SIEBEL MOBILE SOLUTIONS

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CUSTOMER RELATIONSHIP
MANAGEMENT

KEY BENEFITS

- Access to up-to-date enterprise sales and service customer, and product information, anytime, anywhere
- Deployment options for Wireless, Handheld, Tablet or Laptop PCs allow the user choose the device and application that are best suited to his needs
- Lower costs, higher customer satisfaction, and increased revenue from improved sales and service representative productivity
- Industry-leading mobile applications tailored to meet the requirements of a broad range of industries
- Improved IT operations with the ability to configure business rules once and deploy everywhere across multiple mobile platforms using Siebel Tools
- Patented, scalable synchronization technology ensures fast, easy, and robust data sharing across the enterprise for mobile workers

Today's workforce spends an increasing amount of time in the field and closer to the customer. Without the proper access to current customer information to support these mobile workers, productivity suffers – but with it, productivity soars.

Overcoming Mobile Workforce Challenges

Oracle's Siebel Wireless and Mobile Solutions provide mobile professionals access to critical business data in the field enabling them to provide effective customer service or more efficient prospecting anytime, anywhere. With instant access to vital business information, mobile professionals are able to make valuable use of their time away from the office. They can manage all aspects of customer interactions or service tasks, access critical corporate data, or collaborate more effectively with other team members. These advantages translate directly into lower costs, more profitable and predictable revenue growth, and higher-quality customer interactions.

Mobile Platform Meets Sales, Service, and Industry Specific Needs

Today's enterprises are challenged to provide mobile computing capabilities that address users' diverse functional requirements and provide support for the variety of mobile devices users desire to use in the field. Siebel Mobile Solutions extend Oracle's leading customer relationship management (CRM) functionality to field workers through mobile transaction processing techniques such as Store-and-Forward Messaging, wireless browsing, and data synchronization. As a result, companies can build a competitive advantage in both cost and levels of service by deploying these solutions to their employees, partners, and customers.

Siebel Mobile Solutions offer a broad range of solutions to fit any mobile requirements.

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Siebel Mobile Solutions encompass a wide range of deployment options:

- **Siebel Wireless** for real-time access via a browser,
- **Siebel Handheld** for occasionally connected and more specific field sales and service functionality, and
- **Siebel Mobile Web Client** for a fully functional mobile PC client.

Siebel Mobile Solutions enable mobile knowledge workers to anticipate and fulfill customer needs. For enterprises seeking to gain a competitive advantage through CRM deployments, Siebel Mobile Solutions extends system use and differentiation.

Siebel Wireless

Siebel Wireless provides real-time access to current sales information from a Web-enabled mobile device such as a Smartphone and allows the sales force to respond to customer requirements immediately, providing information necessary to close the deal. Siebel Wireless supports quick, easy management of sales activities thereby enabling sales representatives to add, delete, and edit details, including opportunity status, priority, and comments. Field sales personnel can enter new order information, receive status of existing activities, and expedite other activities for customers.

Similarly, field service technicians are able to review up-to-date customer and job data from Web-enabled devices thereby providing information to technicians when they need it most to drive improved customer satisfaction. Siebel Wireless provides quick, easy management of activities, enabling technicians to add, delete, and edit details, including planned start and completion times, status, priority, and comments. Field technicians can order recommended parts and tools for an activity, if required, with a one-button order command, thereby improving turnaround time for orders and activity completion.

Siebel Handheld for Windows[®]

Siebel Sales Handheld enables more efficient use of time in the field and accelerates the sales process by helping sales representatives close deals faster and more profitably. Sales professionals have access to the latest information on leads and associated contacts, activities, and products. Detailed histories of interactions with customers enable sales professionals to quickly understand account issues and better serve or sell to them. Access to up-to-date pricing and availability information ensures the inclusion of the right products and pricing based on the account and its pricing terms. Automated Opportunity-to-Quote and Quote-to-Order capabilities ensure sales representatives are able to convert opportunities at the point of customer contact.

With Siebel Service Handheld, field personnel can create or update activity records, view open service requests, create and process return material authorization (RMA) and parts orders, track and transfer parts internally, and place purchase or repair orders to third-party suppliers. Field engineers can also use Siebel Service Handheld to track time and expenses associated with field activities. In addition to application-specific functionality, Siebel Handheld offers the following capabilities:

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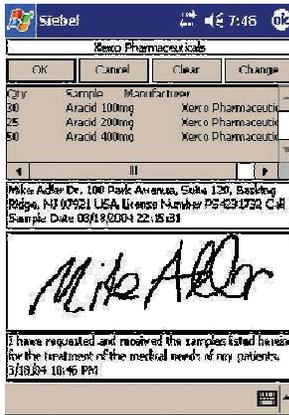
Using Siebel Handheld Signature Capture functionality, mobile pharmaceutical sales representatives can significantly streamline their call reporting and FDA compliance for drug delivery by eliminating the need to collect manual signatures and later scan them into a central database.

- **Platform Support—**Siebel Handheld is optimized for today's mobile devices and operates in a connected or disconnected mode. The solution supports Windows Mobile for quarter- and full-screen VGA devices.

- **Siebel Store and Forward Messaging -** Ensures mobile professionals are able to perform critical business processes by providing guaranteed push-based information delivery and response between the Siebel Handheld application and the back-end Siebel application server.

- **Electronic Signature Capture—** The signature applet control enables touch screen-equipped handheld devices to capture signatures, view and print them.

- **Language Support—**Siebel Handheld provides support for a broad range of languages, including Western European, Eastern European, and Asian languages.

- **Incremental Siebel Repository File and Binary Patch Upgrade Kits—**Designed for users with bandwidth constraints, incremental kits improve user productivity by decreasing synchronization times and minimizing downtime for patches.

- **Intelligent Barcode Scanning—**Users can create and update records automatically by scanning barcodes.

Siebel Mobile Web Client

The Siebel Mobile Web Client enables mobile employees to use Siebel business applications on a laptop PC or Tablet PC with customer information stored locally on the computer. The Siebel Mobile Web Client is a fully functional mobile client that runs in either a connected, networked environment or disconnected from the network, while still allowing a mobile worker to update and manage activities from the same browser-based user interface. The Mobile Web Client leverages Siebel Remote I, Oracle's patented synchronization technology for the Siebel Mobile Web Client running in disconnected mode. Siebel Remote provides the technology used to synchronize data over a LAN, WAN, dial-up, or Internet connection. Siebel Remote Client is designed to manage visibility on a user-specific basis, to take advantage of routing models minimizing data communications, and to leverage open standards such as Internet Protocol connectivity.

Highlights of Siebel Remote Client technology include:

- **Store and Forward Messaging –** Siebel Store-and-Forward Messaging allows mobile users to send and receive critical alerts and information to increase efficiency and effectiveness in the field – load balanced for scalable performance.

- **Ink Control Support –** for signatures and hand written notes on tablet PCs

- **TrickleSync -** Mobile clients are automatically synchronized at regular intervals whenever a valid network connection is detected to ensure mobile users have the latest data via fast and simple background synchronization.

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· **Selective Retrieval—**Synchronization times are kept short and mobile database is small by synchronizing only what is needed.

· **Incremental Siebel Repository File and Binary Patch Upgrade Kits—**Designed for users with bandwidth constraints, incremental kits improve user productivity by decreasing synchronization times and minimizing downtime for patches.

· **Strong Security Capabilities—** Password policy enforcement, field level encryption, audit trails, LDAP and other authentication services allow centralized and robust security services on board and via synchronization to meet stringent security policies. Other security features include strong encryption of local access password on the mobile client, standard encryption of the local database, and password change capability on the mobile client.

Siebel Technology Leadership

Siebel Mobile Solutions solve the disconnected data communication problems typical of mobile solutions through innovative, patented technology and leading standards-based mobile and wireless technologies. Siebel Mobile Solutions enable the exchange of critical information between employees, partners, and customers anytime, anywhere. They include a variety of communications options including connected and disconnected access to CRM data, asynchronous and synchronous data transfer, wireless or wire line connectivity, data entry, data retrieval, real-time browsing, store-and-forward messaging, local data storage, and security.

Siebel Systems invests considerable development resources to deliver industry-leading mobile solutions that are:

· Configurable and upgradeable

· Scalable, reliable, and secure

· Optimized using patented synchronization technology

· Developed with open standards

Summary

Mobile solutions are an important part of a comprehensive business strategy. Siebel Mobile Solutions offer laptop, handheld, and wireless enabled applications that provide immediate access to critical information anytime, anywhere. Siebel Mobile Solutions, deployed across sales, service, and partner organizations, enable the sharing of business information to remove barriers to productivity, generate user enthusiasm, increase sales and service effectiveness, improve customer satisfaction, and maintain profitable and lasting customer relationships.

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