



Running Siebel CRM on the Oracle Cloud with Containers and K8S

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Safe harbor statement

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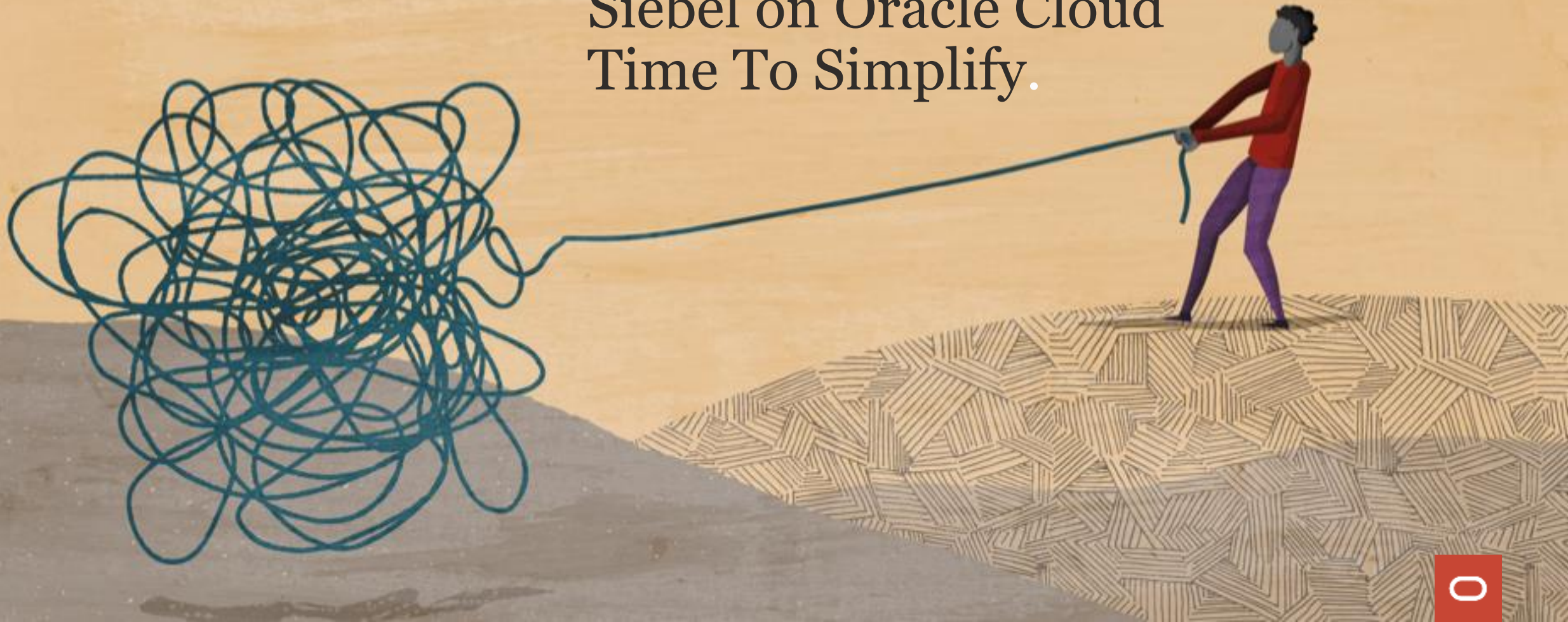
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Siebel on Oracle Cloud Time To Simplify.



Lower your Siebel costs by moving to Oracle Cloud Infrastructure



The Siebel CRM you **Know**



The Siebel CRM you **Own**



The Siebel CRM you **Customized**



The Siebel CRM you **Integrated**

ORACLE®
Siebel

ORACLE®
Cloud Infrastructure

Why customers have moved Siebel to Oracle Cloud



Lower TCO than on-premises and competing clouds



Superior performance backed by SLAs



Automate migration and lifecycle management



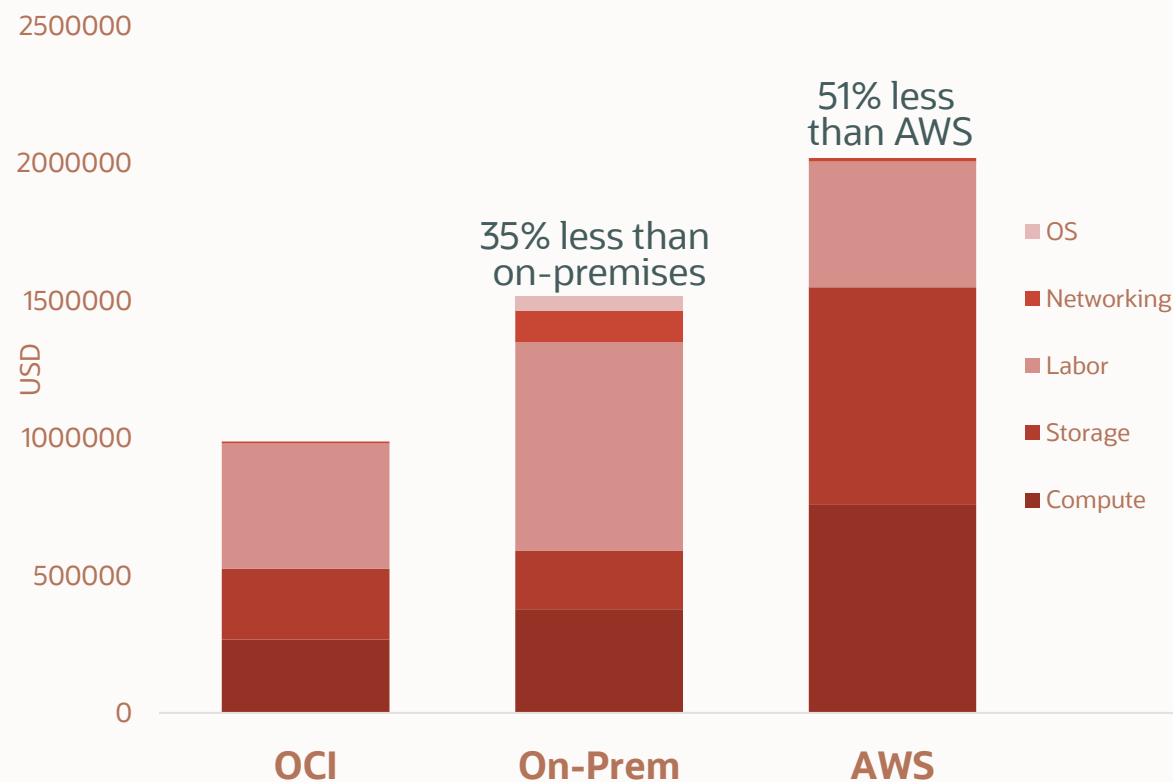
Unique capabilities enhance infrastructure availability, security, and control



- **Up-to 35%** lower TCO vs On-Prem
- **Up-to 63%** lower TCO vs AWS
- **2-10x** faster reporting speed
- No single point of failure
- Migrate in **weeks**
- Deploy in **hours** not days

5-Year TCO for Siebel on Oracle Cloud Infrastructure

OCI costs 35% less than on-premises and 51% less than AWS



Assumptions

4 Environments (2 for prod and staging, 1 for dev, testing and QA); 2,000 users

OCI: 55 Standard, 42 DenseIO vCPUs per environment, 12TB Blocks storage, 1Gbps FastConnect, Backups, 1TB outbound data egress, single node database, 25% cloud discount

On-Premises: 17 servers with cores ranging from 3 to 28, RAM from 32 GB to 256 GB, 18 TB SAN storage, 12TB backups

AWS: Same as OCI, reserved instances for prod environments, 7% EA discount

Oracle Cloud Infrastructure: Complete Services

COMPUTE

Bare Metal, GPUs, VMs



Up to 52 CPU cores, 8 GPUs, 768 GB RAM, 51 TB local NVMe SSD, 5M IOPS

STORAGE

NVMe, Block, File, Object, Archive



Predictable IOPS Block Storage for up to 98% less than AWS, High scale file & object storage

DATABASE

Bare metal, VMs, RAC, Exadata



Up to millions of transactions per second; Full RAC and Active Data Guard support

CONTAINERS

Containers and Kubernetes



Fully managed, certified Kubernetes service with Docker containers

NETWORKING

VCN, Load Balancing



Isolated private networks with reserved IPs, subnets, security lists, firewalls, load balancing

EDGE

DNS, VPN, FastConnect, Email



Global DNS, global private connectivity at up to 97% less, email delivery

Private Cloud Appliance

IaaS, PaaS, Exadata On-premises



Subscription-priced cloud infrastructure, PaaS, and database managed by Oracle

DATA MOVEMENT

Storage appliance, Data Transfer



Software NAS gateway, data ingest service with full chain of custody (HDD or appliance)

SIEBEL

CGW, SAI, SES



Containers provided with every Siebel update on a monthly basis since 19.9

Siebel CRM Deployment Options

The traditional cloud approach

- Install Siebel from e-delivery and MOS to VM or bare metal infrastructure in the cloud, like you would on-premises
- Install VMs from the Oracle Cloud Marketplace

The cloud-native way

- Provision Siebel on OCI from container repository images —————→ tiny.cc/OracleCloudMarketplace
 - Changes to an efficient way of packaging
 - Self Build from GitHub
 - Follow our guide on GitHub to create Docker containers —————→ tiny.cc/SiebelContainerBuild
 - Download from MOS/ARU
 - Deploy containers using Docker from ARU
 - Create an SR to gain access to materials

Leverage Siebel 20.x upgrade for migration to OCI

Why customers want continuous updates?

- Monthly updates contain both bug fixes and new functionality
- Takes advantage of cloud infrastructure capability and allows for customers to scale up or down their Siebel Enterprise dynamically
- More complete web-based Siebel Composer tool set, so you can configure Siebel in the cloud
- Workspaces enables global application configuration in the cloud
- New Siebel Test Automation feature

Upgrade Siebel while you migrate

- No need to procure additional hardware as in the past for on-premise deployment
- Adding upgrade to migration is a minimal addition to normal migration and builds the business case for justifying migration to cloud
- Leverage GoldenGate as a service during migration to keep existing on-premise environment in sync with the new Siebel 20.x
- Migrate Database per recommendations by OCI team (size of Database determines method of DB migration recommended)
- Leverage any integrator with good Siebel upgrade experience



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Containerization

Siebel Architecture

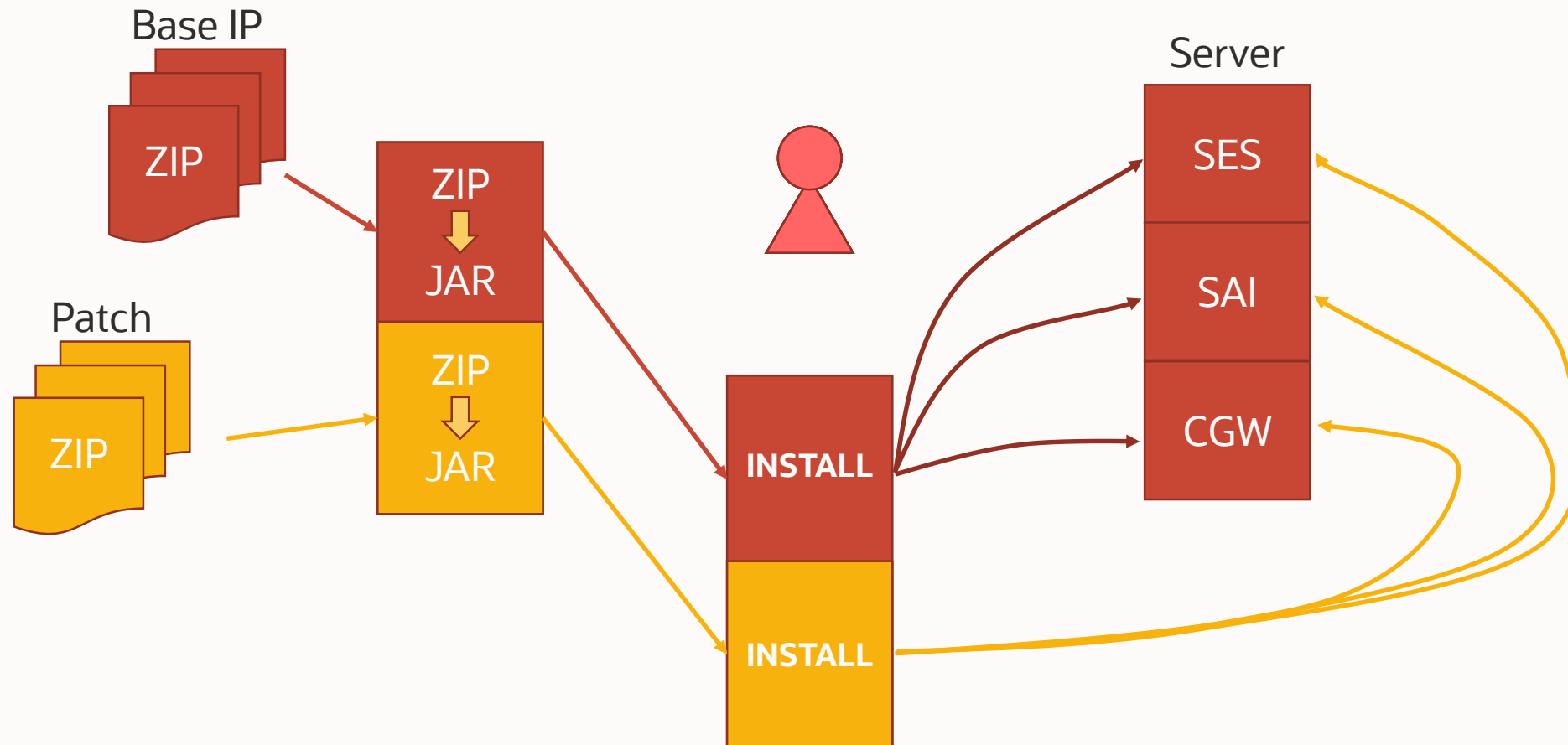


Siebel Containerization Benefits

- The same Siebel application you know and love, pre-installed, and ready to roll out
- Fully supported
- Simplify installation
 - Download complete containers (ENU)
 - Future – (MDE/all langs)
- Simplify updates
 - Update, Rollback
- Aids CI/CD endeavours
- A stepping stone to running Siebel on Kubernetes
- [Optional] Build your own



Siebel Install/Upgrade Experience Today



Source

- eDelivery
- MOS

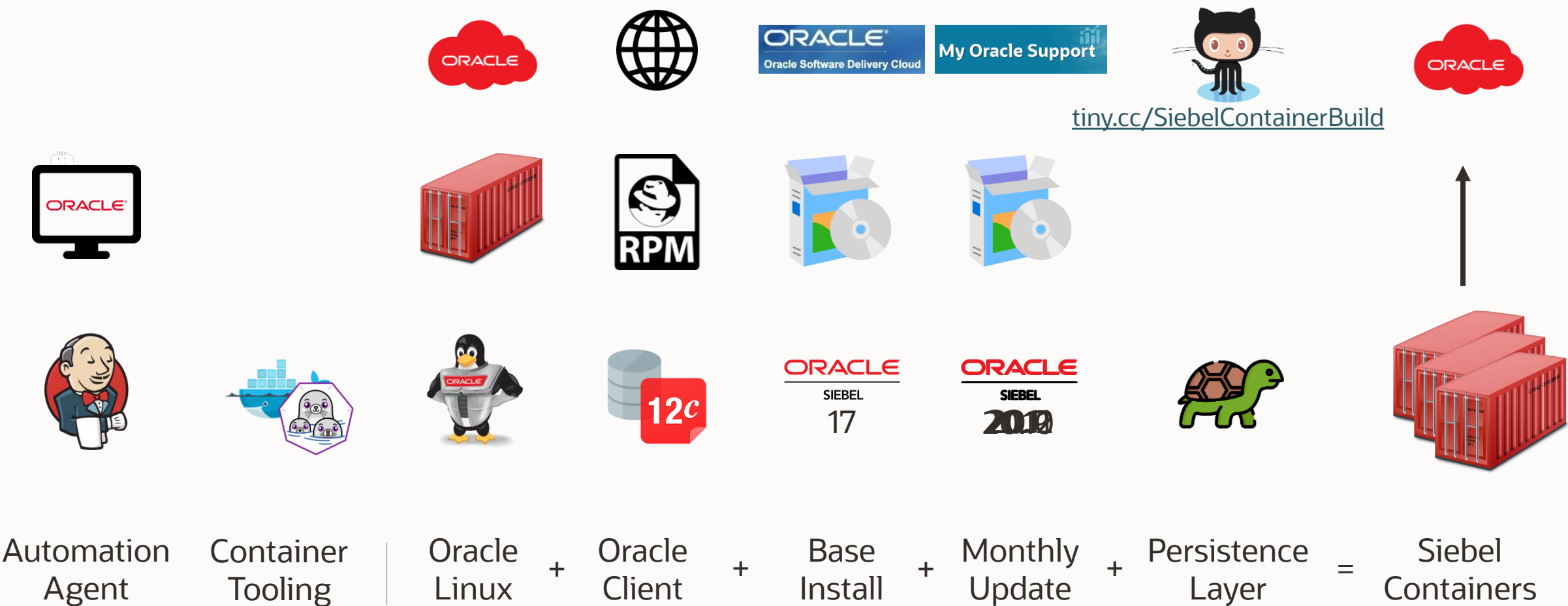
Impacts

- Download Size
- Time to unzip and SNIC
- Time to install
- Time to patch

Frustrations

- High cost
- Minimum of 1 day probably quoted

Containerization of Siebel



Simple, Rapid Deployment

Key Value Realised

- Run Siebel CRM as Docker containers On Premise or in the Cloud
- Rapid installation of a complete Siebel CRM Enterprise can now be done in **15 minutes**
- Apply Siebel CRM monthly releases to an existing deployment in less than **15 minutes**
- Further enhancements on the way to enable rapid Kubernetes deployments



50% reduction in Maintenance costs
40% reduction in Operations costs
75% reduction in Hardware resources



Running Siebel CRM containerization for non Production environments, including Kubernetes (OKD)

Using Azure DevOps Pipelines to orchestrate



Leading Airline runs Siebel CRM on Oracle Cloud Infrastructure with Kubernetes. **Reduced TCO by 15%**



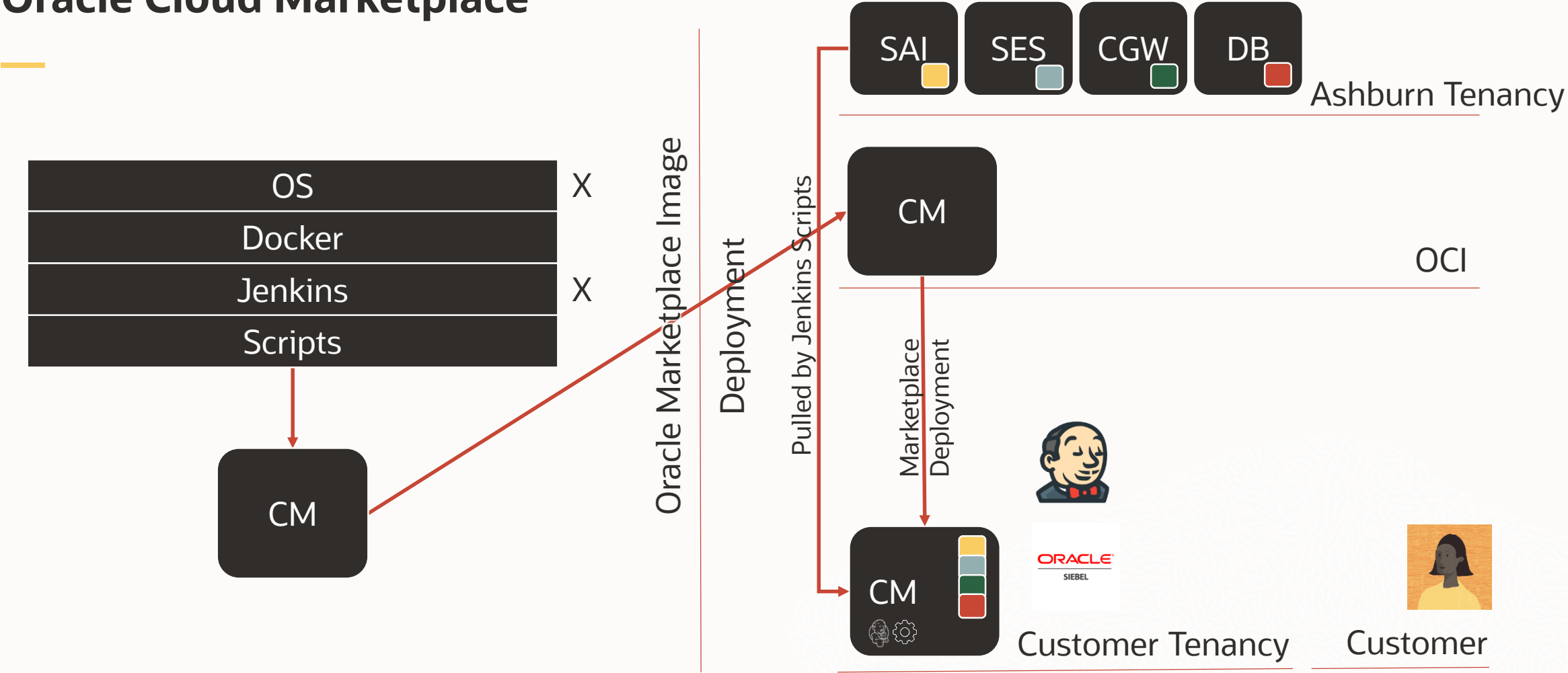
Siebel OCI Cloud Manager

“SiebelOCM” Architecture

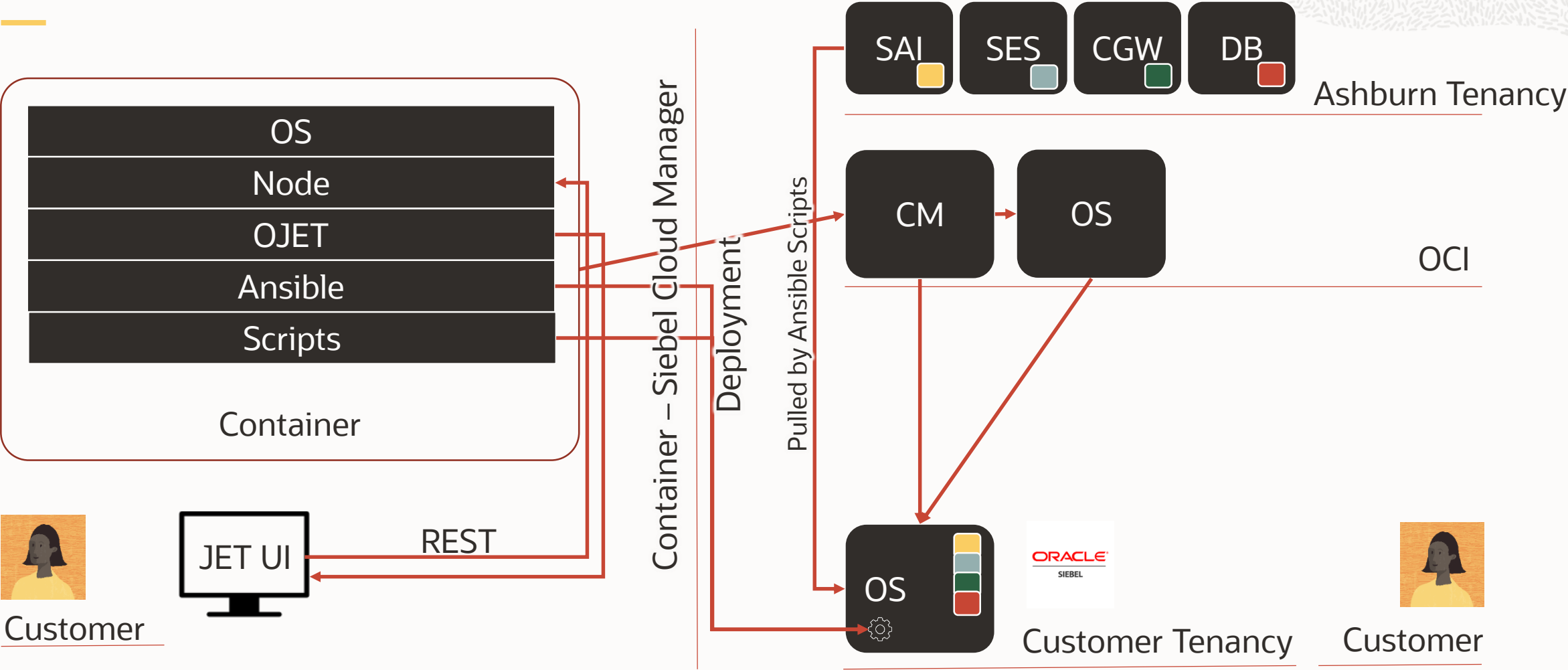


Current Tooling Available Today via Oracle Cloud Marketplace

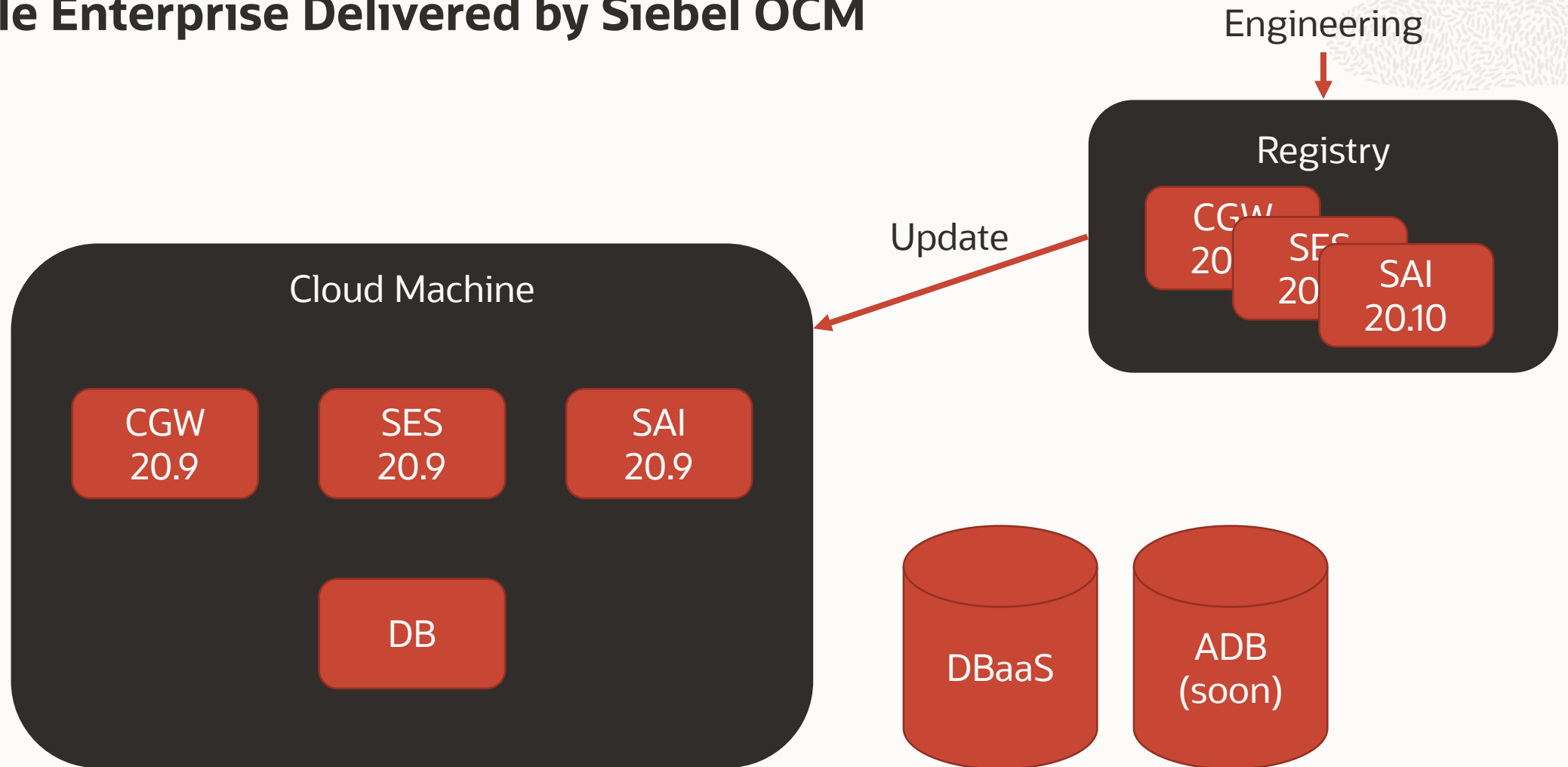
tiny.cc/SiebelOCIDeployment



Proposed Architecture

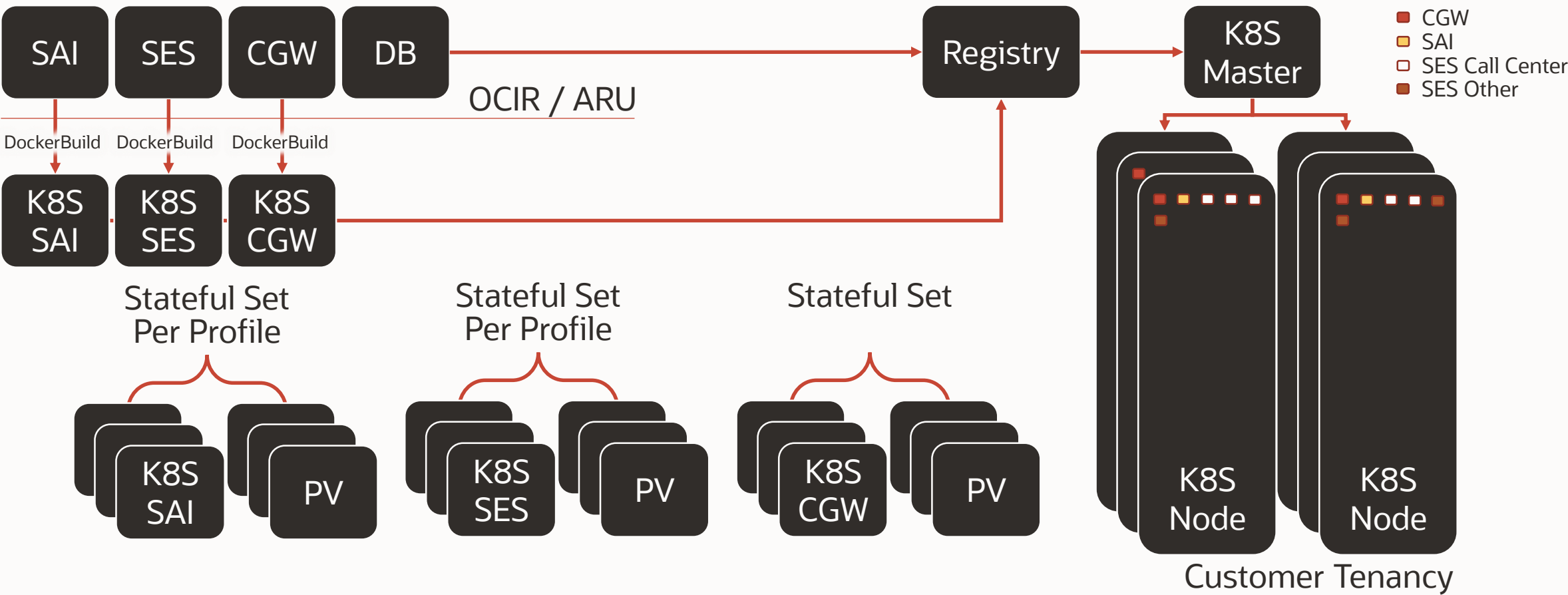


Simple Enterprise Delivered by Siebel OCM



Production Siebel Enterprise on Kubernetes

tiny.cc/SiebelOnPCA



Oracle Cloud Infrastructure

Oracle Cloud Free Tier

oracle.com/cloud/free



Always Free

Services you can use for unlimited time



\$300 free credits for 30 days

Free credits you can use for more services



Key Takeaways

- 1 Lower TCO.** Leverage lower cost OCI infrastructure and DBCS - change your CAPEX to OPEX at the same time
- 2 Upgrade & Migrating.** For your planned Siebel CRM upgrade, use this as your migration mechanism to move to OCI
- 3 DevOps.** Utilise the containers provided with each Siebel CRM Release Update along with Kubernetes to help automate the management of your Siebel Enterprise.



Thanks!

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📄 blogs.oracle.com/siebelcrm



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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)



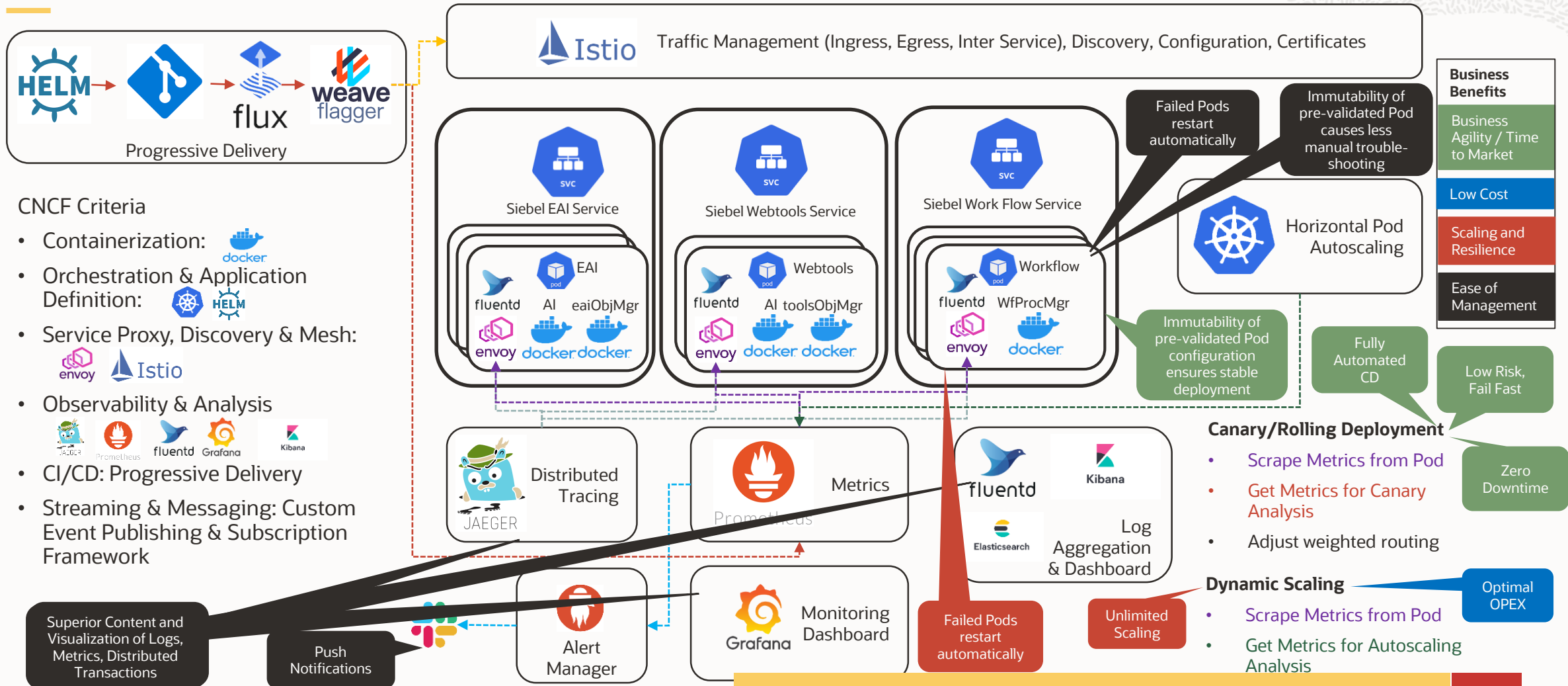
[Siebel CRM Customer Connect](#)
[CAB portal](#)

[LinkedIn Customer Connect](#)

Newsletter Email Distribution list
([Customer](#)) & ([Partner](#))

[Virtual CAB replays](#)

Cloud Native Infrastructure built around independent Siebel Components



Related Session: Siebel Cloud Native Architecture

