ORACLE

Siebel CRM
Customer Success for Telco

—

Ashish Santuka, DGM, Airtel, India

Muhammad Umer Zameer, TPG Telecom (Vodafone Australia)

with Ravi Doraiswamy, Oracle Siebel CRM

September 2020

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.

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Oracle Siebel CRM

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Presenters

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airtel

Muhammad Umer Zameer
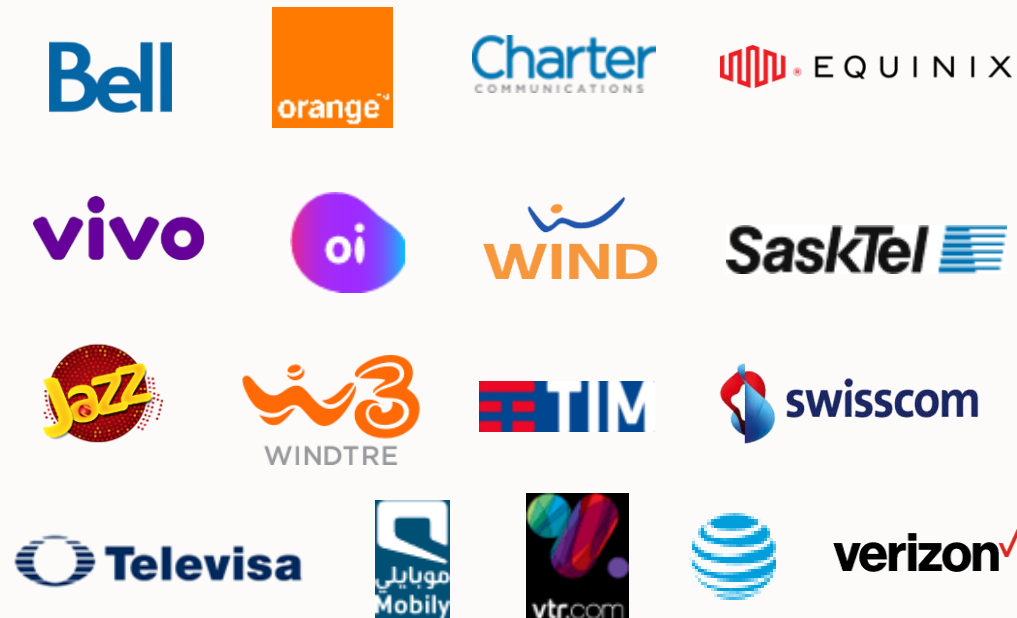
Technology Manager Care & Telephony

Thank you!

Recent Go Lives

Telco's Running Siebel CRM

New Wins

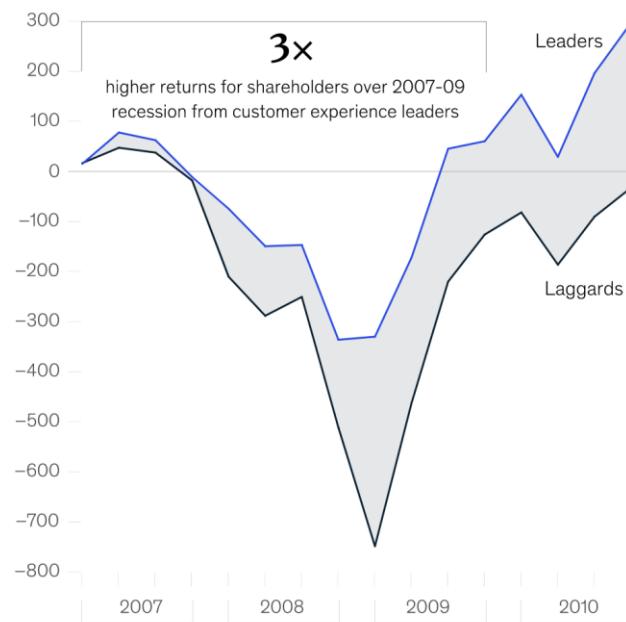**New** Siebel CRM implementation set to be one of the largest deployments worldwide

New Siebel Digital Transformation in progress!

Customer Experience: Key Driver post COVID world

Total returns to shareholders of customer experience leaders and laggards,[1] % by quarter

3×

higher returns for shareholders over 2007-09 recession from customer experience leaders

Leaders

Laggards

300
200
100
0
−100
−200
−300
−400
−500
−600
−700
−800

2007   2008   2009   2010

[1]Comparison of total returns to shareholders for publicly traded companies ranking in the top 10 or bottom 10 of Forrester's Customer Experience Performance Index in 2007–09.
Source: Forrester Customer Experience Performance Index (2007–09); press search

Focus on care and concern

- Reach out, but with support, not marketing

- Make a priority of employees and community

- Stay true to company purpose and values

Meet your customers where they are

- Innovate digital models to help customers weather the crisis safely from home

- Expand home delivery options

- Consider contactless operations

Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts

- Migrate customers to digital channels to save money and boost satisfaction

- Brick and mortar stores may look very different post-crisis

Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings

- Solicit employees for ear-to-the-ground insights

- Save time with "test and scale" labs

- Pay attention to "failure modes" indicating that you've missed customer signals

McKinsey & Company

Adapting customer experience in the time of coronavirus – McKinsey Insights
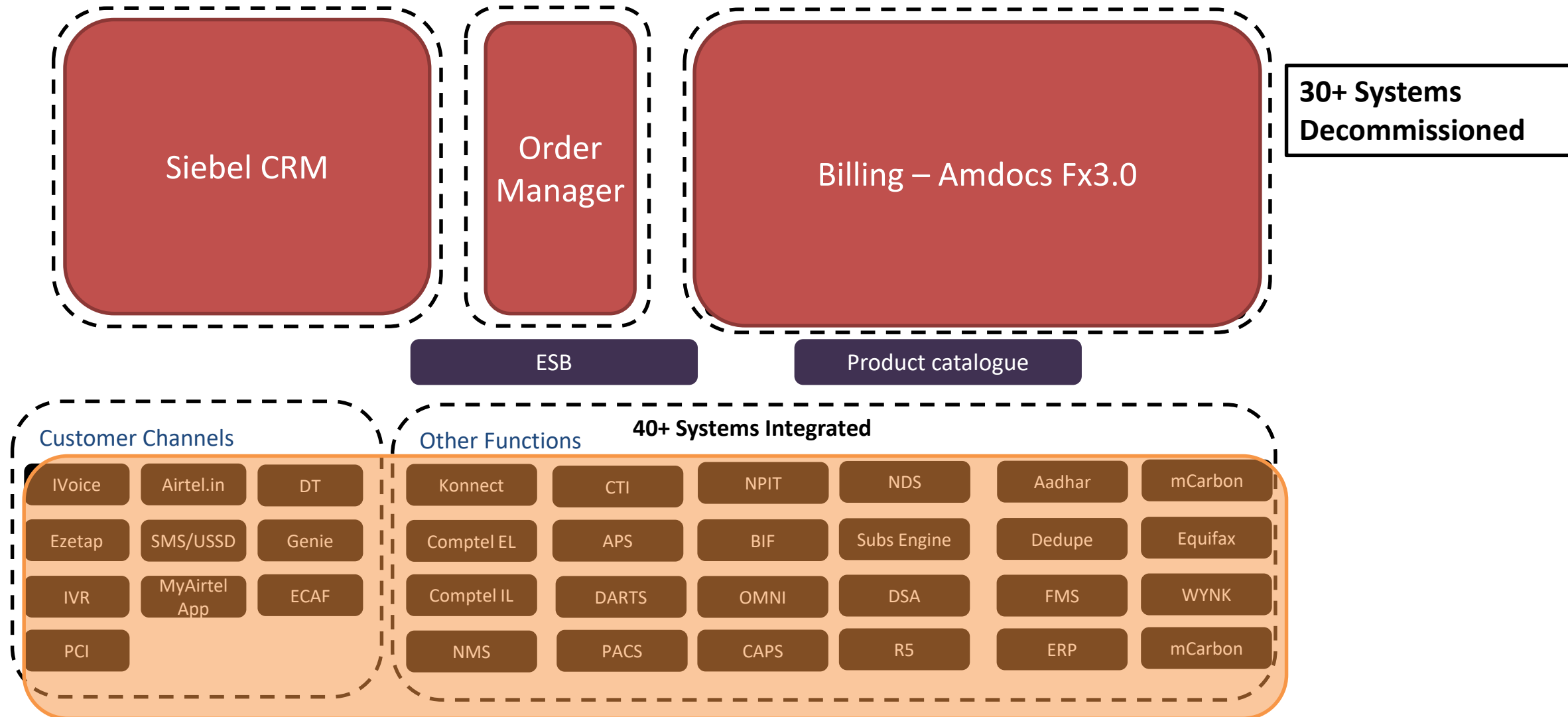
Siebel @ Airtel
2020

Airtel @Scale

# 2 Telecom Operator in India	**404+ Million** Customers	**40 Million** Banking Customers	**2.2 Million** Broadband Customers
1.1 Million On Payment Platform	**16 + Million** Active DTH customers	**HOMES Platform** 1 billing layer for all services	**THANKS** One of its Kind rewards Platform

YES WE CAN

Siebel @ Airtel

Siebel Deployments

Line of Business	Customers	Launch	Version	Deployed Capabilities
Postpaid Mobility	15M	2018	IP15	Assurance & Ordering
Sat. TV	18M	2019	18.x	Assurance
All B2C	3M / month	2020	20.x	Lead Management
Fixed Line	2.5M	2020(*)	20.x	Assurance & Ordering
Enterprise	200k	2020(*)	20.x	Assurance

- In-sourced core Center of Excellence (CoE)
- DevOps and Automation Enabled
- Commodity Infra across multiple locations

Landscape To-Be

OUR TIME IS NOW

30+ Systems Decommissioned

Siebel CRM

Order Manager

Billing – Amdocs Fx3.0

ESB

Product catalogue

Customer Channels

IVoice	Airtel.in	DT
Ezetap	SMS/USSD	Genie
IVR	MyAirtel App	ECAF
PCI		

Other Functions

40+ Systems Integrated

Konnect	CTI	NPIT	NDS	Aadhar	mCarbon
Comptel EL	APS	BIF	Subs Engine	Dedupe	Equifax
Comptel IL	DARTS	OMNI	DSA	FMS	WYNK
NMS	PACS	CAPS	R5	ERP	mCarbon

Postpaid Mobility

Summary

- 2+ years to launch and migrate
- 600K orders processed / day
- 11M transactions / day
- 16k concurrent sessions
- 187 custom views
- 93 bulk jobs

Lessons

- Configurator Performance
- Keep UI Light / Vanilla
- Carefully vet resourcing

Business Value

- Stable Platform
- Customer 1-View
- Continuous change delivery

OUR TIME IS NOW

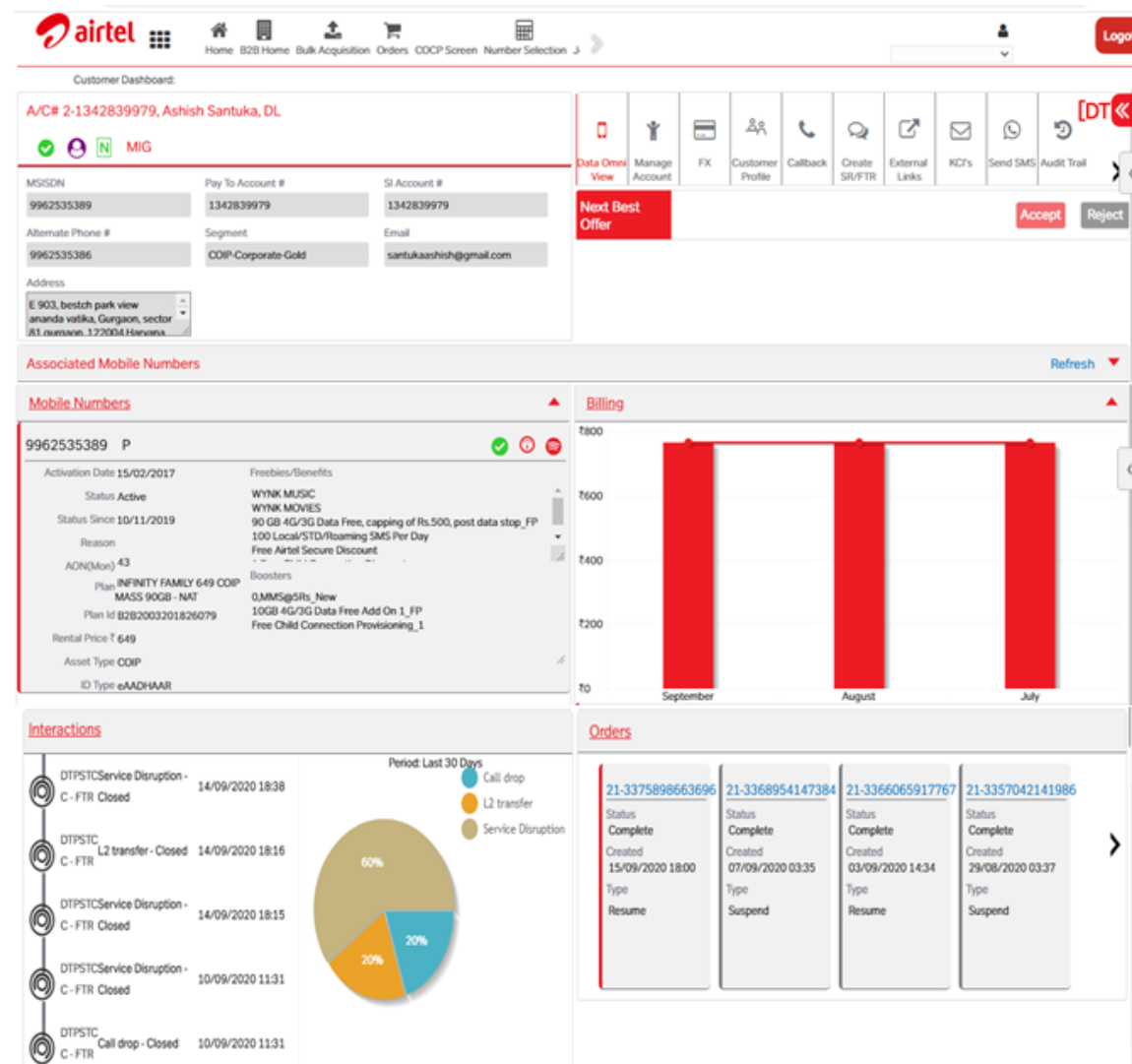# Postpaid UI Use Case: Customer 360

About View: Critical customer information (Customer profile ,Associated numbers , Asset ,Billing ,SR ,Order) and quick links to resolve 90% of customer issue

Issue: Post beta launch business acceptance was not there and general perception got build "Siebel is slow" ,hampering Pan India rollout

Improvement: Response time was improved to **1.4 sec** from **8.9 sec** (specifically circles with low bandwidth Avg response time was in tune of 25s+ which was improved to 2.3 sec)
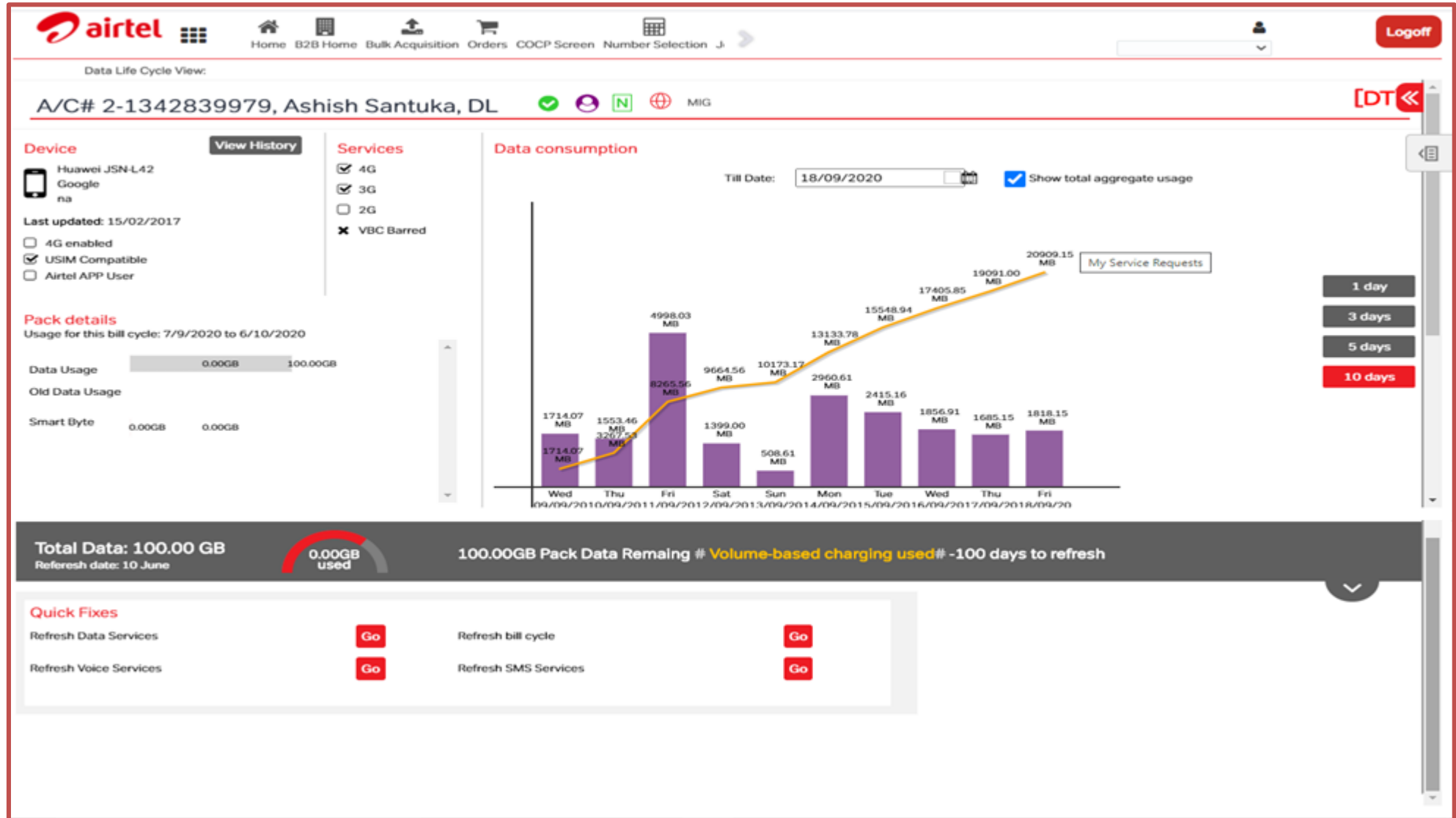
How was it done?

- ✓ 113 server round trips reduced to 23

- ✓ 13000 lines of JS code was reduced to 900 lines

- ✓ OOTB NavLinks ,dashboards were used rather custom sections

- ✓ 2/7 API calls were made parallel using ESB layer

Data Omni View

Postpaid UI Use Case: Omni view & Mobile Services

Postpaid Order API and Bulk Use Case

Order API

Use case: Order Capture and Failure Rate - Failure rate was 15%; We implemented business rules using eligibility / compatibility and the response time was up to 21s.

Improvement: Response time was improved to ~ 2-5 sec from 11 -21 sec and success rate was improved to **99.87%**. Order related Customer complaints reduced by **95%**

How was it done?

- ✓ Using XSLT 3.0 all static validations were implemented
- ✓ ISS Promotion Upgrade Workflow was upgraded to use In-Memory configurator engine
- ✓ Optimized writes/updates and usage of thin BC wherever needed
- ✓ All failure scenarios were tackled during Order creation

B2B Bulk

Use case: As part of B2B bulk execution we have to invoke up to 8 API for each record. 60% bulk failures with either order structure or API failures. Bulk component used to have 500 to 1000 crash in a day

Improvement: Bulk success rate was improved to **99.1%**

How was it done?

- ✓ Throttled order creation
- ✓ Stages where defined for API invocation and retry logic was build (3 retry in 5 min each , post that 6 retry in 30 mins interval) from the stage where it failed
- ✓ Used Python and xslt to do field validation and upload bulk records 200k in 3 minutes
- ✓ Implemented feature for test execution for huge bulk beyond 10k orders

Postpaid DevOps Use Case

Use case: Post deployment scenarios like retrofit miss, code not deployed in all servers, Code overwritten was very common

Improvement: 16 Automated deployment across environment, Near zero time deployment,13 environments were reduced to 5 (Dev,SIT,PT,Pre Prod,Prod). 4 Siebel admin were reduced to 1 SME

How it was done!

1. Behavior change in developers/Lead to check-in code and do code review/comparison before merge
2. Parallel development using Bit bucket branches rather distinct Siebel environment
3. Checks build in before code merge to ensure error handling and best practices are followed
4. Tracking all deliverables for defects/User story via jira tickets

Layer	Nodes	Compute
Web	6	8 Core,100 GB RAM
Gateway	1	16 Core,100 GB RAM
Filesystem		NAS
App	65	16 Core,100 GB RAM
DB	2	48 Core,436 MB RAM
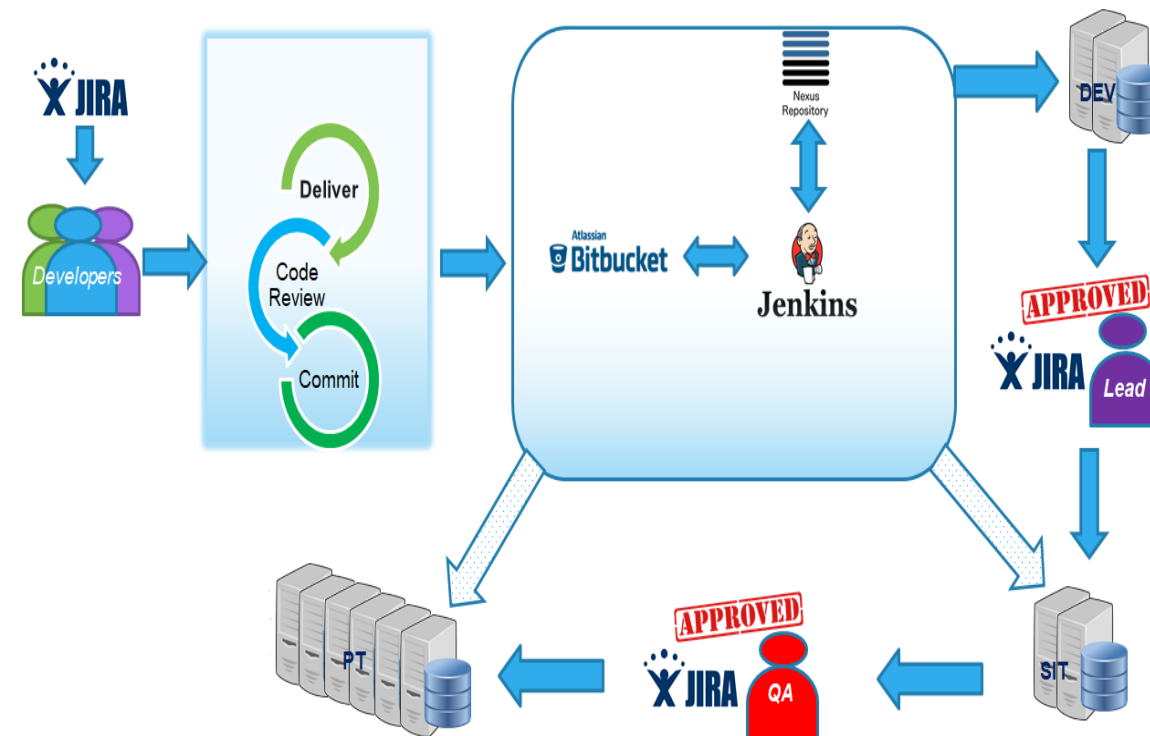
What we want to do next?

1. Fixed line transformation by Dec '20 and pan India roll out by Mar '21

2. Upgrade Postpaid and Sat TV to latest Siebel version

3. Kafka integration for all Siebel instances

4. Auto heal customer issues

5. Active-Active DR

Siebel @ Airtel
2020

Siebel Upgrade & Business Enablement

Content

- TPG Introduction

- Siebel CRM @ Vodafone Australia

- Siebel CRM Upgrade Cut-Over Strategy and Overview

- User Journey Enhancements Using Siebel OpenUI

- Siebel CRM Roadmap Business Enablement

Introduction
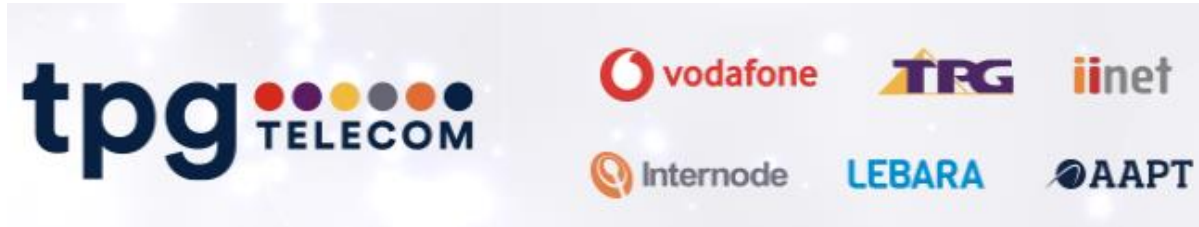
Strong customer base
~6m mobile subscribers & 2m+ fixed households

2nd largest fixed voice & data network
27,000km metro & inter-capital fibre,
national voice network, regional HFC & VDSL networks

Extensive national distribution
400+ points of presence including ~100 company owned stores,
dealers and partners, 5 call centres, online and mass channels

Long-term spectrum licences
700, 850, 1800, 2100, 2600, 3600 MHz bands until 2028.

7,000km submarine cable connecting Sydney to Guam,
international links to NZ, SG, HK, JP, US

Consumer & Enterprise (Business, Wholesale and Government) products and capability
Mobile phone and broadband services and devices incl. International
Roaming, Fixed Line Internet incl. IPTV, Home phone & VOIP, Cloud
computing and Business networking solutions

~8,000 FTE people and call centre partners
Main offices in Sydney, satellite offices in other states
Call centres in Hobart, Mumbai, Pune, Auckland, Manila, Capetown

Siebel Vodafone Australia

Siebel @Vodafone

Oracle Siebel is Vodafone's core CRM/Order Management application used for all customer types. Single instance caters for both Consumer and Enterprise Customer. Siebel was upgraded from IP2013 to 20.x starting Jan 2019 and finishing Feb 2020 with a parallel run of both Old and New Siebel for 2 months while application users and north/south integrations were migrated to new Siebel.

Avg Siebel User/Day

1250 CARE USERS
1000 RETAIL USERS

4.8 M
Orders Throughput
Per Month

750 K
Average Interface
Inbound Requests
Per Day

5 Seconds
Average Response
Time
with Inbound
Requests

% Orders Across
Channels

- Retail/Dealer
- Care
- Online
- Bulk/Batch

Vodafone Australia (TPG Telecom Ltd.) Enterprise Architecture
(CRM viewpoint)

Kogan Customer

kogan.com

Vodafone Customer

NBN Fixed Broadband Activation

NBN Broadband (over Fibre / Copper)

BNG (Nokia)

Other Telecom Operators

nbn

NBN B2B Gateway

NBN Co. Service Portal

Kogan Landscape

Kogan System

Kogan Website

Kogan Modem Packaging & Shipment

Customer Sales, Service

Social Channels

Customer Care (IVR)

Vodafone Stores (Retail & Dealer)

Customer Sales, Service (Digital Platform)

Vodafone eStore (vodafone.com.au)

Connect (Voice, NBN) Upgrade (Voice)

Vodafone MyAccount (Self Service)

Website   Mobile App

PPOL

Prepay Registration Recharges

AAA

Track & Trace

DAS   RPM

SIM Activation

(Walkout Working / Vodafone Wifi Hub)

Vodafone Network Systems

HLR   FNR   One NDS   PCRF   SMSC

Network Provisioning (ASAP)   Mediation   OCSG

SES (eSIM Specific)

Entitlement Server

Websheet

HOBS B2B Gateway (NBN Provisioning)   TATA

eSIM Specific

LEAP

SMDP

Enterprise Middleware – Oracle Fusion   ORACLE

VF Fusion   SS2 Fusion   MNP Fusion   NBA Fusion   FORT   FOAM

ABN/ABR Lookup

MYOB

IPND

Other 3rd Party Systems

Database View Stored Procedure (JDBC)

Database View Stored Procedure (JDBC)

CITRIX for Siebel App Access
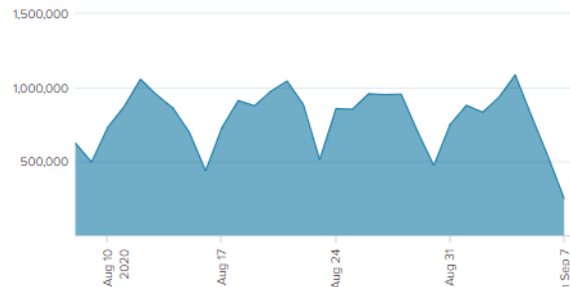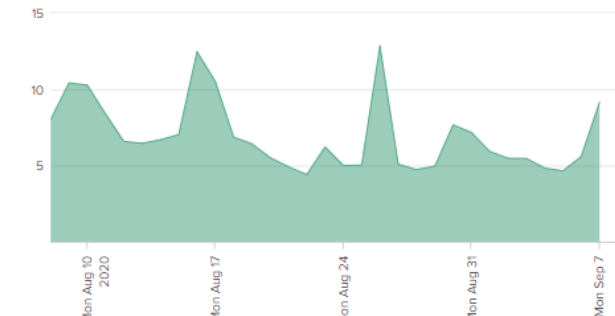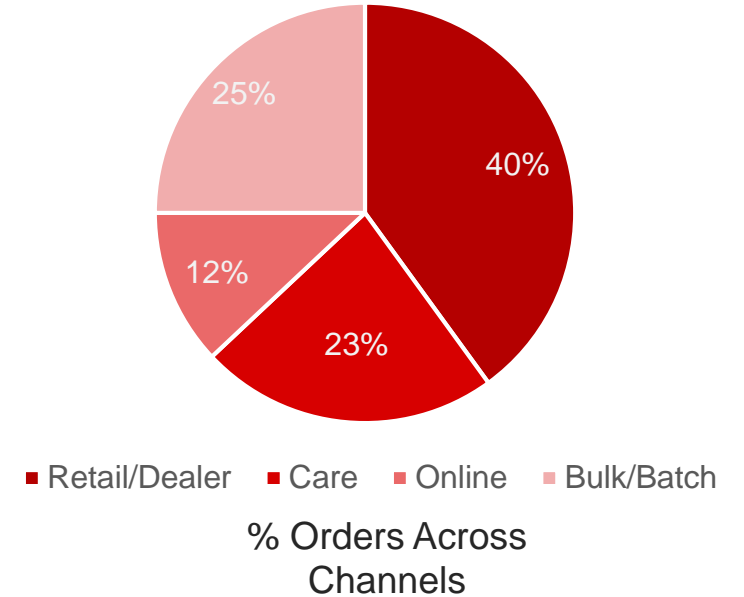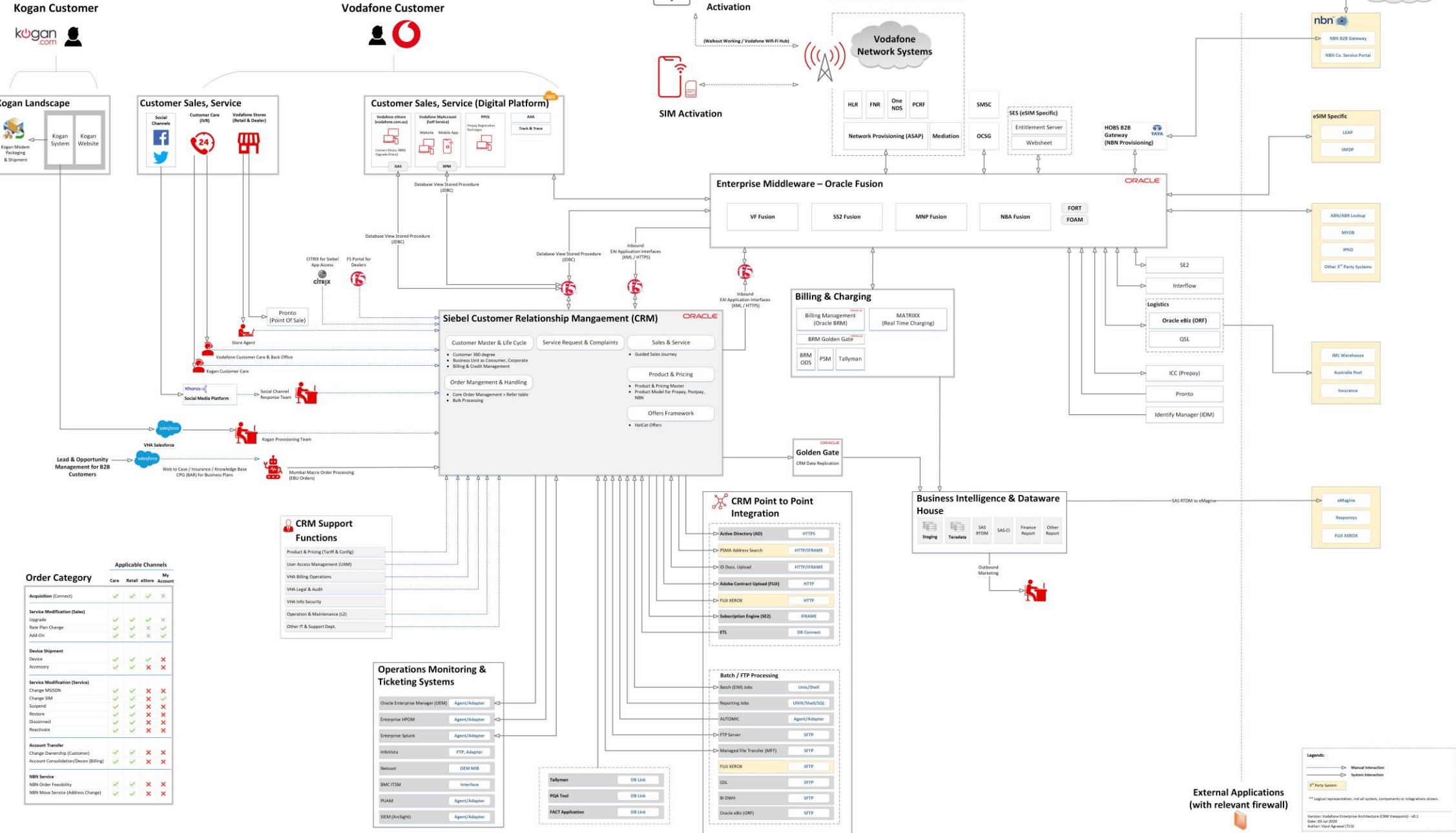
F5 Portal for Dealers

CITRIX

F5

Pronto (Point Of Sale)

Store Agent

Vodafone Customer Care & Back Office

Kogan Customer Care

Database View Stored Procedure (JDBC)

Inbound EAI Application Interfaces (XML / HTTPS)

F5   F5

Inbound EAI Application Interfaces (XML / HTTPS)

SE2

Interflow

Logistics

Oracle eBiz (ORF)

QSL

Siebel Customer Relationship Mangaement (CRM)   ORACLE

Customer Master & Life Cycle
- Customer 360 degree
- Business Unit as Consumer, Corporate
- Billing & Credit Management

Service Request & Complaints

Sales & Service
- Guided Sales Journey

Order Mangement & Handling
- Core Order Management > Refer table
- Bulk Processing

Product & Pricing
- Product & Pricing Master
- Product Model for Prepay, Postpaid, NBN

Offers Framework
- HatCat Offers

Billing & Charging

Billing Management (Oracle BRM)   MATRIXX (Real Time Charging)

BRM Golden Gate

BRM ODS   PSM   Tallyman

ICC (Prepay)

Pronto

Identify Manager (IDM)

IML Warehouse

Australia Post

Insurance

Khoros

Social Media Platform

Social Channel Response Team

salesforce
VHA Salesforce

Kogan Provisioning Team

salesforce

Lead & Opportunity Management for B2B Customers

Web to Case / Insurance / Knowledge Base CPQ (BAR) for Business Plans

Mumbai Macro Order Processing (EBU Orders)

Golden Gate   ORACLE

CRM Data Replication

Business Intelligence & Dataware House

Staging   Teradata   SAS RTDM   SAS-CI   Finance Report   Other Report

SAS RTDM to eMagine

eMagine

Responsys

FUJI XEROX

Outbound Marketing

CRM Point to Point Integration

Active Directory (AD)	HTTPS
PSMA Address Search	HTTP/IFRAME
ID Docs. Upload	HTTP/IFRAME
Adobe Contract Upload (FUJI)	HTTP
FUJI XEROX	HTTP
Subscription Engine (SE2)	IFRAME
ETL	DB Connect

CRM Support Functions

Product & Pricing (Tariff & Config)

User Access Management (UAM)

VHA Billing Operations

VHA Legal & Audit

VHA Info Security

Operation & Maintenance (L2)

Other IT & Support Dept.

Order Category

Order Category	Care	Retail	eStore	My Account
Acquisition (Connect)	✓	✓	✓	✗
Service Modification (Sales)				
Upgrade	✓	✓	✓	✗
Rate Plan Change	✓	✓	✗	✓
Add-On	✓	✓	✗	✓
Device Shipment				
Device	✓	✓	✓	✗
Accessory	✓	✗	✗	✗
Service Modification (Service)				
Change MSISDN	✓	✓	✗	✗
Change SIM	✓	✓	✗	✓
Suspend	✓	✓	✗	✗
Restore	✓	✓	✗	✗
Disconnect	✓	✓	✗	✗
Reactivate	✓	✓	✗	✗
Account Transfer				
Change Ownership (Customer)	✓	✓	✗	✗
Account Consolidation/Decon (Billing)	✓	✗	✗	✗
NBN Service				
NBN Order Feasibility	✓	✓	✗	✗
NBN Move Service (Address Change)	✓	✓	✗	✗

Applicable Channels

Operations Monitoring & Ticketing Systems

Oracle Enterprise Manager (OEM)	Agent/Adapter
Enterprise HPOM	Agent/Adapter
Enterprise Splunk	Agent/Adapter
InfoVista	FTP, Adapter
Netcool	OEM MIB
BMC ITSM	Interface
PUAM	Agent/Adapter
SIEM (ArcSight)	Agent/Adapter

Tallyman	DB Link
PQA Tool	DB Link
FACT Application	DB Link

Batch / FTP Processing

Batch (EIM) Jobs	Unix/Shell
Reporting Jobs	UNIX/Shell/SQL
AUTOMIC	Agent/Adapter
FTP Server	SFTP
Managed File Transfer (MFT)	SFTP
FUJI XEROX	SFTP
QSL	SFTP
BI DWH	SFTP
Oracle eBiz (ORF)	SFTP

External Applications (with relevant firewall)

Legends:
- Manual Interaction
- System Interaction
- 3rd Party System

** Logical representation, not all system, components or integrations shown.

Version: Vodafone Enterprise Architecture (CRM Viewpoint) - v0.1
Date: 03-Jul-2020
Author: Vipul Agrawal (TCS)

Public

Siebel Upgrade, Benefits & Realisation

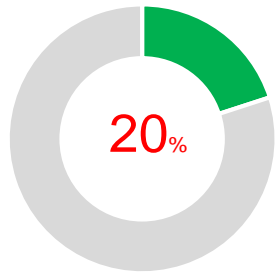| Modern User Interface | Device Agnostic | Time-to-Market | One Application for Frontline | Improved Performance | Zero Downtime Deployments | On Prem Cloud |

Faster User Journeys

20%

› **Faster** Sales Process with Improved AHT in Retail stores and Contact centre for top transactions.
› Improved User Experience
› Browser independence for Retail as well as Dealers.

Reduced Time to Market

40%
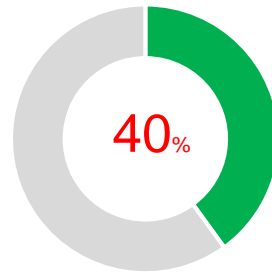
› **Automated Testing** for quicker turn around
  - 50% Automation of test cases
  - 80% Reduction in time to perform Performance Testing
› **Reduced Time to Market**
  - *Fortnightly Release* Model for minor enhancements

Improved Performance

30%
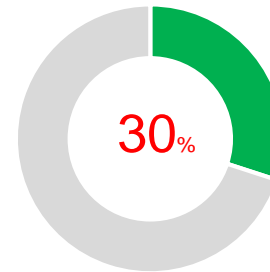
› **Up-to 30% performance improvement** in all critical transaction ranging from user navigation , Connect/Upgrade Sales Journeys etc.
› Improved platform stability
› Improvement in Bulk processes and reporting

No Outage Deployment

99%
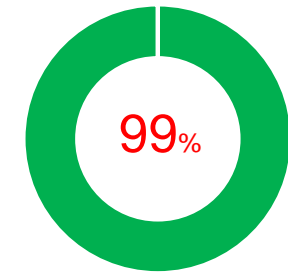
› **No outage deployment** for Small/Medium Siebel enhancement
› On-Prem Cloud Infrastructure
› Continuous Integration / Continuous Deployment (CI/CD) model

Siebel Upgrade IP2013 to 20.x

Siebel Technical Upgrade

Components	From	To
Siebel App	8.1 IP2013	19.12
DB	11g	12c
Goldengate	11g	19.1
Database OS	Solaris	Oracle Linux 7
Database Infra	T5 Sparc	Exadata
APP OS	RHEL 6.5	RHEL 7
APP Infra	HP VMs	Cisco VMs

vodafone | **TATA CONSULTANCY SERVICES**

TCS has been onboarded as strategic prime system integrator (SI) for Siebel version and platform upgrade program with e2e ownership of execution of program.

Siebel Technical Upgrade Timelines

| Q1 19 | | Q1 19 | **Major Functional Releases Deployed on Older Version of Siebel CRM** | Q4 19 | Feb 20 | Apr 20 | Jul 20 |

Oracle Exadata

19.1 19.2 19.3 19.4

Siebel Upgrade Kick off

Retrofit all ongoing project code

Cutover Start

Siebel Upgrade Complete

Infrastructure Setup on Exadata and Cisco VMware

All business requirements were developed and deployed on older versions Siebel The code was retrofitted in 19.x testing environments.

Users were migrated from Old to New Siebel whilst both application Live

Public

Siebel Infrastructure Archit

- VHA infrastructure for Siebel is implemented across two data centre sites:
  - Newington
  - Erskine Park.
- There is cross site redundancy for Siebel.
- The VHA Siebel Enterprise is configured for availability on both sites with file system replication at the storage layer and database replication using GoldenGate. When a site becomes completely unavailable, the Disaster Recovery (DR) process is initiated and Siebel cuts-over all traffic and communications to the secondary instance with an up to date file system and database.

Major challenges

- How to Failover Gateway along with Database to other site at time of Disaster Recovery.

Key Highlights

- Custom solution was built for seamless gateway failover across 2 geo redundant sites , Despite OOTB limitations of n+1 minimum note requirement of zookeeper.
- Total time of Failover = ~ **4 minutes**
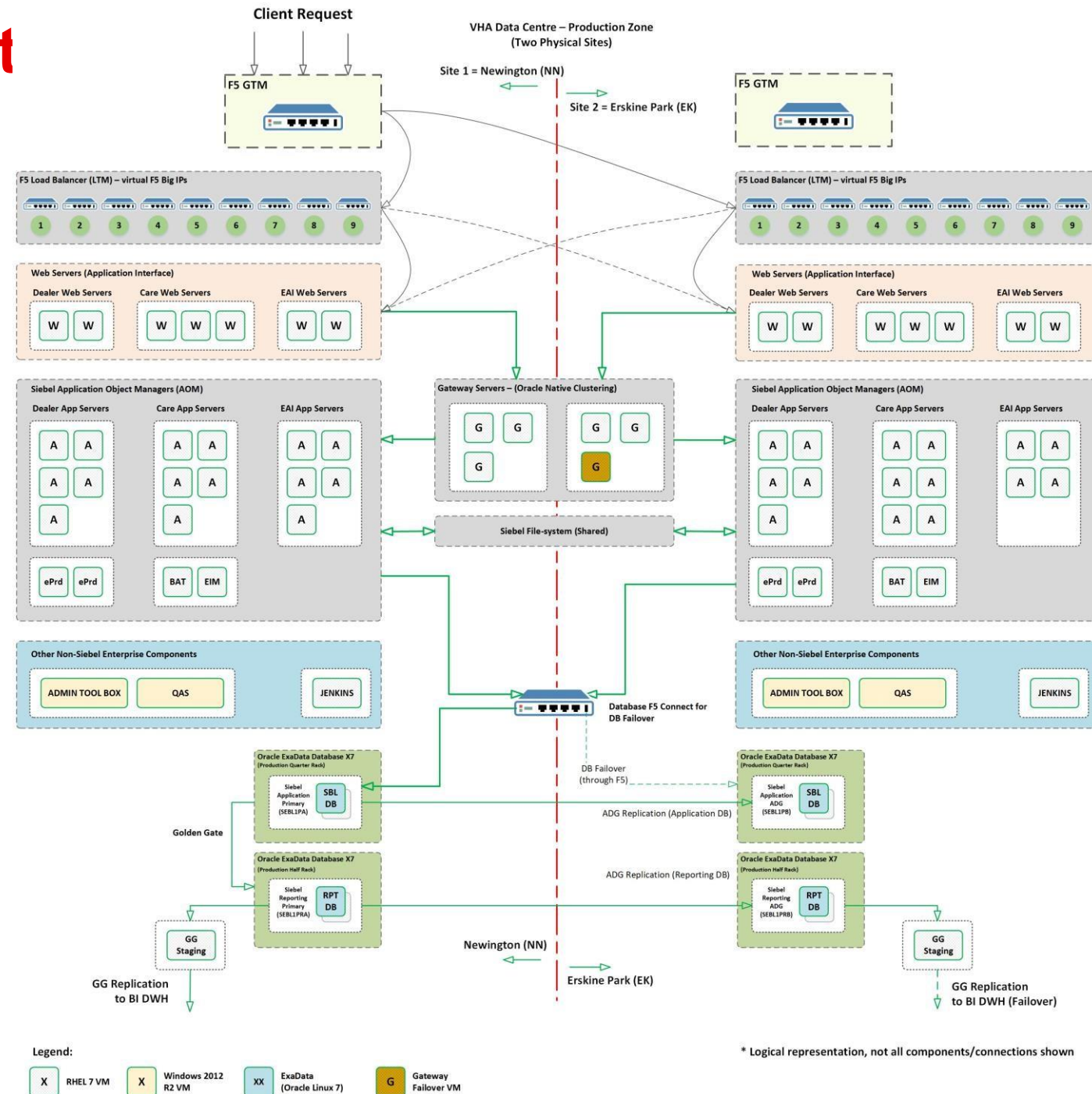
Siebel Upgrade Zero Downtime Cut-Over

Golden Gate Upgrade Active-Active Golden Gate Design for the availability of both the Applications.

› An optimum solution to have Zero Impact on Production database.
› Unique GG Design to maintain near Real Time Bi-Directional Replication between the databases.
› Upgrade and Downgrade Transformation Logics to convert data between two Siebel versions.
› Time based CDR (Conflict Detection & Resolution) Strategy to maintain same data on both the Applications.
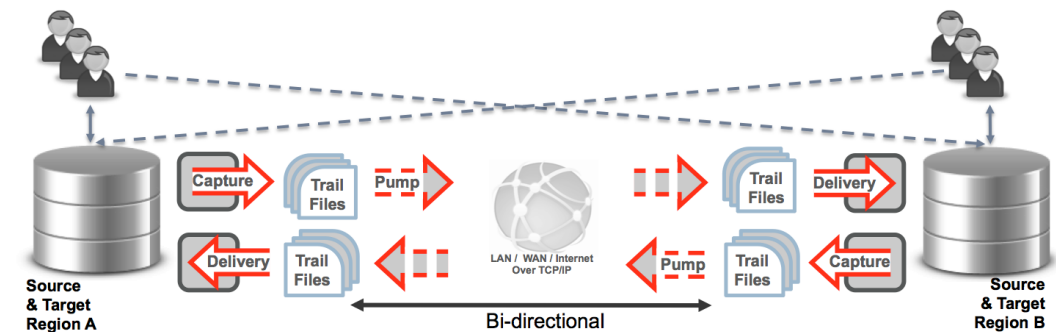
GG Version Upgrade [11g to 12c]	Active-Active GG Replication Stream	Data Transformation Rules	Migration for Existing GG Streams	Conflict Handling, Lag Control Configuration & Strategy	Cut-over Strategy & Deployment
Migration Installation	Active-Active Data Replication Design & Implementation	Data Transformation design as per IP2017 data model changes	› Re-build Golden Gate process to leverage 12c optimization › GG2, GG3, GG4 + Inflight projects	Conflict handling and lag control strategy	Migration Planning for all GG streams

Golden Gate Implementation Review, Reports, Monitoring and Reconciliation

How we achieved Zero Downtime Cut-Over

Siebel Database: 25TB

Database & Golden Gate Migration View

CRM_GG_D – Active – Active (Bidirectional Sync)

8.1.x Siebel Database

[Oracle 11g]

Migration Copy

[Oracle 11g]

19.x Siebel Database

[Oracle 12c]

12c Upgraded Siebel Database for both Siebel OLTP

CRM_GG_2

Storage Replication

GG2

Reporting Databases

CRM_GG_1

8.1.x BCV Copy Database

[Oracle 11g]

8.1.x Read Replica Database

[Oracle 11g]

19.x Read Replica Database (1)

[Oracle 12c]

18.x Read Replica Database (2)

[Oracle 12c]

Site Redundant Reporting Databases

Business Continuity Volume DB decommissioned in Target environment

GG3

BI DWH Active Staging

[Teradata]

CRM_GG_3

BI DWH

CRM_GG_4 – Care-flight
CRM_GG_5 – RTDM

Veridata Data Quality

[OGG Veridata]

Existing Siebel 8.1.x Stack

DB Migration during Siebel Upgrade Deployment

DB Stack and GG Stream in New IP2017 Stack

Active – Active (Bidirectional Sync)
Only for Siebel Upgrade Cut-over

Public

Siebel Upgrade Technical & Business Migration Plan

T – 1, (Application Build & Pilot)
› Siebel Upgrade
› Setup batch job infrastructure
› Configure 19.x – Fusion connection
› Start 8.1.x – 19.x GG Sync (One Way)
› Start 19.x – Reporting GG Sync
› Enable DB replication to secondary Database

T – 2, (Database Build)
› Clean-up Siebel 19.x Production Environment
› Copy 8.1.x Production to 19.x environment
› Start GG extract in 8.1.x Database
› Upgrade 19.x DB to Oracle 12c
› Database defragmentation
› Verify Siebel Platform Install

Fusion
› Stored Procedure (Sharing)
› Other Stored Procedure
› Read Only HTTP Interfaces
› Write HTTP APIs (CreateOrder etc.)

Decommission Stack
› Shut-down Web Server
› Shut-down App. Server
› Shut-down GG (DON) Stream
› Shut-down Siebel DB
› Decommission Stack
› Siebel NPE Instances Decommission

Database Setup — 1 Week
Siebel App. Setup — 3 Days
Siebel Batch Jobs (Extracts) — Enabled
Other System Repointing — Enabled
Siebel Batch Jobs (Remaining) — Enabled
Old Siebel Stack Decommission — Start
Fusion — 1 Week
Digital (DAS etc.) — Enabled
Golden Gate Active-Active — Enabled
Golden Gate Forward Sync — Enabled
GG Extract @ Source — Enabled
Stop Siebel Archival — Disabled
BI DWH — Enabled
GG Replication Old – New Siebel — Disabled
Point of No Return PONR — Info

Go Live

Technical System Activities

User Migration Activities

T - 3 | T - 2 | T - 1 | **D** | T + 1 | T + 2 | T + 3 | T + 4 | T + 5 | T + 6

Legend:
T = Weekly Timeline
D = Deployment Day

Red: Database Activities
Green: Siebel App
Blue: Interface

Public

	Pilot	T+1	T+2	T+3	T+4	T+5
Siebel Upgrade Project Team	100%					
VHA Technology & Architects	100%					
Siebel L2 Operations	100%					
Customer Care	Pilot	30 %	20 %	30 %	15 %	5 %
Retail & Dealers	Pilot	30 %	20 %	30 %	15 %	5 %
VHA Tariff & Config – T&C	Pilot	100 %				
Other User Groups			100 %			

End User Migration Complete

User Journey Enhancements Using Siebel OpenUI

User Experience Improvements

Siebel Open UI Enhancements

Customer 360° View

> Vodafone branded theme for colour, logo, images etc.
> **Dashboards** – Postpay, Prepay and Fixed Dashboards
> **User Journeys** – A more intuitive user journeys
> - A more intuitive user journeys
> - Graphical display of Payment and Invoices
> - Enhanced error display across application features

> **TBUI Journey** –
> - Improved launch capability from Home Page – reduced clicks
> - Percentage progress bar display for steps completed
> - Intuitive Session Details Information
> - Improved and streamlined configuration for different controls to display full text of fields – e.g. Address info etc., it is applicable to all Connect flows
> - Connect NBN – Reduced clicks to perform NBN Site Qualification and improved UI with collapsible sections
> - Change SIM – Improved click stream navigation

> **Product Configurator** –
> - Improved UI and product selection capability
> - JPGs for all Products to provide Digital Look for Retail Staff.

> **Application Unification** –
> - Single application for Retail and Care application.

Public

Enhanced User Experience

- Omni Channel Experience
- Usability aligned with un-assisted Channel
- Modular approach to build key objects and re-use for other user journeys.

Network Services Agreement — vodafone

Mr. Henry Williams

Date	20/05/2020
Billing Cycle Date	20
Shared Service	Yes
Connection Type	New Connection

- Upfront Contract Review before Sale
- No-Bill Shock for Customers

Public

User Experience Continued

Shopping Cart in Siebel replacing external Calculator

Agents know what they are selling while they are selling.

Selenium was used to compare Native (old) with TBUI (new) flows.

~50% improvement in AHT was observed which does not includes any customer conversations

Pagewise Elapsed time - TOT

Key Indicators of AHT
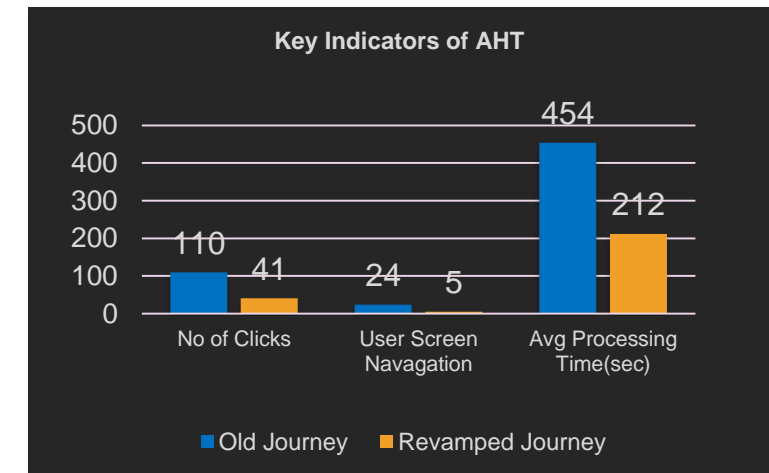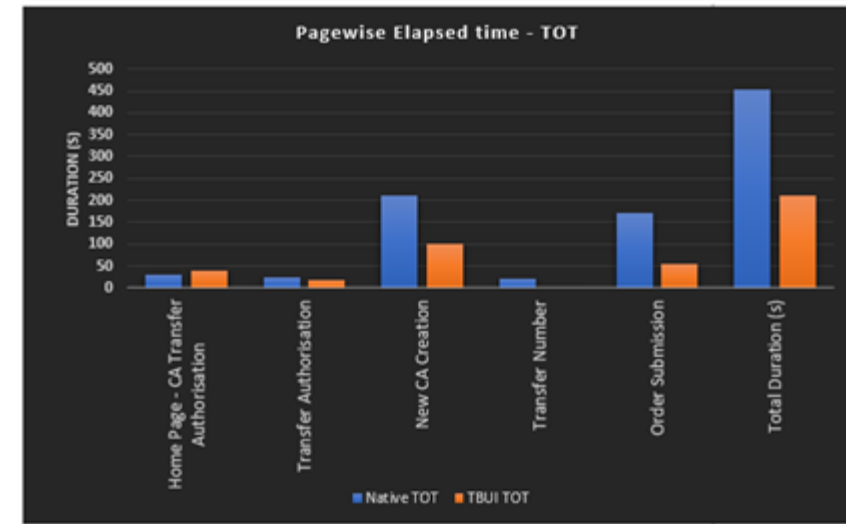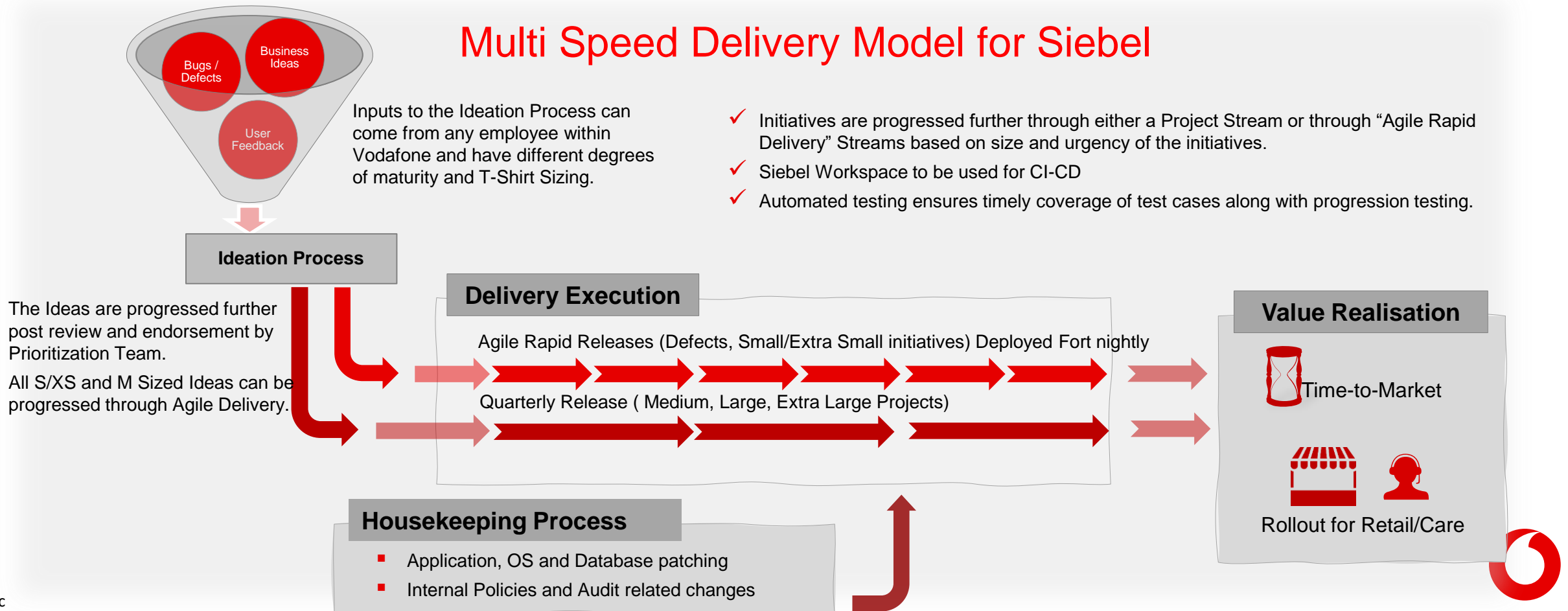
**Siebel 20.x
Rapid Release**

Siebel as Digital CRM

Re Design of User Journeys for all Assisted Channels using Rapid Release Model based on below principles

- UX CX First for all initiatives
- Uniform Journeys across Customer/Dealer/Retail/Care
- Content Management as-a-service for all Technology applications
- All journeys to be revamped and quickly switched to Modern User Experience

Multi Speed Delivery Model for Siebel

Bugs / Defects

Business Ideas

User Feedback

Inputs to the Ideation Process can come from any employee within Vodafone and have different degrees of maturity and T-Shirt Sizing.

✓ Initiatives are progressed further through either a Project Stream or through "Agile Rapid Delivery" Streams based on size and urgency of the initiatives.
✓ Siebel Workspace to be used for CI-CD
✓ Automated testing ensures timely coverage of test cases along with progression testing.

Ideation Process

The Ideas are progressed further post review and endorsement by Prioritization Team.

All S/XS and M Sized Ideas can be progressed through Agile Delivery.

Delivery Execution

Agile Rapid Releases (Defects, Small/Extra Small initiatives) Deployed Fort nightly

Quarterly Release (Medium, Large, Extra Large Projects)

Value Realisation

Time-to-Market

Rollout for Retail/Care

Housekeeping Process

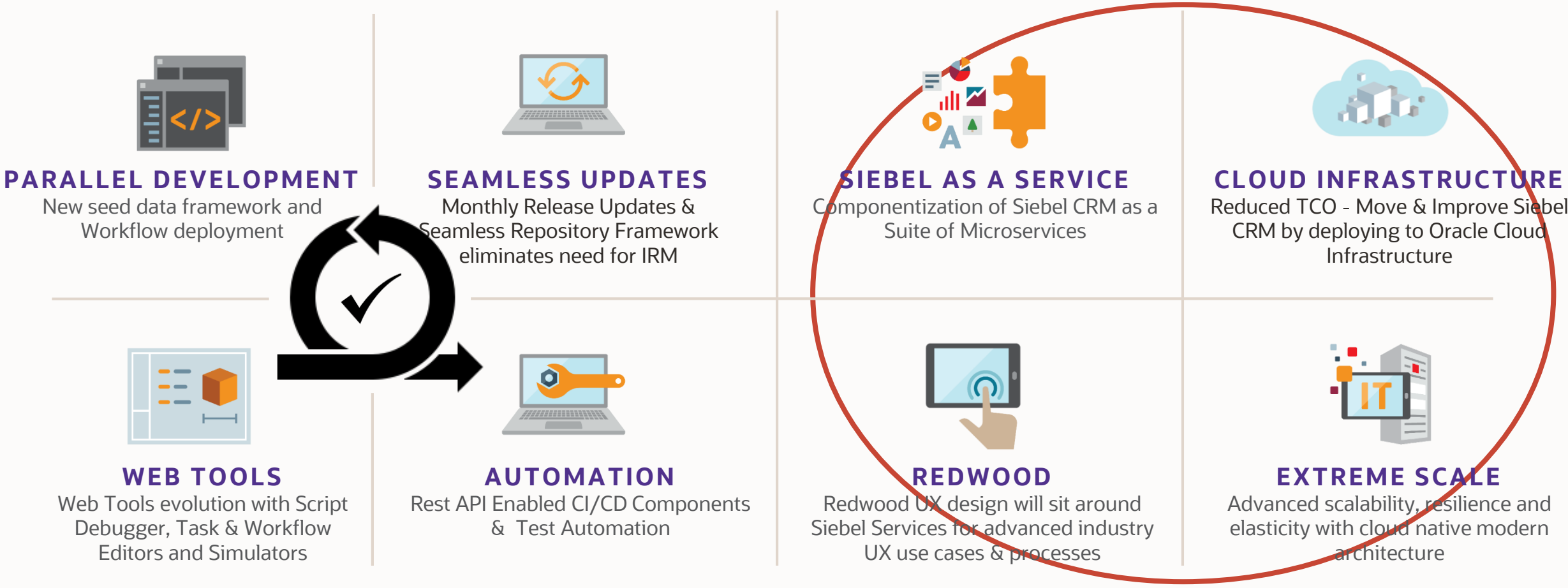- Application, OS and Database patching
- Internal Policies and Audit related changes

Thank You

What's Next

Siebel as a Service

Leverage Siebel components & Redwood for advanced customer UX & intelligence asks

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

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

AUTOMATION
Rest API Enabled CI/CD Components & Test Automation

REDWOOD
Redwood UX design will sit around Siebel Services for advanced industry UX use cases & processes

EXTREME SCALE
Advanced scalability, resilience and elasticity with cloud native modern architecture

Defining a Modern Architecture for Siebel CRM

"Cloud Native"

Cloud native technologies empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds.

—

Containers, service meshes, microservices, immutable infrastructure, and declarative APIs exemplify this approach.

Oracle Digital Experience for Communications

A new paradigm for *radical* transformation in the experience economy

Oracle Digital Experience for Communications
Wednesday 23 September, 08.00 PDT

Highlights

- 1st app: 2 years, 2nd app: 6 months (18M customer)
- 3 applications since 2018, 2 more in progress
- Applying Siebel OOTB Best Practices on User Experience, Performance and Agility
- Review OOTB functionality before building custom solutions
- Excellent Collaboration with Partners, ACS, Support and Product Teams

- Zero-downtime upgrade from IP2013 to 19.12
- Failover in <4 minutes to reduce outage significantly
- Adoption of Siebel Continuous Release updates thru the upgrade cycle
- Multi-speed delivery model from ideation to realization – fortnightly and quarterly frequency of updates

Key Takeaways, Q&A

Customer Success

Siebel Communications continues to flourish with its proven functionality, scalability and performance

ROI & Agility

Update your Communications platform to the latest release for increased agility - configurable, lightweight and nimble across both on premise and cloud

Leadership

Proven track record and market leading vision of **Digital Experience for Communications**. Connect directly with our Industry Strategy team in the Customer Advisory Board

Thank You

Take the Siebel CRM Innovation Survey

Let us help you kickstart your Siebel CRM transformation

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

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Useful Resources

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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