Oracle's Siebel CRM and Oracle Cloud CX Suite FAQ

Introduction

Oracle Siebel CRM is the most complete on-premise CRM application on the market with thousands of customers and millions of users counting on it every day to deliver business value and great customer experiences. Oracle continues to be commited to Siebel CRM with a rich innovation strategy and product roadmap. The evolution of the Oracle Cloud CX portfolio has raised questions about the future of the Siebel CRM product. We've created this FAQ to address frequently asked questions about the Siebel CRM product roadmap and Oracle Cloud strategy.

Question and Answers

Q) Is Oracle still investing in Siebel CRM?

A) Yes, Oracle continues to invest significantly in Siebel. In fact, Oracle has *accelerated* Siebel CRM releases and currently releases annual innovation packs with monthly patch sets. The Siebel CRM product strategy provides new innovations, faster than ever to customers with the new, more agile release and patching strategy. Investments include Open UI (a new standards-based UI framework), Mobile Applications (online & offline) including through responsive web design, Incremental Upgrades and Runtime Configurability. Oracle has a committed product roadmap for Siebel CRM through 2022 and beyond.

Q) Solutions exist for Sales, Marketing, Service etc in both Siebel CRM and Oracle Cloud – should I move to Oracle Cloud?

A) Solution choice is largely dependent on IT deployment strategy (on premise or cloud) and business requirements. For 20 years Siebel CRM has been the most complete CRM software solution in the marketplace. Comprehensive functionality for the primary business functions continue to evolve within Siebel CRM and now exist with Oracle Cloud applications. The recent shift to cloud technologies and the evolution of the Oracle Cloud suite means that there is now a choice of solutions to meet the needs of customers. The new Oracle Cloud solutions provide certain features that are not available within Siebel CRM and are therefore in some cases more attractive for new customers. For example, with Sales, the market trend has shifted to cloud for SFA applications; customers that require a more modern SFA solution (e.g built-in social collaboration features) may be better suited to Oracle Sales Cloud. The great value proposition with Oracle Cloud applications is that they integrate with Siebel CRM, allowing customers to continue to leverage their Siebel CRM investment.

Q) How do I deal with Data Security regulations and adopting a hybrid deployment strategy?

A) For many Siebel CRM customers that are looking to transform their CRM deployment with new Cloud solutions, data security is often a very sensitive topic, and certain data categories within the organization are not to be exposed outside the enterprise. In these scenarios adopting a hybrid deployment strategy (on premise and cloud) is well suited and especially with a single vendor provider. Siebel CRM customers, with sensitive data concerns, can continue to be safeguarded by on premise CRM and also adopt Oracle's best of breed Cloud solutions for areas of the organization that allow for data to reside in the cloud.

Q) Will Siebel CRM also be made available as a Cloud CRM application?

A) Siebel CRM is an on premise software application and it is now possible to move a Siebel CRM deployment into a managed private cloud thus deploying Siebel CRM in the cloud as a SaaS based application license model. However, there are no plans for Siebel CRM to be re-coded as a fully multi-tenant, SaaS based cloud application. Many Siebel CRM customers are taking

advantage of a private cloud hosting solution to reduce their total cost of ownership. Oracle Managed Cloud Services provide this service and not only is Siebel CRM available as a managed cloud service offering but also other Oracle applications in the portfolio can be hosted, providing a complete enterprise cloud solution. Statistics show that the Oracle Go-Live Center reduces post go-live issues by an impressive 54%.

Q) Why did Gartner not evaluate Siebel CRM in the recent Customer Experience (CX) 2015 Magic Quadrant for Sales Force Automation?

A) A hybrid solution with Siebel CRM augmented by modern Oracle CX solutions has been continuously delivered to all analysts including Gartner. Gartner also identified that a hybrid CRM strategy is a delivery model for on premise customers:

- Gartner (2014)[1], acknowledge that the complete migration to a Cloud-only model will slow down and hybrid strategy will continue to be ubiquitous: *"Beware of expectations that everything will be in the cloud, and do not expect to source all applications that way. Maintain some on-premises skills in-house to be prepared for hybrid CRM delivery models. Focus on integration skills… Currently, SaaS- or cloud-based deployments represent more than 40% of all CRM deployments, and they appear set to reach 50% during 2016. In many ways, the "low-hanging fruit" for cloud adoption has already been picked. The remaining areas of CRM application functionality will be ever harder to adopt in a cloud delivery model, so the switch to cloud will slow down steadily."*

- Gartner (2015)[2], acknowledge that whilst CRM software moves to a cloud based model, more opportunities exist for hybrid, cloud and on-premise solutions *"Hybrid of Loosely Coupled Cloud and On-Premises CRM Applications"*.

- Since 2013, Siebel CRM and Oracle Sales Cloud are available as product integration, used today in production by visionary customers around the world. This powerful combination, allows for modern Sales mobile applications with Oracle Sales Cloud to tap into Siebel CRM on-premise order capture capabilities and the customer master data model.

- For a more accurate representation of the Siebel CRM product, refer to the "Forrester Wave for CRM Suites for Large Organizations", Siebel CRM is position as a market leader. In addition, "Nucleus CRM Value Matrix H2 2015", Siebel CRM continues to be ranked as an expert.

Q) Gartner 2015 Magic Quadrant for Sales Force Automation states that *"Oracle will no longer sell Siebel Sales to new customers"*. Is this true?

A) The report states that Siebel CRM is no longer sold to new, greenfield customers which is not completely accurate. Certain customer requirements may strongly indicate that an on premise solution is necessary, for many customers, in specific industries or geographies, or with specific functional requirements and specific data regulations. We assess customer requirements to determine suitability of Siebel, along with our Oracle CX suite, to ensure we guide customers to the best fit for their needs: where applicable, this does include Siebel, including for new customers.

Q) Where can I find out more about existing Siebel CRM and Oracle Cloud integrations?

A) Individual solutions exist for Siebel CRM and Oracle Cloud as indicated in the table below:

Application	Solution
Oracle Sales Cloud	1670543.1
Oracle Service Cloud	Datasheet
Oracle Commerce	1358285.1
Oracle Marketing Cloud	1922718.1
Oracle Social Cloud	Web, 1535209.1
Oracle Documents Cloud	2018941.1

---

[1] Gartner (2014), Gartner Says CRM Will Be at the Heart of Digital Initiatives for Years to Come. February 12, 2014. [Link]
[2] Gartner (2015), 2015 Strategic Roadmap for the Future of CRM. August 5, 2015.[Link]

ORACLE®

Oracle Corporation, World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries
Phone: +1.650.506.7000
Fax: +1.650.506.7200

CONNECT WITH US

B blogs.oracle.com/crm

f facebook.com/oraclecrm

twitter.com/oraclecrm

oracle.com/siebel

Hardware and Software, Engineered to Work Together