

Siebel CRM Quote and Order Capture - Product and Catalog Management



Siebel Product & Catalog Management provides the capabilities to enable businesses to develop, manage and deliver dynamic product catalogs across all channels.

KEY FEATURES

- Create dynamic catalogs once and deploy them across all channels
- Create eligibility and compatibility rules to ensure only eligible offers and products are presented
- Ensure that complex orders and quotes are accurate
- Allow customers, employees, and partners to configure their ideal solutions
- Prompt agents about up-sell and cross-sell opportunities
- Compare product offerings side-by-side
- Enable robust search capabilities

KEY BENEFITS

- Reduced operational costs through Dynamic catalogs, reduced order errors with configurator, reduced order cycle times with fast product searches and reduced customer inquiries by selection of the right product the first time
- Increased revenue through increased quote-to-close rates with customer specific catalogs, targeted promotions and decreased product time to market through centralized catalog management
- Enhanced customer experience through guided product selection, needs analysis and asset product ordering

Effectively Manage Product Selection and Configuration

Selecting and configuring products is one of the most critical and challenging steps of ordering, from managing the process to bring new products to market quickly, to dynamically presenting the right products to customers. To meet this challenge, Siebel Product & Catalog Management enables users quickly create and deploy new product catalogs and configurations that allow customers to dynamically select and configure products based on their needs.

With Siebel Product & Catalog Management you can

- Quickly bring new products to market
- Provide a seamless product selection user interface
- Improve cross-sell and up-sell conversions
- Optimize product selection for different user communities
- Configure complex error free product solutions

Effective management of the product selection and configuration will allow companies to realize benefits that include:

- Reduced operational costs through Dynamic catalogs, reduced order errors with configurator, reduced order cycle times with fast product searches and reduced customer inquiries by selection of the right product the first time
- Increased revenue through increased quote-to-close rates with customer specific catalogs, targeted promotions and decreased product time to market through centralized catalog management
- Enhanced customer experience through guided product selection, needs analysis and asset product ordering

Reduce Operational Costs

Faster Order Entry with Dynamic Catalogs

The Dynamic Catalog supports the ability to browse, select and configure products within a seamless, integrated product selection and configuration user interface. Eliminating the need for sales agents to navigate to multiple screens in order to complete the product selection and configuration process, the Dynamic Catalog will ultimately save time and money while increasing your customers buying experience.

It enables sales agents:

- To quickly obtain rich product detail to communicate to the customer, including key features, descriptions, literature, additional images and attributes
- To perform product and price comparisons of key features and capabilities
- The ability to integrate additional deal closing details including inventory and availability information

Eligibility and compatibility rules based on customer, product, offer and other attributes can be applied to the Dynamic Catalog to ensure that only eligible/compatible offers and products are presented to customers. Applying eligibility and compatibility reduces the need to have numerous customer specific catalogs. In addition, Dynamic catalogs are integrated with contracts and Siebel Price Management to ensure customer specific pricing is displayed.

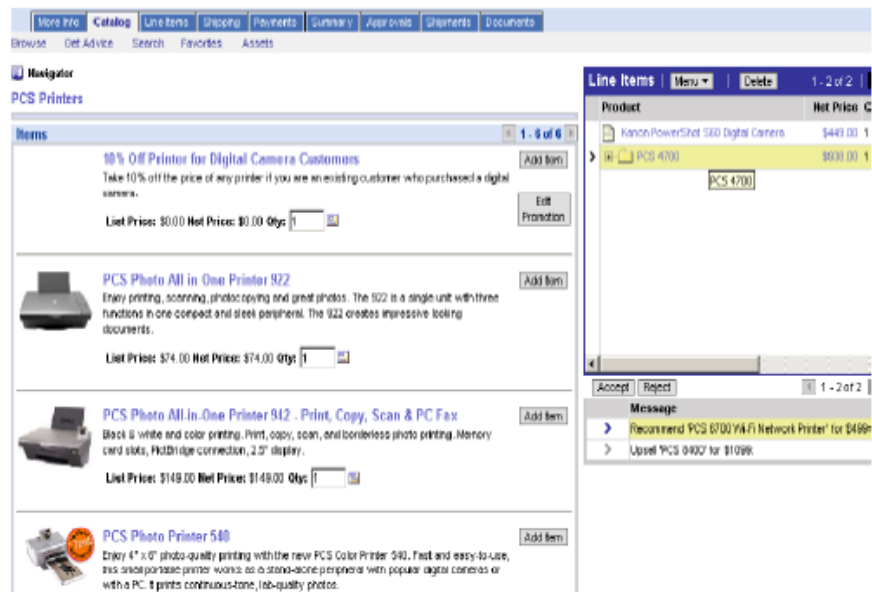


Figure 1: Find the right product fast with Dynamic Catalogs

Increase Re-use of Business Logic with Web Services

Over 30 web services are included that support catalog, configurator, shopping cart, and asset based ordering and provide the capability to reuse business logic across multiple selling channels. The web services also support the ability write once, deploy

everywhere by allowing web service configuration through a common administrative environment. This capability substantially reduces development/maintenance costs and speeds deployment cycle times.

Reduce Order Errors with Configurator

Oracle's Siebel Configurator provides a comprehensive solution for ensuring that complex orders and quotes are accurate, complete, and valid. It enforces business rules while delivering context-based messages that facilitate up-selling and cross-selling. Through the product validation framework, the Configurator can also validate a configuration solution using external data such as inventory availability. Used internally to improve sales productivity and order accuracy, or externally via a company's Web site to help guide buyers through product selection and customization, it allows customers, employees, and partners to configure the ideal solution for every customer's needs

Increase Revenue

Increase Average Order Size with Targeted Promotions

Siebel Product & Catalog Management supports actionable up-sell and cross-sell messaging and targeted promotions based upon simple rules that are created by a marketing administrator. When actionable messages, recommendations and promotions are presented to the user in a timely manner, companies can more effectively find solutions that meet their end customers' needs and more effectively up-sell and cross-sell.

Decrease Time to Revenue with Catalog Management

Siebel Product & Catalog Management supports a complete process to quickly bring new products to market and thus decreases the time it takes to garner revenue. The process steps enabled include

1. creation of product definitions including descriptions, attributes, product BOM hierarchies and marketing collateral
2. adding selection criteria such as catalogs, compatibility, eligibility, configuration, promotions, bundling, cross/up sell recommendations and pricing
3. syndication of catalogs to partners including workflow driven syndication approval/tracking and transformation
4. deployment staging that allows for simulation and comprehensive testing prior to scheduled release dates.

This process enables businesses to centralize their product information and selling knowledge and allows updates and modification of product offerings and sales practices without continually retraining staff.

Maximize Promotion Effectiveness with Analytics

By delivering valuable insight into product demand, price sensitivity and sales effectiveness, Oracle's Siebel Product and Pricing Analytics helps organizations understand and analyze the velocity of product sales, the impact of discounting on margins, and the effectiveness of pricing promotions. Empowered with this information,

sales and marketing professionals can fine-tune channel emphasis and focus promotional and sales efforts around the most profitable products and the most effective cross-sell and up-sell opportunities.

Enhance Customer Experience

Create Personalized Product Selection with Favorites

Favorites capability enables users or administrators to create private and public product templates that can be used as a product selection mechanism for commonly purchased products. This capability eliminates the need for sales agents to individually select products, attributes, and quantities for future quotes and orders that require products and services that can quickly be located in their frequently ordered templates.

Match Products to Customers with Needs Analysis

Siebel Advisor acts as a virtual sales advisor and recommendation assistant. By posing interactive questions and analyzing choices, it can engage customers across multiple channels—including the Web, direct and telesales, and dealer networks. Siebel Advisor provides guidance and advice in understanding product and service features and capabilities. It enables sales representatives, call-center agents, and customers to ask a series of questions and then recommends the best products and relevant cross/up sell opportunities based on the answers. As a result, organizations using Siebel Advisor realize improved customer acquisition and retention, wider market coverage, increased sales effectiveness and expanded distribution channels.

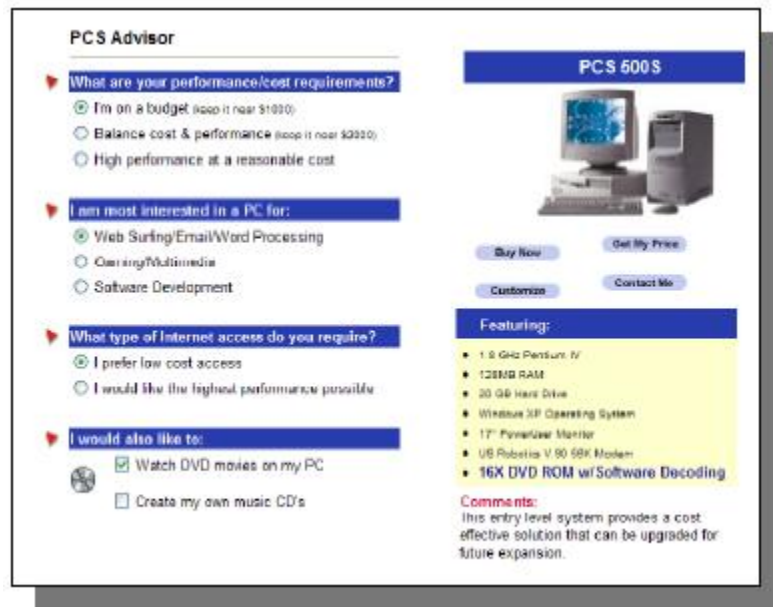


Figure 2: Match Product to Customers with Needs Analysis

Leverage Customer Asset Information to Personalize Product Selection

Siebel Quote & Order Capture provides the ability to start the product selection process based on a customer's existing assets. This streamlines the product selection process by providing sales and service agents with the background information they need to create new asset-based sales or augment an existing asset with add-on services.

RELATED PRODUCTS

The following products are available from Oracle and enable companies to further enhance their Product & Catalog Management Processes:

- Siebel Sales
- Siebel Service
- Siebel Marketing
- Siebel Analytics
- Siebel Configurator
- Siebel Dynamic Pricer
- Siebel Quotes & Orders

Customers may also choose to upgrade or downgrade their existing assets when alternative features or capabilities are desired.

Personalized Product Selection User Interface with Configurator

Siebel Quote & Order Capture Configurator provides the ability to model different user interfaces for the same configurator model. This results in a highly personalized user experience targeted to the profile of the user without any need to maintain redundant data. Also, during a configuration, Siebel Quote & Order Capture's messaging framework allows services other than the configurator to provide messages in the configurator user interface. This allows relevant messages to be presented to the user, persistently guiding them to make the right selections.

Conclusion



Siebel Product & Catalog Management enables customers to reduce operational costs, increase revenue and enhance the customer experience by providing capabilities that include rapid introduction of new products to market, dynamic promotions and cross/up sell recommendations, optimized product selection for different user communities and error free configuration of complex product solutions.

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