ORACLE

# Digital Transformation Strategies for your Siebel CRM Application

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Industry Solutions

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# Safe harbor statement

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, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

# John Bedford

Director Product Strategy
Siebel CRM

friction prone buying experiences

inconsistent x-channel customer engagement

lack proactive customer service

inability to personalize offers

inability to react to market changes

incompatible catalogs and ordering

customer data silos

# Challenges in reinventing CX for the digital age

# Digital Transformation
# is a Hard Problem to Solve

## 70%

of digital projects
have failed

" CSPs spend 60-80% IT budget
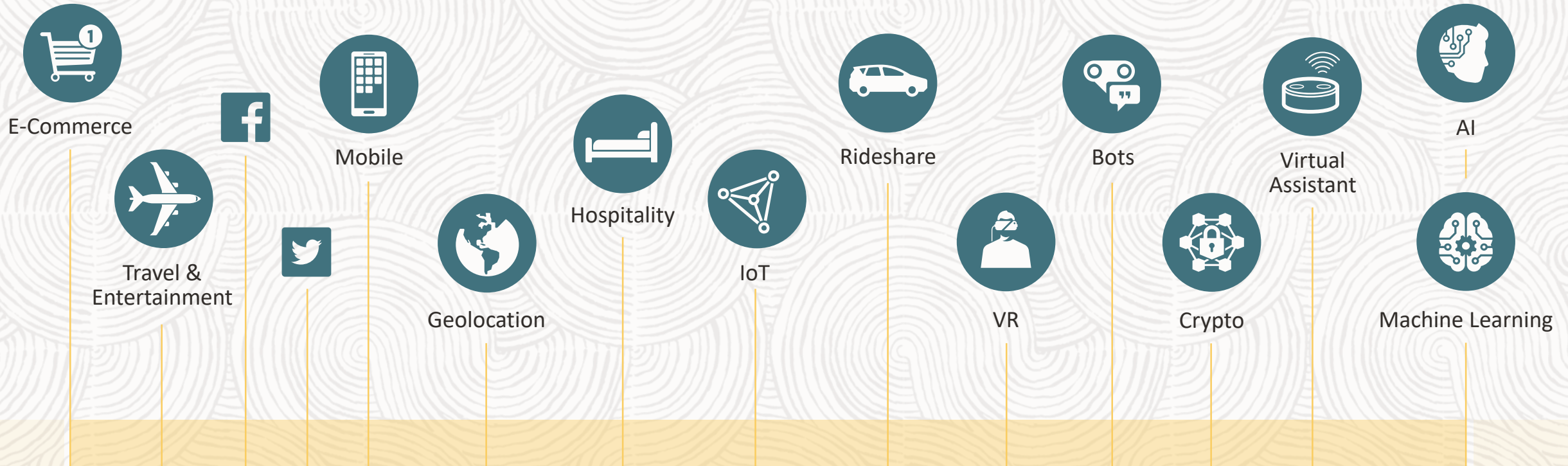on maintenance vs. innovation."

- ZDNet

# Digital transformation is accelerating

*Mastering Customer Signals in the Experience Economy*
*Thursday 17 September, 09.00 PDT*

# Transformation Must be Sustainable…

E-Commerce

Travel & Entertainment

Mobile

Geolocation

Hospitality

IoT

Rideshare

VR

Bots

Crypto

Virtual Assistant

AI

Machine Learning

**Seismic Changes in Business and Technology, change is accelerating…**
How does this relate to Siebel CRM?

# Approaching the Challenges: Siebel CRM Modernization Patterns

## Rapid Value from CRM & Cloud

Siebel CRM enriched with OCI Gen2 hosting and management

- **Reduce TCO** by moving your Siebel CRM deployment on Cloud infrastructure for elastic agility. Deploy with Containers & Kubernetes
- **Transform** let Oracle help you to complete the IT transition from on premise to cloud solutions
- **DevOps** near zero downtime and CI/CD pipelines at extreme scale with the latest Siebel CRM release

## Transformation to Cloud

Migrate Siebel CRM to complete cloud solutions from Oracle

- **SaaS++** Oracle's CX solutions can be quickly deployed and integrated with Siebel CRM for extended functionality
- **Transform** your view of CRM and deliver orchestrated, omni-channel Customer Experiences powered by data and real-time signals
- **Oracle Leadership** can lead you in a phased transition to ensure clear ROI and competitive advantages

## Modernize Siebel CRM with Cloud Applications

Surround Siebel CRM with cloud innovation

- **Innovate** - Oracle's PaaS services can be integrated into Siebel CRM – e.g. Chatbots, Mobile Cloud, IoT, Content Management, Live Experience, Analytics Cloud
- **Integration** of Oracle's CX Suite into existing Siebel CRM implementations with Oracle's secure cloud integration platform
- **Enhance UX** – improve CX, AI powered UX design, create Mobile Apps rapidly

*Move and Improve Oracle Applications to Oracle Cloud Infrastructure*
*UP NEXT: Wednesday 16 September, 09.00 PDT*

# Key Innovations for Customer Success

## Value & ROI : Customer-Driven Innovations for Modernization

**PARALLEL DEVELOPMENT**
New seed data framework and Workflow deployment

**SEAMLESS UPDATES**
Monthly Release Updates & Seamless Repository Framework eliminates need for IRM

**SIEBEL AS A SERVICE**
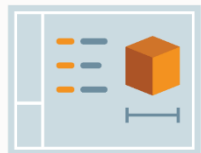Componentization of Siebel CRM as a Suite of Microservices

**CLOUD INFRASTRUCTURE**
Reduced TCO - Move & Improve Siebel CRM by deploying to Oracle Cloud Infrastructure

**IT**　　　　　　　　　　　　　　　　　　　**Business**

**WEB TOOLS**
Web Tools evolution with Script Debugger, Task & Workflow Editors and Simulators

**AUTOMATION**
Rest API Enabled CI/CD Components &  Test Automation

**UX & MOBILITY**
Flexible UX and Mobile app to support business-tailored, intuitive UI development

**EXTREME SCALE**
Enterprise grade CRM with supreme performance and scalability for highly mission-critical implementations

**Aaron Shidler**

Vice President, Oracle CX Cloud Product Development Industry Solutions

# Customer Experience:

A **destination** is a place that people will make a special trip to visit

# In the Experience Economy

Siebel CRM is part of the ***journey*** to an evolving ***destination***



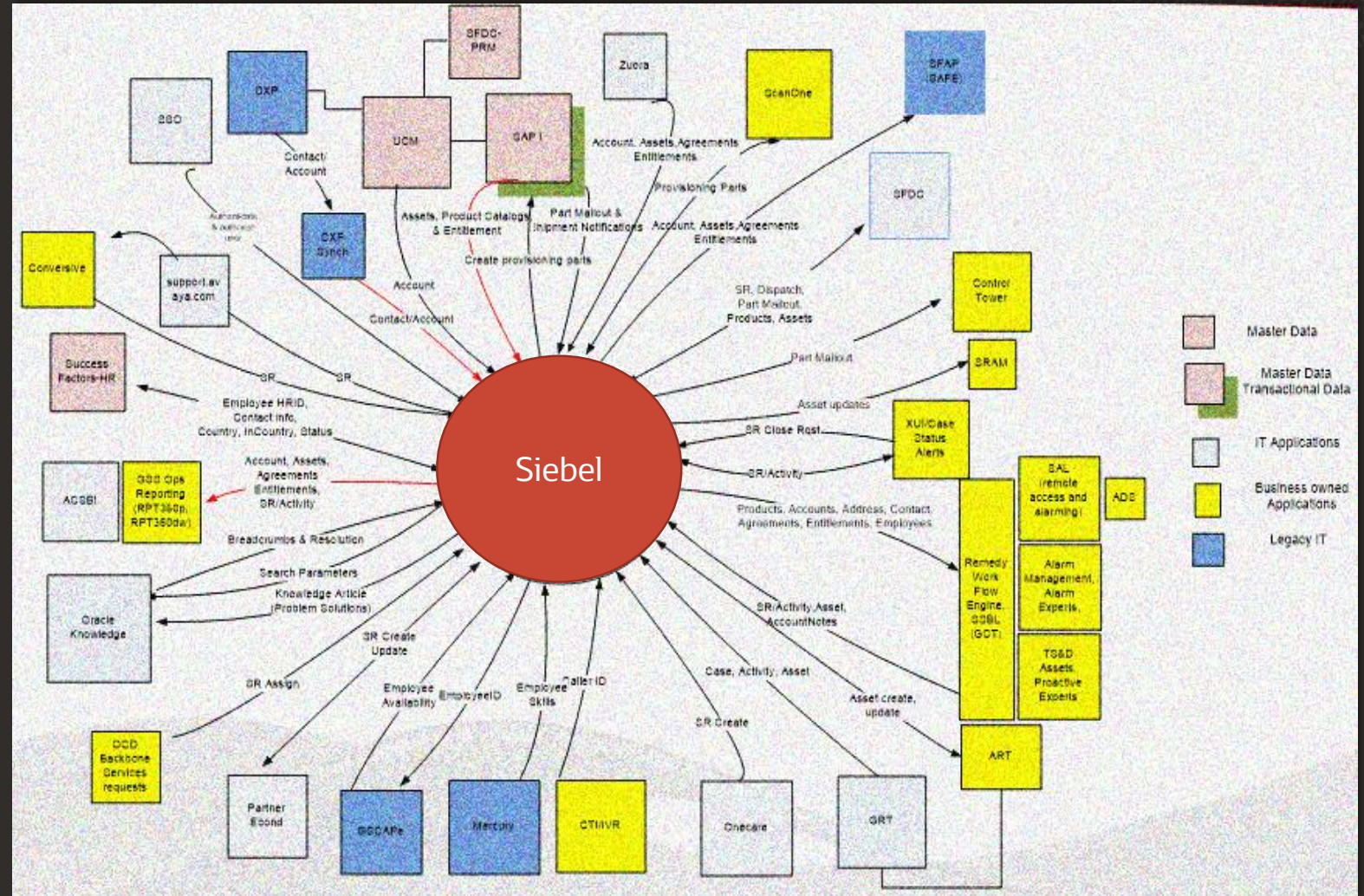Connect front-and-back office | Power real-time experiences | Harness your data

# Travelling without a Destination Can Be Costly

—

## Cloud Fragmentation:

- Tactical Cloud Adoption

- Data Silos

- Security Risk

- Operational Risk

- Multi Vendor SLAs

## Poll:
## How many applications do you think are in your hairball?

1-10
11-20
21-50
50+

# Siebel Customers on a Journey with Oracle

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# Major High Tech Company Gains Valuable Business Insight, Streamlines Operations, and Reduces Overhead

ORACLE CX SUITE

CX SALES / CX SERVICE / CPQ / CX MARKETING

Challenges with renewals process and inability to up-sell / cross-sell

Complete and accurate 360 customer view by eliminating duplicates across business units

Eliminated internal silos to enable informed decision making

Reduced costs by 60% YOY and eliminated 23 of 27 third-party apps; Minimized costly overhead by reducing the number of customizations 99%

"Leveraging Oracle CX, we launched a sustainable, long term, front-end solution that fits their global business needs in months, not years."

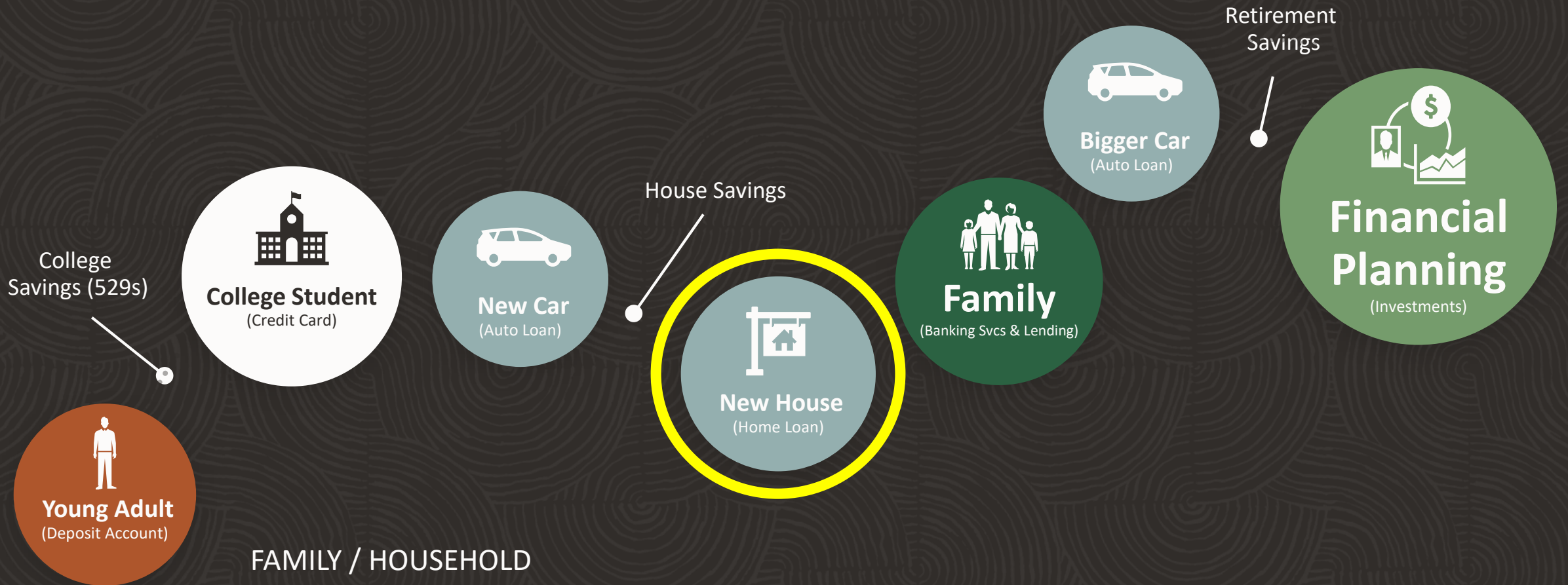Keep your finger on the pulse of changing customer signals.

# Customers see your brand in their journey

## Unpredictability is the new experience



"Wow, this content is tailored to my needs!"

**Browse**

"This company cares is going to help me succeed?"

**Intelligent Advice**

"Getting support was painless, it is like they can read my mind!"

**Sell & Service**

**Advocate**

"I love my solutions and want to share my experience with everyone!"

**Communicate & Collaborate**

**Recommend & Offer**

**Use & Bill**

"I look forward to receiving emails and text messages that are relevant to me!"

"They knows what gets me excited and the needs I have"

"They know my situation and the help I need!"

# Engage customers throughout their lifetimes

Identify, predict, and serve moments that matter

Retirement
Savings

**Bigger Car**
(Auto Loan)

College
Savings (529s)

House Savings

**Financial
Planning**
(Investments)

**College Student**
(Credit Card)

**New Car**
(Auto Loan)

**Family**
(Banking Svcs & Lending)

**New House**
(Home Loan)

**Young Adult**
(Deposit Account)

FAMILY / HOUSEHOLD

# The Unified Profile – From Anonymous to Known
## Combine multiple types of data to better understand your customers

**Demographic Data**

Data that is meant to describe or identify that individual

\+

**Transactional Data**

Data that represents some action that company took for the customer

\+

**Behavioral Data**

Data from digital interactions that the customer has taken
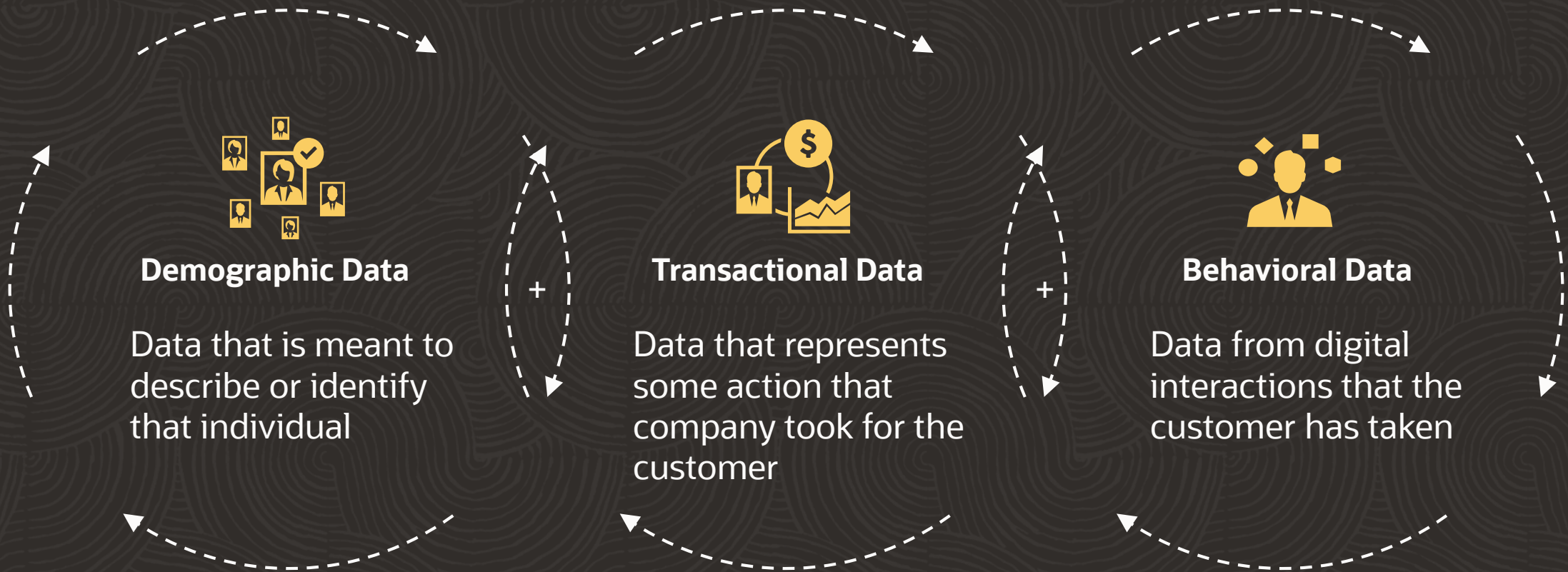
## Multi-Industry, Contextual Outcomes (AI):

- Data Unification & Segmentation
- Retarget Application Abandonment
- Identify Real-Time Purchase Intent Behavior
- Accelerate Qualified Leads for Sales (ABM)

- Increase Cross-Sell & Up-Sell Opportunities
- Reduce Time Between Purchases
- Website Personalization & Profile Enrichment
- Enhanced Customer Intelligence

- Improve Segmentation & Experience Personalization
- Next Best Interaction Across CX
- Operationalizing Customer Offer Recommendations

# World's premier commercial insurance brokerage company increases agility and reduces costs with Oracle CX

Consolidated 17 Salesforce instances and streamlined operations by leveraging a pre-integrated, single vendor solution.

Gained visibility within and across departments along with deep customer insights for better targeting and cross selling, by eliminating data silos with robust analytics and reporting.
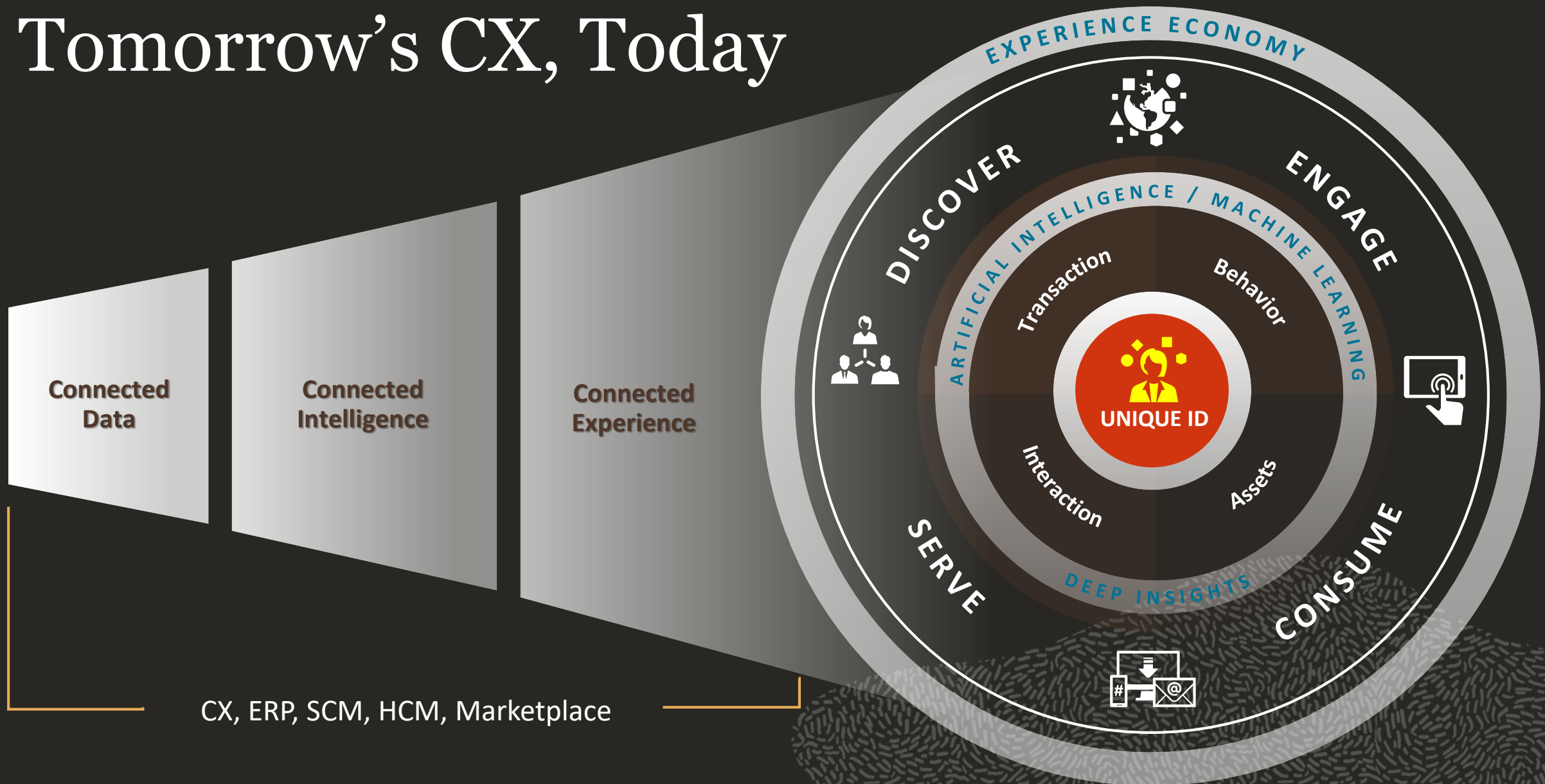
Implemented centralized account creation processes to support the mastering of account data making Oracle CX the source of truth for all account information.

**50%** **Reduction in Costs**

**1** **View of their Customer**

# Tomorrow's CX, Today

**Connected Data**

**Connected Intelligence**

**Connected Experience**

CX, ERP, SCM, HCM, Marketplace



EXPERIENCE ECONOMY

DISCOVER

ENGAGE

ARTIFICIAL INTELLIGENCE / MACHINE LEARNING

Transaction

Behavior

UNIQUE ID

Interaction

Assets

SERVE

DEEP INSIGHTS

CONSUME

**Marketing**
Acquisition
Orchestration
Segmentation
Data enrichment
Digital analytics
Personalization
Loyalty

**Sales**
Sales automation
Channel sales mgmt.
Sales team management
Data enrichment
Sales assistant
Sales planning
Incentive compensation

**Service**
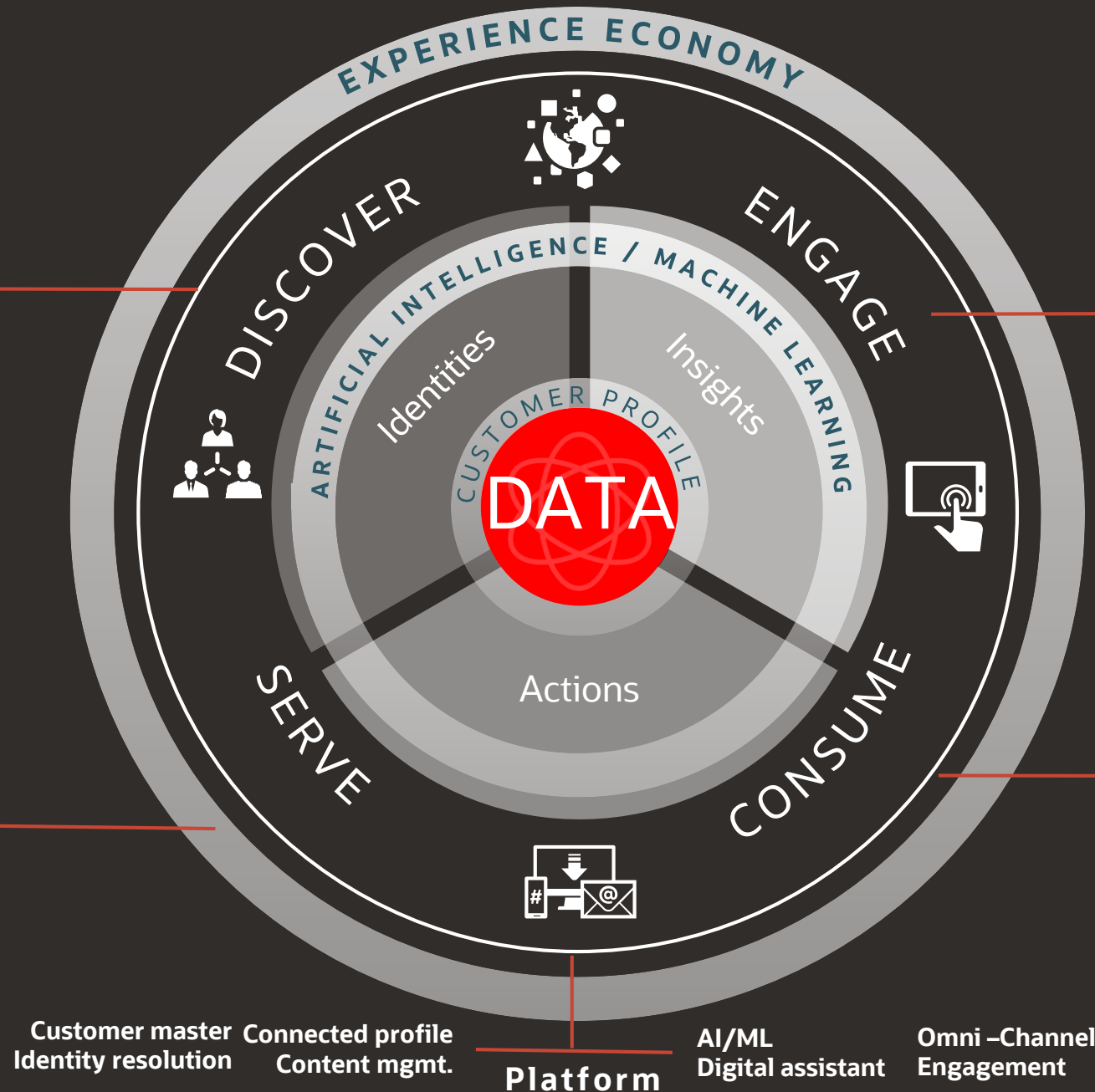Contact center
Knowledge management
Digital customer service
Chat/co-browse
Intelligent advisor
Service assistant
Messaging channels
Service logistics

**Commerce**
Content management
B2C commerce
B2B commerce
Digital Merchandising
Configure, price, quote
Intelligent Advice
Intelligent Application
Deal negotiation
Subscription

EXPERIENCE ECONOMY

DISCOVER

ENGAGE

SERVE

CONSUME

ARTIFICIAL INTELLIGENCE / MACHINE LEARNING

CUSTOMER PROFILE

Identities
Insights
Actions

**DATA**

**Customer master
Identity resolution**

**Connected profile
Content mgmt.**

**Platform**

**AI/ML
Digital assistant**

**Omni –Channel
Engagement**

# 30 Analyst Leader Awards

Sales Force Automation
Digital Commerce
CRM Suites For Enterprise
Digital Experience Platforms
CRM Customer Engagement Center
Field Service
Enterprise Marketing Software Suites
Configure-Price-Quote
Customer Service Solutions For Enterprise
Revenue and Customer Management for CSPs
Data Management Platforms
CRM Suites For Midsize
Customer Relationship Management
Customer Care Systems

Marketing Cloud Platforms
CRM Lead Management
Multichannel Campaign Management
Sales Performance Management
Digital Marketing Hubs
Sales Force Automation
Lead-To-Revenue Management
Cross-Channel Campaign Management
Email Marketing Service
Customer Service Solutions For Midsize
Manufacturing Configure, Price, Quote
Online Testing Platforms
Digital Commerce
Retail Omni-Channel Commerce
CRM Solution for Telecoms

# Engage:
## Driving Outcomes in Six Weeks

**Plan**

Placing your business in context of Oracle POV

**Contextualize**

Deeper Dive to understand your areas of focus

**Strategic Assessment**

Business Case based on Commercial Outcomes

**Optimize**

Deliver phased project scope, cost, time and ROI for the To-Be.

**Drive Outcomes**

Plan based on Get Started

Vision & Discovery

Implementation Review

Plan and Deliver

# Take the Siebel CRM Innovation Survey

**Let us help you kickstart your Siebel CRM transformation**

**https://go.oracle.com/siebelcrm-innovation**

# Thanks!

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# Poll Result:
## How many applications do you think are in your hairball?

1-10
11-20
21-50
50+



11%
35%
27%
27%

- 50+
- 21-50
- 1-10
- 11-20 ✓✓
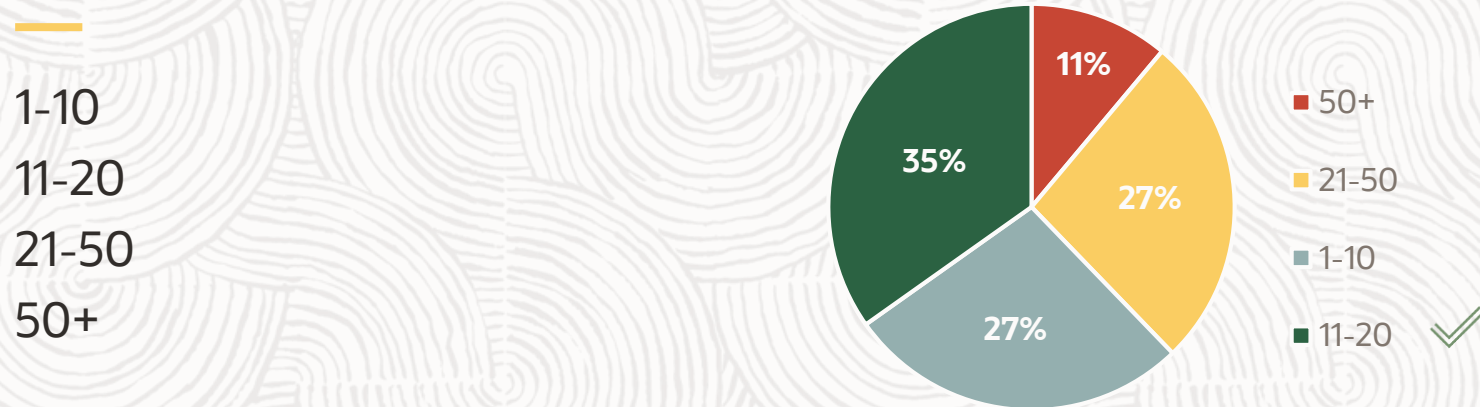
# Stay Connected

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# Useful Resources

Siebel CRM Blog
Siebel CRM YouTube
Siebel CRM Sales Team ✉
Siebel CRM ACS Services ✉
Oracle Support Value
Partner Spotlights

Siebel CRM Learning Subscription
(Free content, click Preview)
Siebel CRM Bookshelf
Siebel CRM Github
Siebel CRM Advisor Webcasts
My Oracle Support Community

Siebel CRM Statement of Direction
Siebel CRM Release Updates
Siebel CRM Premier Support
Datasheets – Features by Release
Siebel CRM Ideas (Collaboration)

Siebel CRM Customer Connect
CAB portal
LinkedIn Customer Connect
Newsletter Email Distribution list
(Customer) & (Partner)
Virtual CAB replays