopleSoft integration has reassured us because of the commitment we've seen from Oracle to continue to support the PeopleSoft applications—even versions that were in development. So, I don't really have many concerns now that support for Siebel will be affected in a negative way.

Q: How would you describe your relationship with Oracle overall?

A: We've had a solid relationship over the years. We were early adopters of Oracle E-Business Suite 10.7 and also 11i, and Oracle stood by us and helped us work through those implementations. We learned that we can count on Oracle to be there for us, whether it's helping out on the application side or the consulting services and technology side. We're also able to participate in the relationship by being part of customer advocacy boards, or by attending ad hoc meetings to set the course.

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