CON9480: Simplify and Enhance Siebel Management Technologies with Oracle Enterprise Manager

Kenneth Baxter, Oracle
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Paul Beresford, ANZ Bank
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Program Agenda

- Oracle’s Application Management Strategy with Enterprise Manager
- Solution Overview: Application Management Suite for Siebel
- Customer Co-Presentation: Australia and New Zealand Banking Group (ANZ): Siebel End-User Management with RUEI
Oracle’s Application Management Strategy with Enterprise Manager
Siebel Management Challenges

- Highly distributed multi-target environment
- No centralized repository or management point
- No historical data
- No Application performance data (i.e., actual or synthetic)

Consequences

- High IT Complexity
- High IT Cost
- Poor Customer Satisfaction
Oracle Enterprise Manager 12c
The Complete Management Solution

- Business Service Alignment
- Maximum Visibility
- Complete Governance
- Flexible Automation
End to End Management for Siebel Applications

- Advanced Siebel Application Management

- Downward integration with Middleware, Database, and infrastructure management tools
Application Management Strategy

Enterprise Manager Framework and Siebel Content

- Siebel Metrics
- Target Organization
- Siebel Application Services
- Siebel Compliance Rules and Standards
- Siebel configuration and topology
- Siebel Patch inventory recommendations
- ...and more

Agents
- Systems and Services
- End-User Monitoring
- Alerts
- Notifications
- Incident Manager
- Dashboards
- SLM Management
- BI Reports
- ...and more
Application Management Strategy

Solution Portfolio for Oracle Applications

- Siebel
- Fusion Applications
- E-Business Suite
- PeopleSoft
- JD Edwards
- Other Oracle Applications

Built-in integrations
Solution Overview: Application Management Suite for Siebel
Enterprise Manager for Siebel

- Discovery & Target Organization
- Application Performance Management
- Configuration & Compliance
Application Management Suite

Discovery / App Management

- Target recognition & organization
- Centralization and consolidation
- Multi-Enterprise/Server visibility
- Ad-hoc & historical reporting
- Upstream/downstream integration
Managing Siebel with Enterprise Manager

Manage by Dashboards and Reports: Siebel Infrastructure

- Consolidated view of the Siebel tech stack, including Extended Targets (e.g., DB)
- Access underlying targets easily
- View Siebel Targets and access their Homepages for analysis
Target Discovery and Organization
Cornerstone of Proactive Management of Siebel

Consolidation of all Siebel Enterprises

Multi-Enterprise and Server visibility and access
Target Discovery and Organization

Tailor, Extend, and Analyze the Siebel Enterprise

Personalize Siebel Homepages

Easy access to related Siebel Targets (Siebel Server, ORACLE_HOME, Siebel Components)
Application Management Suite
Application Performance Management (APM)

- End-user monitoring, featuring RUEI
- End-to-End integration with User and System Performance Reports
- Objective end-user performance metrics
- Synthetic transactions
- Siebel Apps aware
Managing Siebel with Enterprise Manager

Exploit End-User and Service Test Capabilities

Monitor & manage actual, end-user Siebel transactions.
Managing Siebel with Enterprise Manager

Manage by Dashboards and Reports: RUEI

Capture, segregate and prioritize Error Types (separate noise from signal)

Monitor the underlying infrastructure for the Siebel Application

Real-time status of each Call Center

Click to drill-down
Managing Siebel with Enterprise Manager

Manage by Dashboards and Reports: Service Tests

Drill down into status Availability based on Beacons
Application Performance Management

Business Applications: Consolidated RUEI+EM+Siebel Data

- **New Target Type with all of the associated capabilities**
- **Siebel RUEI visibility and access**
- **Siebel “System” visibility and access**
- **Siebel Service Test visibility and access**
Application Performance Management
Business Applications: Consolidated RUEI+EM+Siebel Data

- Isolate and analyze actual End-user sessions
- Find the End-user session based on different criteria
- Easily identify poorly performing steps in the session

New!
Application Management Suite

Configuration and Compliance

- Enforce Siebel “Best Implementation Practices” with Compliance Rules and Standards
- Cornerstone for Topology, Scale-out, Patch Analysis, Drift Analysis, and Health Checks
- Compare configurations between instances or over time
- Detect unauthorized changes
Configuration and Compliance

Enabling Compliance and Comparisons with Named Value Pairs

- Drill down on individual components
- Complex analytical capabilities made possible by name-value pairs
- Forms the basis for Compliance Scores and comparison reporting
- MaxTasks=20
Configuration and Compliance
Separating Signal from Noise with Comparison Templates

- Comparison Templates
  - Control How and What is Compared
  - Ability to Ignore Certain Differences
  - Oracle Pre-Configured Templates
  - Customize Templates to Match Needs

- Ad-hoc as Well as Scheduled Comparisons
- Automatic Notification on Drift Detection
Siebel Configuration & Compliance

Siebel Patch Analysis

- Auto-Discovery of Oracle Home
- Siebel Patches, Patchsets, etc.
- Historical and inter-instance comparisons
Customer Co-Presentation: Australia and New Zealand Banking Group (ANZ): Siebel End-User Management with RUEI
Customer Co-Presentation: ANZ Bank Siebel End-User Management with Real User Experience Insight (RUEI)

Paul Beresford
Head of Delivery Assisted Channels
ANZ Banking Group
> About ANZ Bank (ANZ)
> Siebel Environment: Key Facts
> Investment Rationale for RUEI+Siebel Accelerator
> Use Cases: How ANZ Leverages RUEI+Siebel Accelerator for Siebel Management
> Benefits Achieved with RUEI+Siebel Accelerator
> Lessons Learned and Next Steps with RUEI, Enterprise Manager, and Siebel
About ANZ Bank
About ANZ Bank

> We provide a range of banking and financial products and services to around 8 million customers. We employ 48,000 people worldwide.

> We are one of the five largest and most successful listed companies in Australia, and we are the number one bank in New Zealand.

> We have assets of AU$531.74 billion (as at 30 September 2010).

> We operate in more than 32 countries across Australia, New Zealand, the Pacific, Europe, Dubai, USA and Asia including our technology and operations centre in Bangalore, India.

Siebel Environment at ANZ: Key Facts
Siebel Environment: Key Facts

> ANZ configured Siebel application is called iKnow.
> Supports 16,000 users across 13 business units across 11 countries.
> Sales and Service application used by Australia Branch Network, Private Bank, Commercial Bank, and Retail Call Centres
> High availability requirements within country business hours, without Siebel the frontline can’t sell!

> Implemented modules:
  — Customer on-boarding including Know Your Customer (Siebel Finance)
  — Whole customer view (Siebel Finance)
  — Account origination (Siebel Finance & Siebel Credit Origination)
  — Needs Analysis (Siebel Finance)
  — Customer and Account Servicing (Siebel Finance)
  — Campaign, lead, opportunity, pipeline management (Siebel Finance & Siebel Campaigns)
## Siebel Environment: Key Facts

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<th><strong>Siebel</strong></th>
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<th><strong>Siebel Deployment</strong></th>
<th>Geographic sites Siebel is used</th>
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<td>Customization Level</td>
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<td>Integrations</td>
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<td>Database Size</td>
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Investment Rationale for RUEI+Siebel Accelerator
Address pain points

— Visibility into Siebel was difficult and laborious
— Principal method of troubleshooting was via log parsing
— User experience monitoring based on synthetic transactions
— Needed faster incident response and resolution times
— Many of our end users had stopped reporting issues, due to perceived inaction
— User-related metrics were limited or not being captured
Use Cases: How ANZ Leverages RUEI+Siebel Accelerator for Better Siebel Management
Use case 1 – Application Support

- Incident Response and Resolution
  - RUEI provides real-time visibility of SLA compliance
  - KPIs on actual user transactions
  - Alerts when limits breached
  - Ability to drill-down from KPI to specific offending session
  - Ability to drill-down to troubleshoot a user transaction
  - Ability to find out where the transaction is slow
  - Moved from synthetic “robot” monitoring and angry calls from end users
Use case 2 – Application Delivery

> Ensuring a well performing and error free application

— Ability to view peak workload and transaction types in production

— Allows development to create performance testing workload on actual usage

— Ability to view end user experience of error or badly performing pages

— Insight resulted in tuning of the application, increasing average performance of key transactions by 300%

— Moved from incomplete performance testing workloads created from log parsing, and reliance on customer surveys and branch visits
Use case 3 – Business Analysis

> Understanding Sales and Service usage

- Siebel Application usage captured by RUEI
- Transactions (for example Account Origination) are setup in RUEI with transaction funnel (fall out rates)
- Allows business support to verify that new functions are being used successfully
  - Supports training and business change planning
  - Provides metrics for business case measure and manage
Benefits Achieved from RUEI+Siebel Accelerator
Benefits Achieved

> More Efficient, Productive, Insightful, and Responsive

— Significant increase in Siebel transaction visibility and ease of troubleshooting

— With Siebel Accelerator didn’t need to code the application to understand Siebel

— Eliminated numerous laborious manual processes

— Immediate identification of performance bottleneck (i.e., network, server, Siebel app)

— Provided insights to improve application performance

— Significant reduction in response times to customer issues
Lessons Learned and Next Steps with RUEI, Enterprise Manager, and Siebel
Addressing Architectural Concerns

Intrusiveness of monitoring solutions
- RUEI is passive and data collection is non-intrusive
- No agents and no Siebel application configuration required

Managing scope of monitored traffic
- Control with RUEI Collector port and network filters
Addressing Security and Privacy Concerns

Segregation of duties
- LDAP Authentication
- Control user roles and permissions

Securing Sensitive Data
- Data Blinding / Masking
- Control Replay Policies and Content Logging
Other ANZ Lessons Learned

> Value in performance testing
  — Have seen significant value of RUEI in QA test environments.
  — We use RUEI also used to highlight any performance issues early on in Siebel QA environment before production

> Spend time understanding your network configuration
  — We didn’t appreciate our complex network estate, load balancing, multiple web servers and data centres
  — Achieving correct capture of traffic took significant effort
  — Ask the right questions to your internal network team early

> Review the RUEI application capability and benefits
  — We conducted a detailed review of RUEI technology, this aided the business case for RUEI and the Siebel accelerator versus other CEM products
  — By early analysis ANZ was able to call out enhancements we would like on the product, by the time we deployed they were developed and available
Next Steps

> Tune KPI’s and integrate alerting
  — Tune KPI’s and automatic alerting
  — Integrate with ticketing system
  — Build more business transactions

> Broader adoption of Enterprise Manager 12c Cloud Control and Siebel Plug-in as part of Application Management Suite (AMS) for Siebel
  — Will provide greater diagnostics and management capabilities for Siebel
  — System Monitoring and Diagnostics
  — Lifecycle Management
  — Configuration and Compliance Management
Questions?
Join the Enterprise Manager Community

Visit us at: http://www.oracle.com/enterprisemanager
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## Oracle Enterprise Manager Sessions - Tuesday

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# Oracle Enterprise Manager Sessions - Wednesday

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## Oracle Enterprise Manager DEMOgrounds

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Enterprise Manager Resources

- **Oracle.com:** [http://www.oracle.com/enterprisemanager](http://www.oracle.com/enterprisemanager)
  - Enterprise Manager Customer References
- **OTN:** [http://www.oracle.com/technetwork/oem](http://www.oracle.com/technetwork/oem)
  - Demos on Demand
  - Enterprise Manager Forums

**Enterprise Manager Training from Oracle University**

- Oracle Enterprise Manager 12c Learning Library
- Oracle Enterprise Manager Cloud Control 12c: Install and Upgrade
- Using Oracle Enterprise Manager Cloud Control 12c Ed 1
- Oracle Enterprise Manager 12c: Overview Bundle Self-Study
- Oracle Enterprise Manager 12c: Management Bundle Self-Study

**Partners**

- List of Enterprise Manager Specialized Partners
- Oracle Enterprise Manager OPN Knowledge Zone
- Oracle Enterprise Manager OPN Specialization
- Oracle Enterprise Manager Application Quality Management OPN Specialization
- IOUG Oracle Enterprise Manager Special Interest Group

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