

## ORACLE SIEBEL MOBILE APPLICATIONS

### SIEBEL MOBILE APPLICATIONS

Provides world-class productivity for Field sales/service professional in connected environments

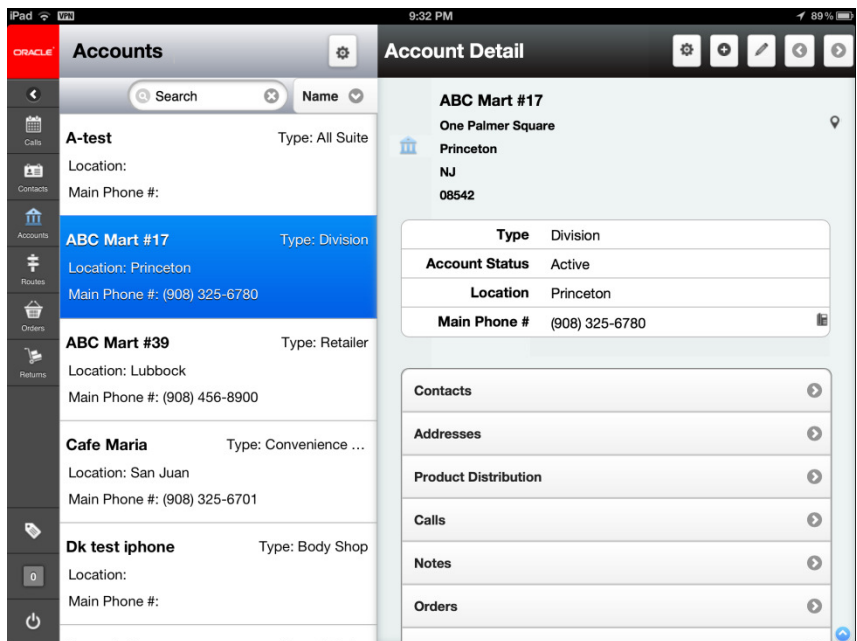
- Pre-built four mobile applications
  - Sales Mobile
  - Service Mobile
  - Consumer Goods Mobile
  - Pharma sales Mobile
- Fully Configurable
- Enhanced mobile user experience
- Lowest total cost of ownership

*In today's workforce, majority of the users work outside of their offices and access to the critical enterprise information is a must. With the growth of Smartphones and Tablets in the market, it is becoming very important that mobile applications can run on multiple platforms*

*Siebel Mobile Applications are planned to be delivered toward the end of 2012 with Siebel Innovation Pack 2012. Mobile Applications for Siebel will support multiple mobile devices including iPad, iPhone, Android smartphones and Tablets.*

### Native Look and Feel

Siebel Mobile applications provides the native look and feel with native controls, When a user enters a date field, he/she will get a native date entry control meant for mobile devices. while using the mobile application on the Tablet or Smartphone. We worked with UX design experts in the industry to design the new user interface for mobile applications which has been optimized for Tablets and Smartphones.



### Key Benefits

- Native Look and Feel
- Device Integration
- Email Integration
- Phone Integration
- URL Integration
- Location Services

### Device Integration

Mobile Applications for Siebel CRM takes advantage of the device on which it runs. Many users want to take advantage of GPS, email and phone within the application.

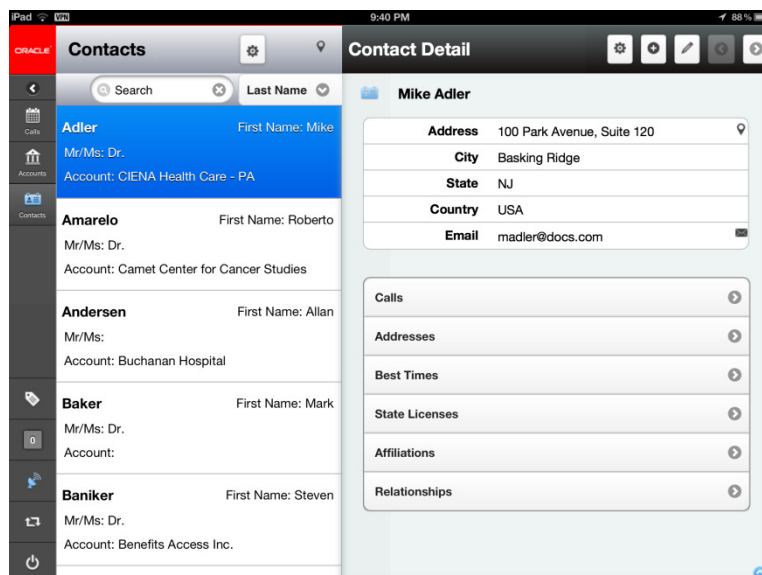
**Email Integration** – if there is a field with email type and when a user taps on the email field, native email form of the device will be launched with the address auto filled. This allows users to use the native email client of the devices to send information to their customers.

**Phone Integration** – Mobile application for Siebel CRM takes advantage of mobile devices and use a phone number to make a call within the application if the device has been enabled to make calls.

**URL Integration** – Mobile application supports fields with URL type which will allow a user to connect to the website mentioned in the URL field as long as user has connectivity. The mobile application will also provide parameterized URL support.

**Location Services** – Mobile Application for Siebel will provide integration to GPS based on zipcode or postal code in the address for an account or contact. Integration with Maps will allow a user to see CRM data on a map and also get driving directions. User should be able to tap on address field to see the location on the map and get driving directions to the location from his/her current location

**Contact Integration** – The Mobile application will allow a contact to be copied to the local contact book of the device. This provides a 360 degree view to the field reps.



## Benefits

- Pre Built Mobile Applications
- Fully Configurable
- Configure Once and Deploy Anywhere
- Single device for mobile sales representatives
- Enhanced user experience
- Fast to configure and deploy

## Flexible to Configure and Manage

Siebel Mobile Applications can be tailored quickly to change labels, hide unused application features, add or remove objects and fields from one development tool - Siebel Tools. The configuration can be done once and the changes are automatically delivered to the users when they login next time.

## Bottom Line

Oracle's Siebel Mobile Applications enables organizations to get smarter, get more productive, and get the best value, period. For more information, please visit [oracle.com/crm](http://oracle.com/crm) or call +1.866.906.7878 to speak to an Oracle representative.



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**Hardware and Software, Engineered to Work Together**