ORACLE

Siebel CRM

Customer Leadership Fireside Chat – Business ROI

—

Ashish Hora, Spark

Nugroho (Nugi), Telkomsel

V N K Reddy, Indian Oil

with George Jacob, 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.

George Jacob

GVP, CRM Apps

Oracle

✉ **george.jacob@oracle.com**

in **LinkedIn**

Presenters

Ashish Hora

Domain Chapter Lead -
CRM Systems

Sparknz

Nugroho (Nugi)

Vice President IT Delivery

TELKOMSEL
by Telkom Indonesia

VNK Reddy

Chief General Manager
(SDMS-CRM)

IndianOil

Leadership examples

Extreme agility

Early (3rd) adopter of IP17 architecture

1st to deploy during business hours with zero downtime

Social-distancing award!

Migrated from legacy system supporting 160M subscribers during lockdown

Siebel API-first architecture

Extreme scale

200M customers

32k users (Top 10)

50TB of data (Top 5)

SparkCRM

About Spark

- Spark is New Zealand's largest telecommunications and digital services company.

- Our customers range from consumers and households to small businesses, government and large enterprises. Across all our services – mobile, broadband, cloud services, digital services and entertainment – we have relevance for almost every New Zealander.

- 98% of New Zealanders are reached by our 4G network.

- We have over 700K broadband connections and 2.5 million mobile connections.

- NZ population ~ 5M

Compete on Value	Compete on Price
Spark (Mass Market)	Skinny Mobile
Spark Digital (Business/Corporate ICT)	Bigpipe (Fixed Broadband)
Qrious (Big Data)	

About our Siebel install

Siebel CRM was selected as part of Spark's digital transformation project.

Siebel is the Customer master in our architecture
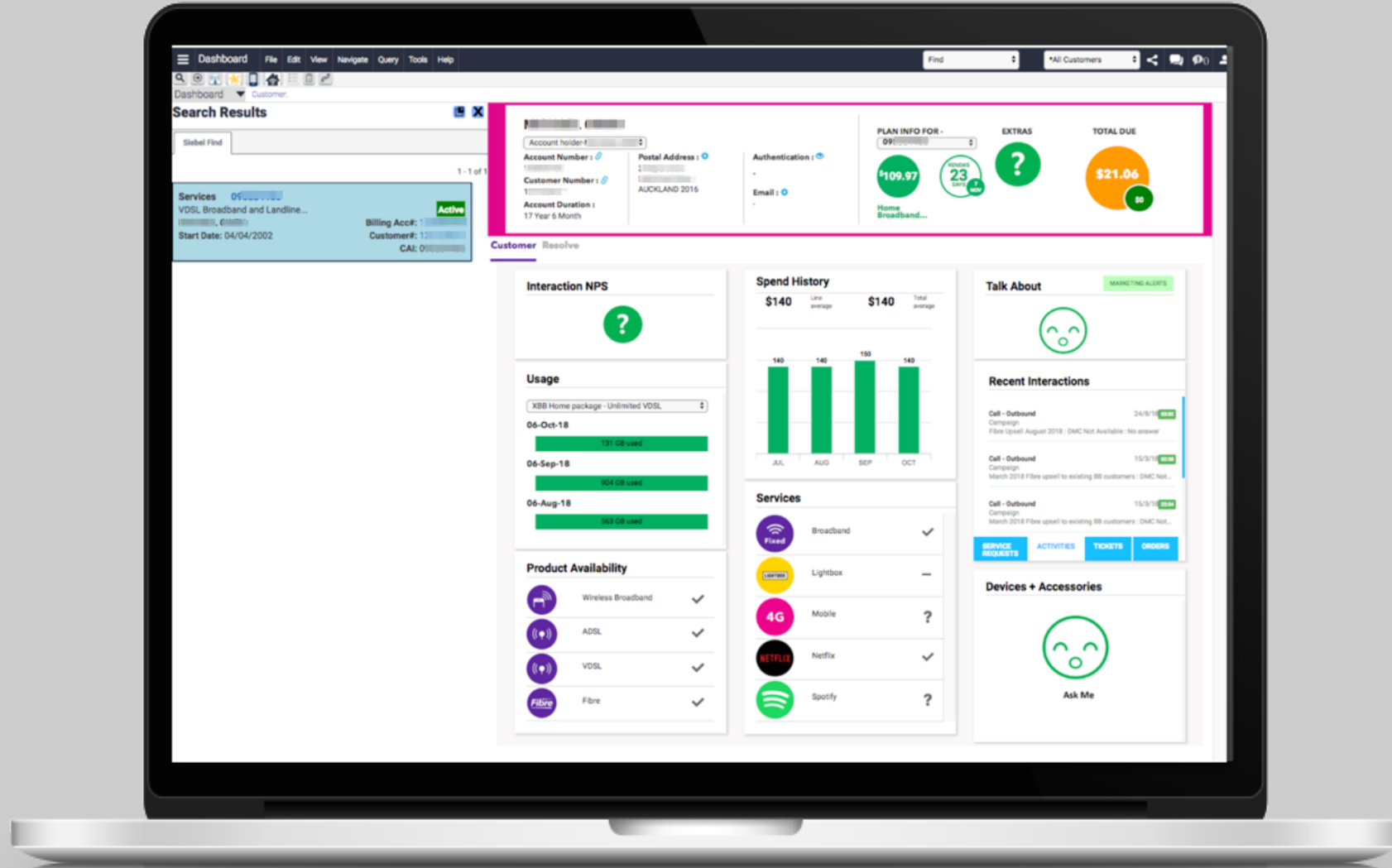
Version: 19.7

User Base:

~2800 CSRs

~400 Mass Market Retail users (using PRM)

DB Size: ~ 4.5 TB

Languages Supported: English

Single Time-zone
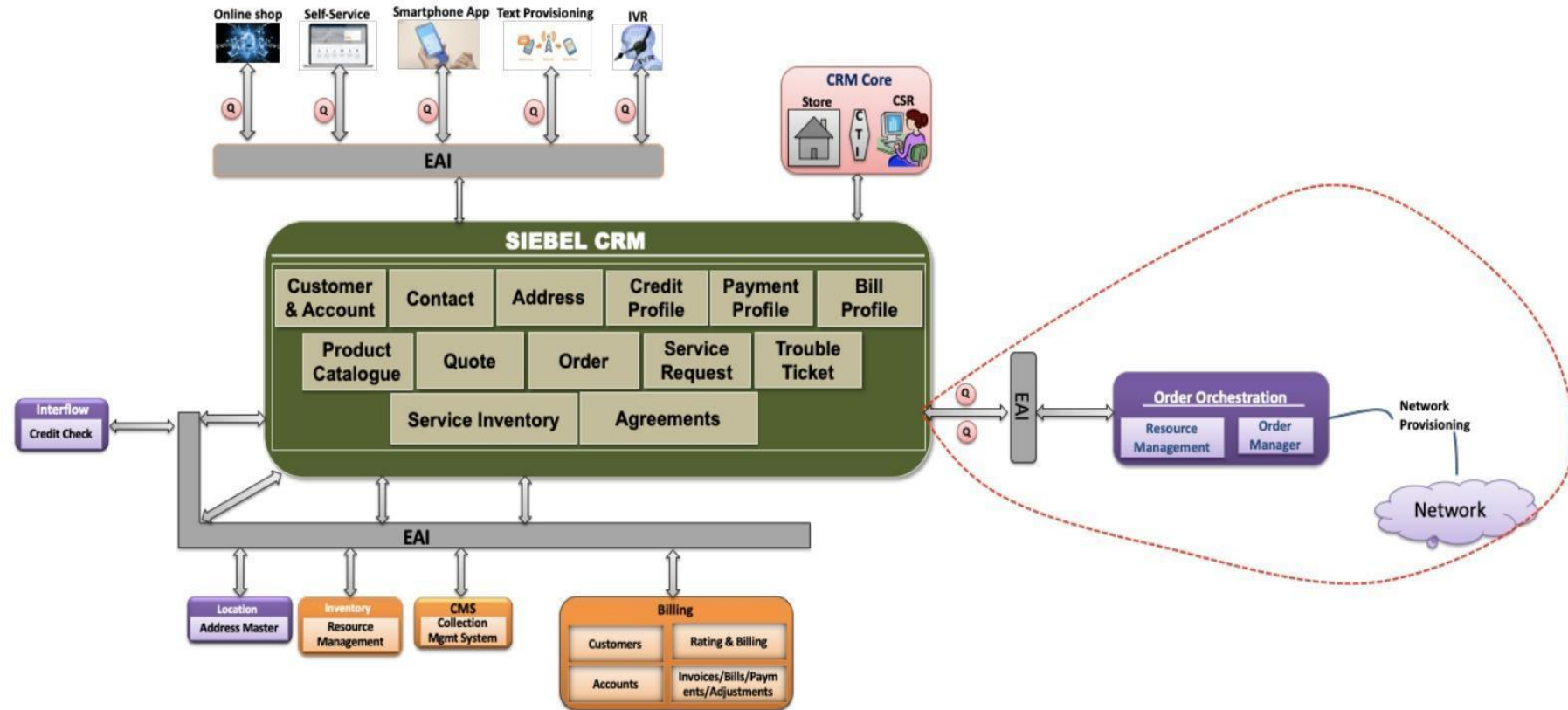
Cloud/On Premises: On Premises

Architecture

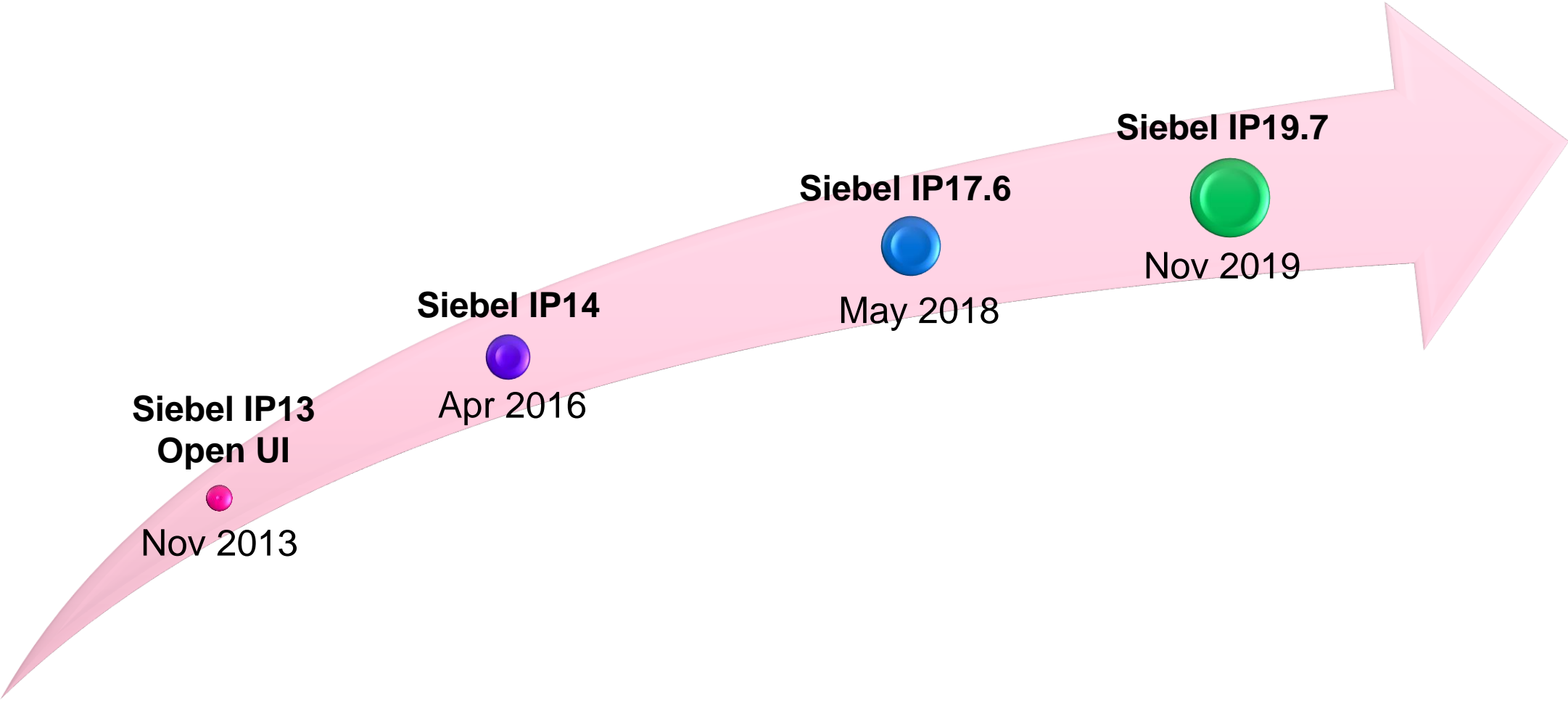**Spark CRM converged various CRM systems capabilities into one omni-channel platform.**

3 lines of business: Consumer, Enterprise & Wholesale

Digital transformation project migrated to new stack over a period of years. Initial phases of transformation moved the customer mastery to SparkCRM and then migrated by Product lines

Heavily integrated with wider Spark E2E architecture ~**80+ API**

Spark Siebel Journey

Siebel IP19.7

Siebel IP17.6

Siebel IP14

Nov 2019

May 2018

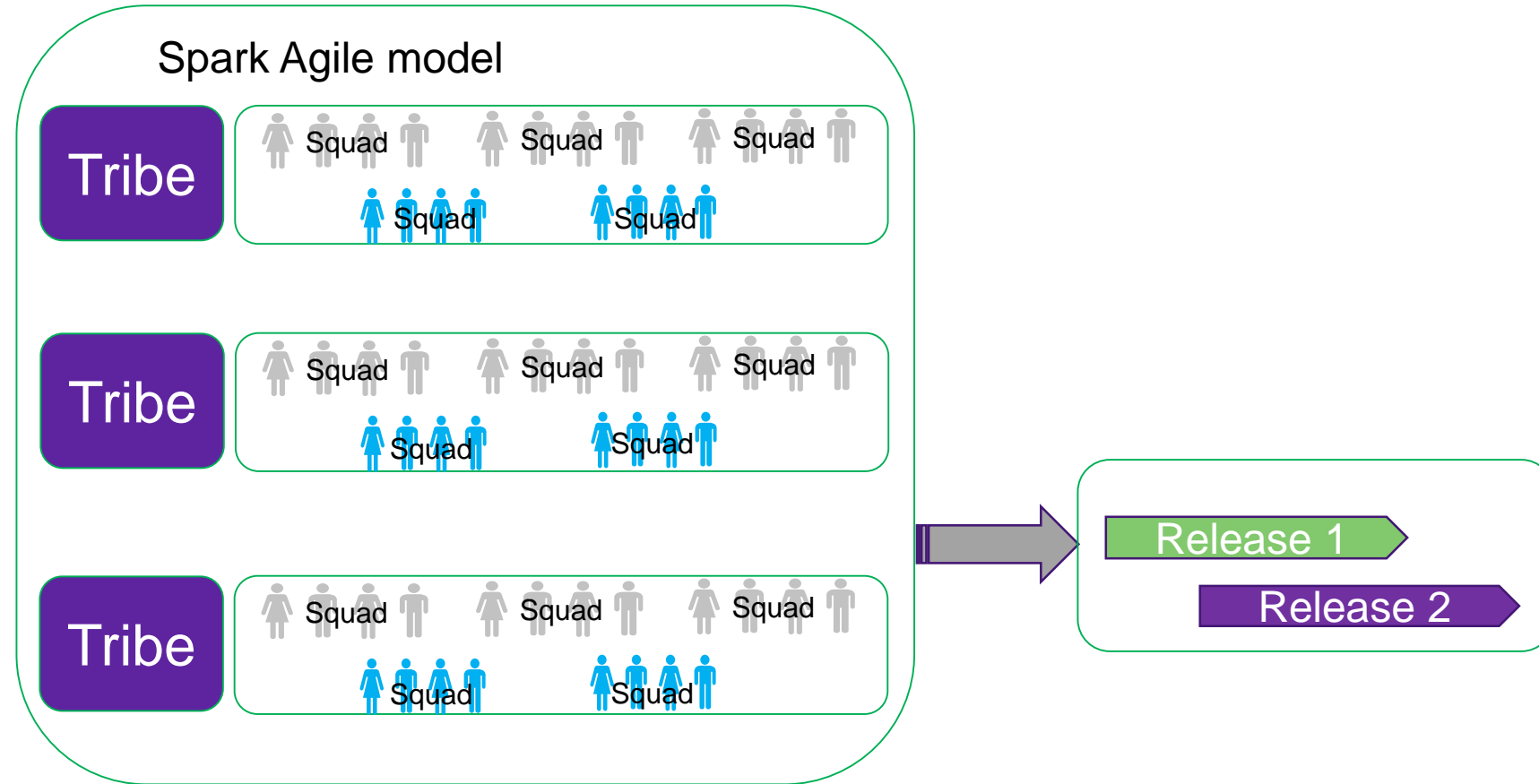**Siebel IP13
Open UI**

Apr 2016

Nov 2013

Agile ways of working

Siebel CRM has helped us to transition to agile ways of working

Parallel Development

Continuous deployment and delivery

Zero Downtime Deploys

Spark Agile model

Tribe — Squad Squad Squad / Squad Squad

Tribe — Squad Squad Squad / Squad Squad

Tribe — Squad Squad Squad / Squad Squad

Release 1

Release 2

Key Value proposition

Parallel Development
- With the adoption of Agile at scale across our organization the need to handle multiple streams of work and faster release cycles became imperative

Zero Downtime Deploys
- Above all we wanted the ability to make change without having to bring our systems down impacting our customers

Decommissioned multiple environments and moved to single Development environment to support Parallel development

- ~30% reduction in Operation cost
- ~20% reduction in hardware cost

Siebel CRM has helped us to transition to agile ways of working
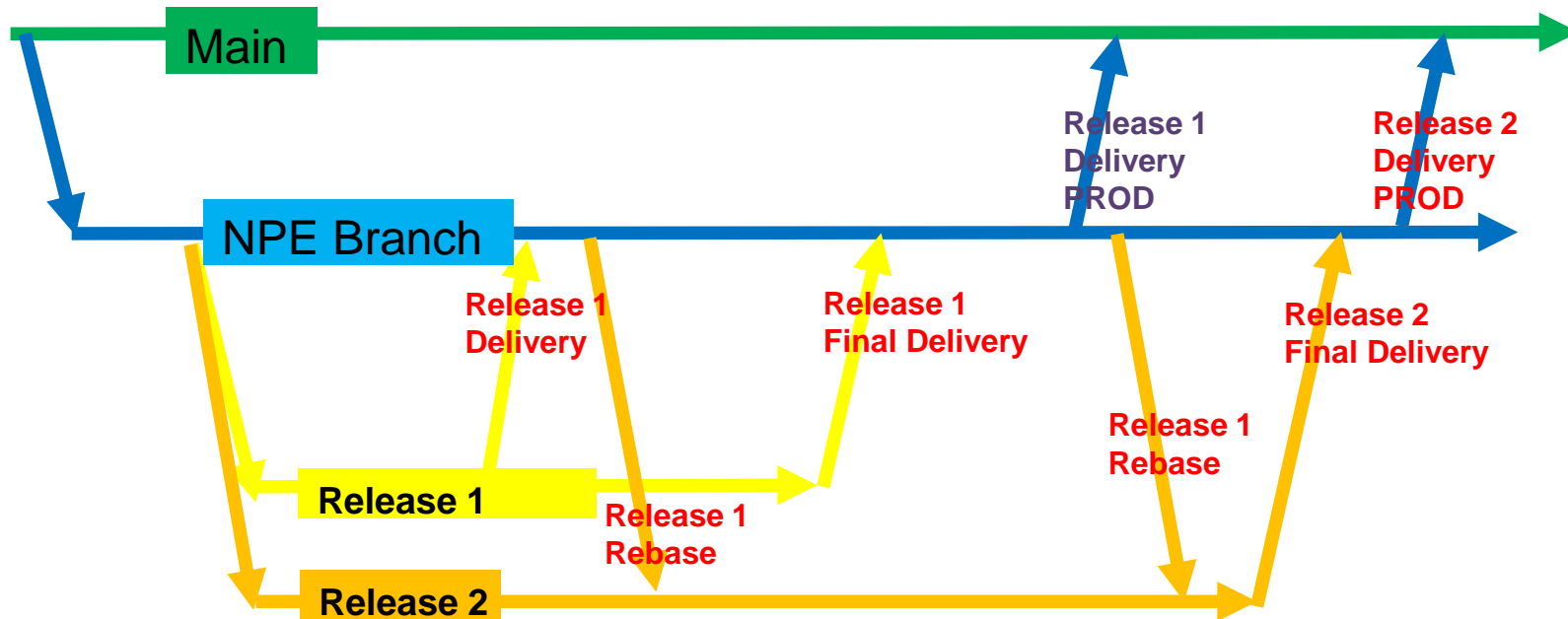
Our Learnings

Our pace of change has increased, and we are able to push code more frequently and incrementally

We have settled at a cadence of one major (e2e) release monthly and weekly minor releases

Our deployment time for major releases have come down drastically

Automate everything: Integrated with Azure DevOps to review/approve and deploy the Siebel changes
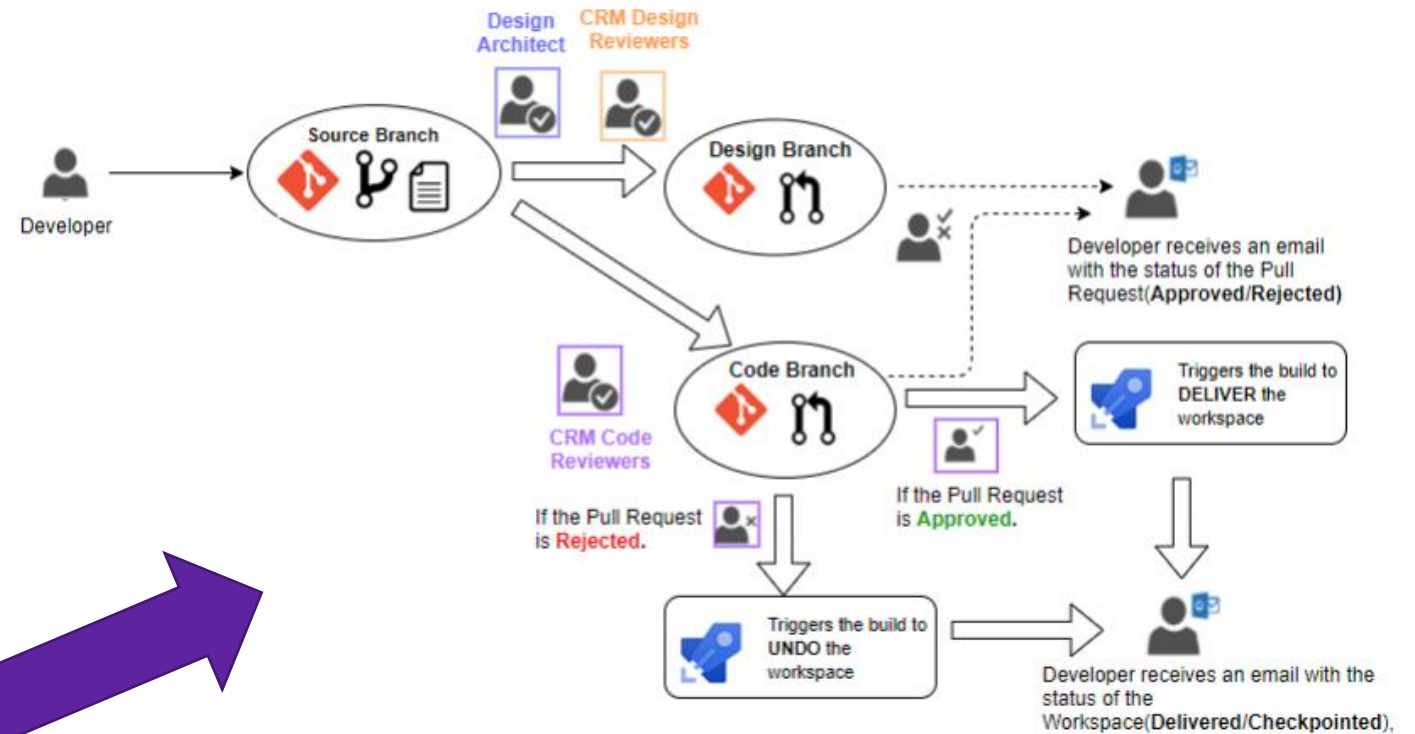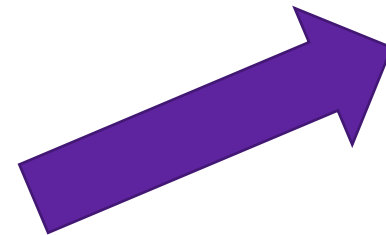
UI Improvements

Siebel OOTB helps you to deliver fast but focus on UX. Business benefits of improving the UX are immense. We developed a react.js based integration to improve UX in SparkCRM

Key Journeys optimized

- Change Number
- Change Plan
- Change SIM
- New Hardware
- Interaction Timeline

Significant reduction in AHT for above transactions because:

- UI Load time is faster
- Relevant information is in one Screen
- Avoid unnecessary navigation

Business Benefits

50% reduction in handling time for quick orders done via React based UI

Performance improvement in screen load

Order Details		
Existing SIM Number	**SIM Number**	**Channel**
896405002190259612	SIM Number	Consumer Store
Dealer Code		
23894		

Contact & Notification		
Notification Level	**Contact Method**	**Email**
Default	Both	ethan.milne15@gmail.com
Phone		
0278988913		

Cancel   Submit

Thank You

Speaker Profile

Nugroho (Nugi)
Vice President IT Delivery
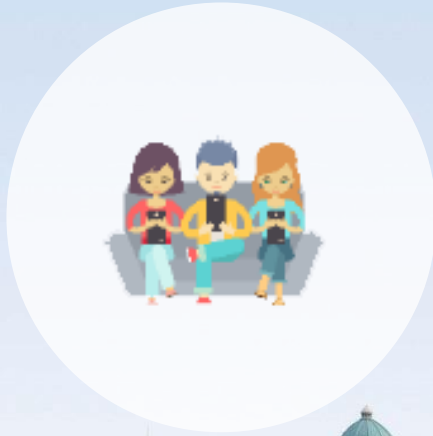
Dynamic Business and Information Technology Leader with over 20 years of Experience in Telecommunications industry, specialization in large-scale ERP, CRM, VAS and Charging Solutions
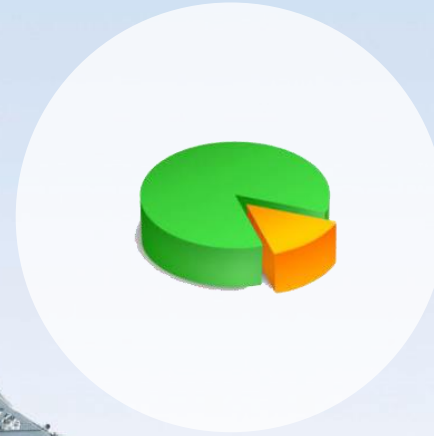
Telkomsel is the largest amongst seven mobile operators in Indonesia

160+ million subscribers

100+ million broadband users

60%+ market share

95%+ nation-wide coverage

TELKOMSEL

CRM Backend Project Background

KEY BUSINESS PAIN POINT

1 **Focusing on postpaid B2C customer**, limited capabilities to support prepaid customers, while majority of our customers are prepaid

2 **Multiple front-end and back-end system** to serve customer in customer touch point (CTP)

3 **Limited customer attributes** and hard to introduce new entities and relationships to them

4 **High TCO**, need to be more cost effective to stay competitive

KEY TECHNICAL PAIN POINT

1 Complexity to handle **single view of customer having complex hierarchy** (for both consumer and enterprise customer).

2 **Monolithic system** and hard to integrate to new surrounding systems, resulting in **longer integration development and TTM**

3 **Can't handle existing additional/non-core customer data** (i.e. prepaid registration database, family groups), thus additional boxes are existed in current architecture, **creating issue in data integrity for customer profiling.**

4 **Tightly couple to billing and charging system,** resulting in potential security issues

CRM Backend 2.0 Transformation

CRM Backend Big Picture
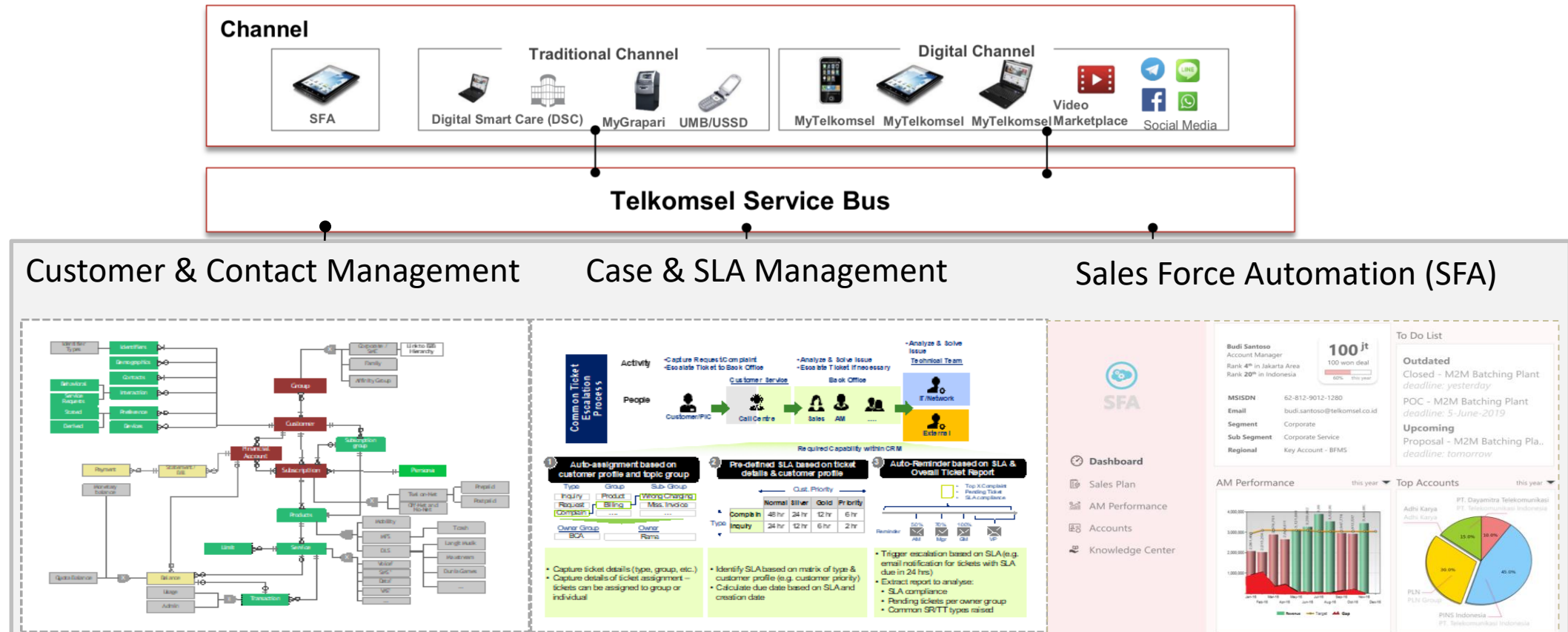
CRM Back-End as System of Records for 160+ Million Subscribers

Leveraging Siebel's future proof architecture (eg. REST API), with data consumed at the lowest common denominator for maximum flexibility

CRM Backend Solution Overview

Customer & Contact Management

Create Postpaid Customer Account	Create Asset
Create Prepaid Customer Account	Update Asset Status
Create Postpaid Agnostic Account	Create/Update Persona
Create Prepaid Agnostic Account	Create or Update Family Group (Household)
Update Customer Account	Create or Update Subscription Group
Create Postpaid Billing Account & Profile	Change Ownership
Update Billing Account & Profile	Prepaid to Postpaid Migration

Sales Force Automation

Lead Creation	Opportunity Sales Stage
Lead Assignment	Opportunity Modification
Lead Modification	Opportunity Tracking
Lead to Opportunity Conversion	Opportunity to Quote Conversion
Generate Customer Account from Lead	
Opportunity Creation	

Case & SLA Management

Interaction Creation	KIP Creation
Trouble Ticket Creation	Case Escalation
Case Notification	Case Closure
Case Archive	Case Reporting
Case Definition	SLA Collection
SLA Analysis	SLA Violation
SLA Reporting	

Agreement Management

Agreement Creation
Agreement Notification
Agreement Approval
Agreement Renewal
Agreement Query

Siebel in numbers

Siebel selected as platform for Telkomsel CRM Backend as part of modernization and digital transformation initiative (CRM 2.0). Siebel act as master of customer and case management information, providing API for multiple channels

Version : 19.10

Solution Footprints:

- ✓ Over 160 million active subscribers
- ✓ Capacity of ~2000 transaction per second
- ✓ More than 40 available API services exposed to service bus
- ✓ Low latency with < 20ms for customer inquiry
- ✓ Processing Millions of Batch Records everyday for CRUD
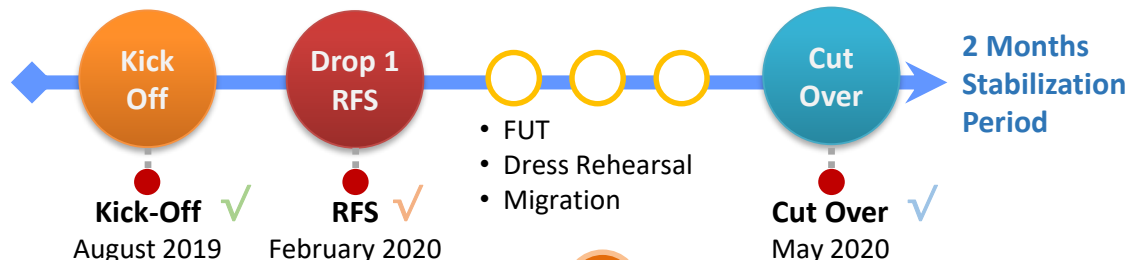- ✓ Reduced API Development Speed & effort from Months to Days

Infra footprints :
- ✓ 250 processing cores collectively for the the DB and Apps
- ✓ DB size : 7+ TB
- ✓ On premises

Migration & Cutover Done Remotely

Surrounding Systems

ESB	REMEDY	DSC Corporate
PRO	USSD	MyTelkomsel
DOM	SMSGW	Smartattacker
TC	DSC Consumer	

All Successfully Integrated √

Drop 1

- Customer & Contact Management
- Agreement Management
- Case Definition &

- Configuration
- Case Workflow
- Case Tracking & Management
- Case SLA Management

- Case Correction & Analysis
- Lead & Opportunities
- AM Assignment & Salesforce Hierarchy

Kick Off — **Drop 1 RFS** — ○ ○ ○ — **Cut Over** → **2 Months Stabilization Period**

- FUT
- Dress Rehearsal
- Migration

Kick-Off √
August 2019

RFS √
February 2020

Cut Over √
May 2020

FUT and Dress Rehearsal Activity √

FUT

B2C	≫	257	257	100%	100%
		Total Scenario	Pass	Success Rate	Execution Rate
B2B	≫	14	14	100%	100%
		Total Finding	Completed	Success Rate	Execution Rate
B2C Product	≫	118	118	100%	100%
		Total Scenario	Pass	Success Rate	Execution Rate

Migration Dress Rehearsal

Migration Dress Rehearsal was performed successfully on **13th April, 2020**
Continuous Dress Rehearsal Practice Runs were performed with total **14 times** of execution

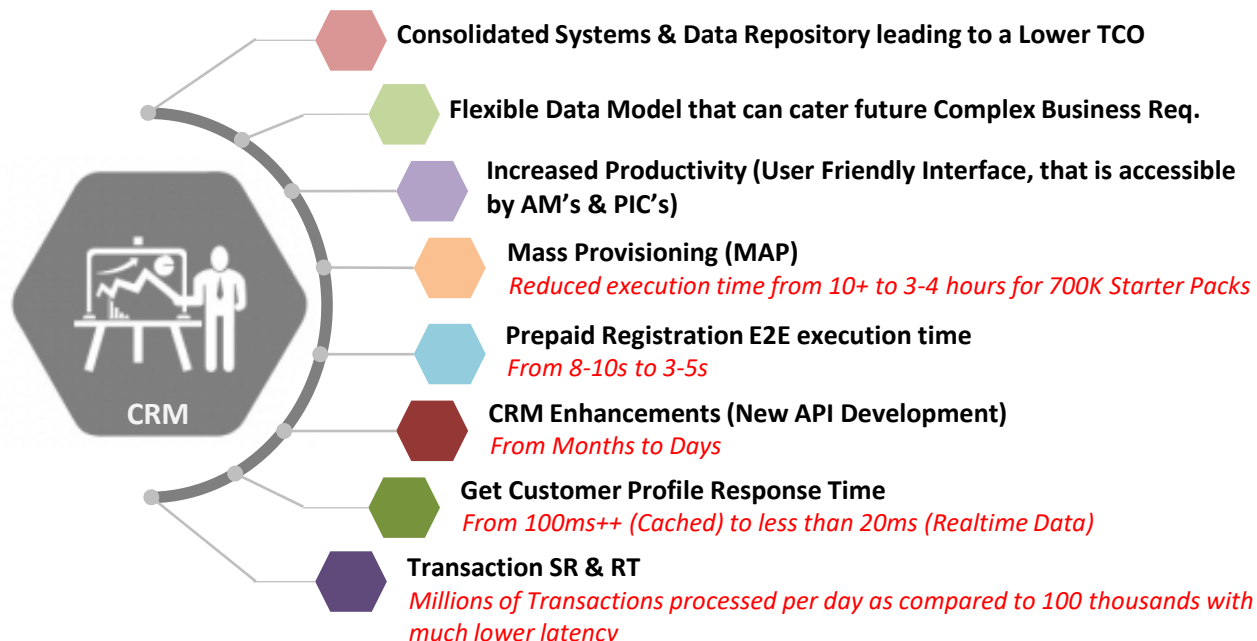## Final Cut Over Migration source: Amdocs CRM, REINA, CIS √

B2C Customer	189,191,160 Source	189,191,157 Target	3 Gap	0,01 Deviation
B2B Corporate Customer	74,445 Source	74,445 Target	0 Gap	0 Deviation

Key Achievements

CRM

- **Consolidated Systems & Data Repository leading to a Lower TCO**
- **Flexible Data Model that can cater future Complex Business Req.**
- **Increased Productivity** (User Friendly Interface, that is accessible by AM's & PIC's)
- **Mass Provisioning (MAP)**
  Reduced execution time from 10+ to 3-4 hours for 700K Starter Packs
- **Prepaid Registration E2E execution time**
  From 8-10s to 3-5s
- **CRM Enhancements** (New API Development)
  From Months to Days
- **Get Customer Profile Response Time**
  From 100ms++ (Cached) to less than 20ms (Realtime Data)
- **Transaction SR & RT**
  Millions of Transactions processed per day as compared to 100 thousands with much lower latency

Involved Parties

TELKOMSEL by Telkom Indonesia

ORACLE Advanced Customer Services

PhinCon Phintraco Consulting

telkomsigma Life · Technology · Excellence by Telkom Indonesia

THANK YOU!

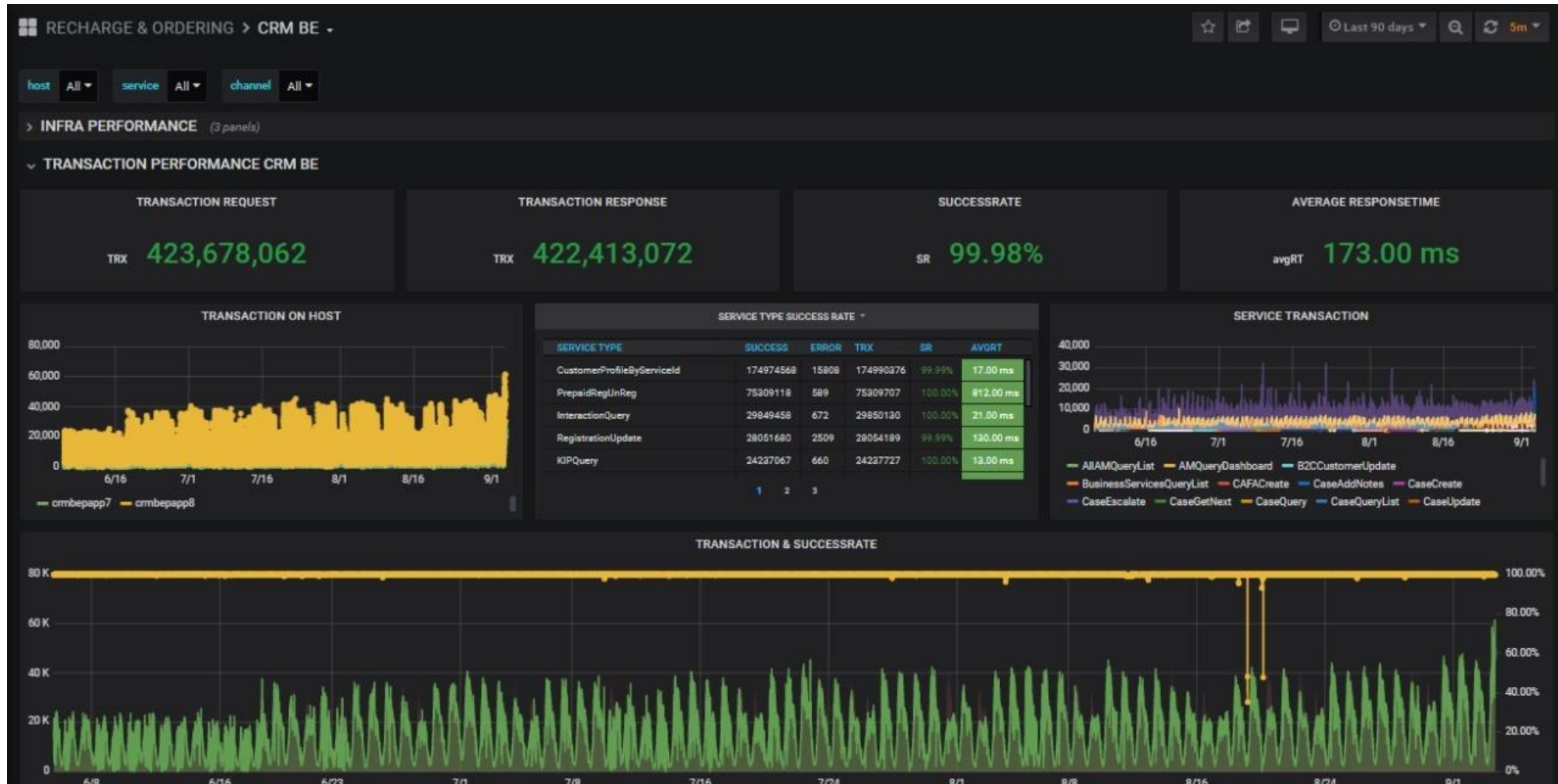*To all on-site and WFH team (across directorate) for each iterations*
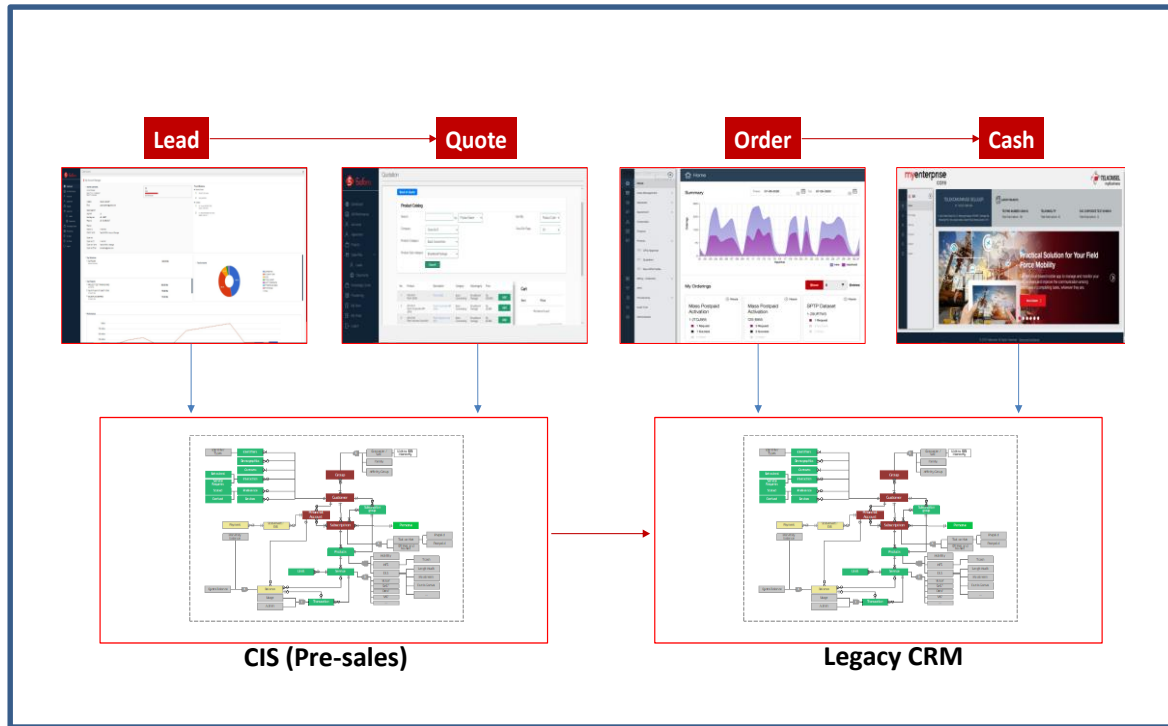*…and dedicated task force for CRM Backend Project*

CRM **B**ackend Outcome

1. Over 423 Million CRM BE Transactions delivered to front end systems in recent 3 months (Jun/Jul/Aug 2020)
2. With Success Rate of 75M New Prepaid Order Requests running at 100%, average throughput 812ms per txn.

CRM Backend Use Case-1 : Enterprise Lead to Cash

Before

Lead → Quote   Order → Cash

CIS (Pre-sales)   Legacy CRM

After

Lead → Quote → Order → Cash

Telkomsel Service Bus

Telkomsel CRM Backend

- **Unlink between pre-sales and in sales process** causing data integrity and validity issues
- **Missing opportunity for up-sales** for existing enterprise account
- **Multiple customer and account identification for same enterprise** causing complexity in managing enterprise account
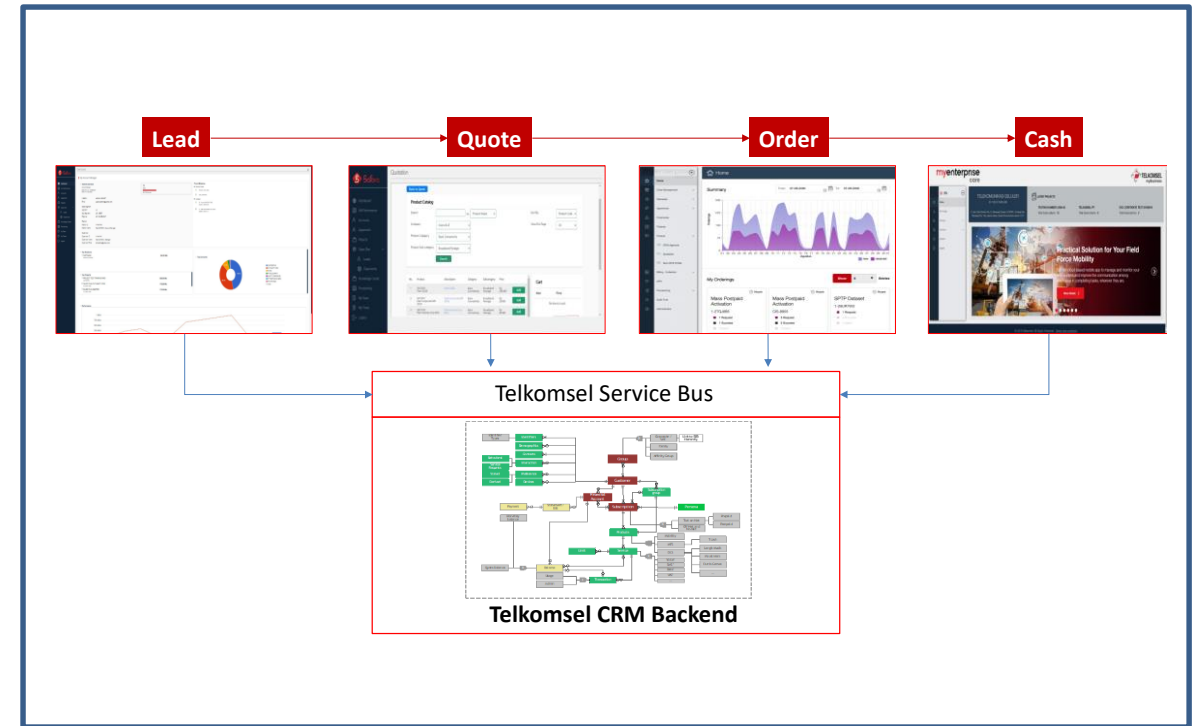
- **Centralize account management since pre-sales process** ensure customer data integrity and validity since early of engagement
- **Easily identification of existing enterprise account** provide opportunity for up-sales including special discount scheme
- **Enterprise customer will only be registered as one account** simplify the account management (AM) task

CRM Backend Use Case-2 : Future Proofing KYC

▶ A "160 million" Subscriber challenge

- **Telco-Centric CRM** which is tightly coupled with Charging System
- MSISDN is the Customer identifier
- Customer data was split across **Multiple Systems** to support business continuity
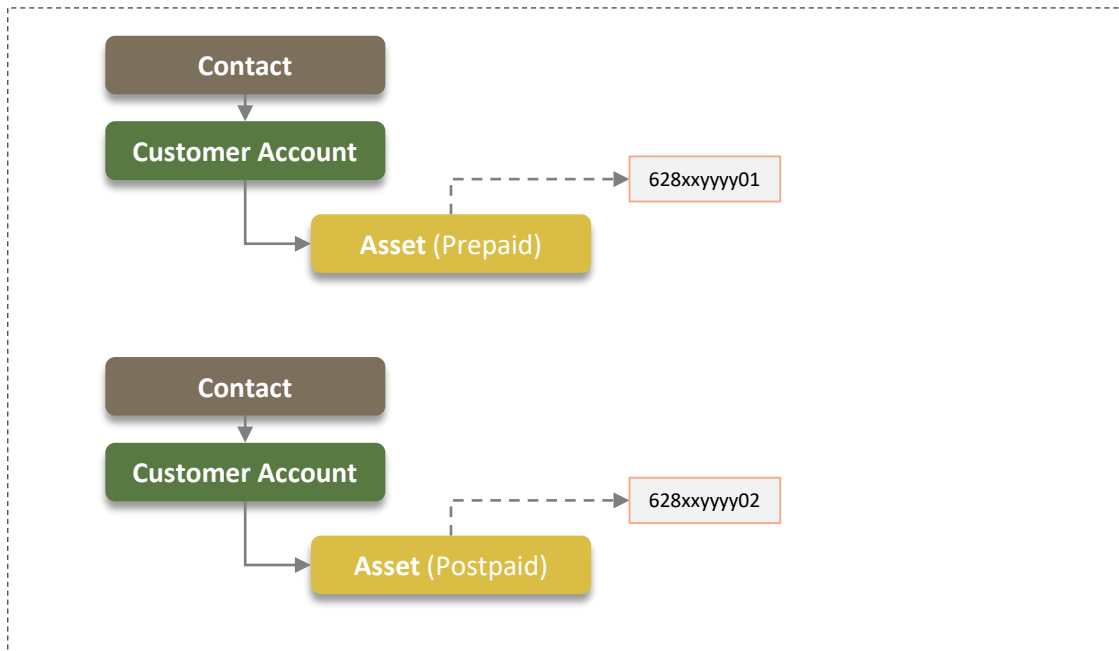
▶ Adoption using Siebel Flexible Data Model

- **Customer-Centric** Data Model supporting Know-Your-Customer (KYC) processes
- Segregation of Customer entity as the identifier rather than MSISDN
- New Model can support for **Non-Telco & Agnostic Subscriptions**
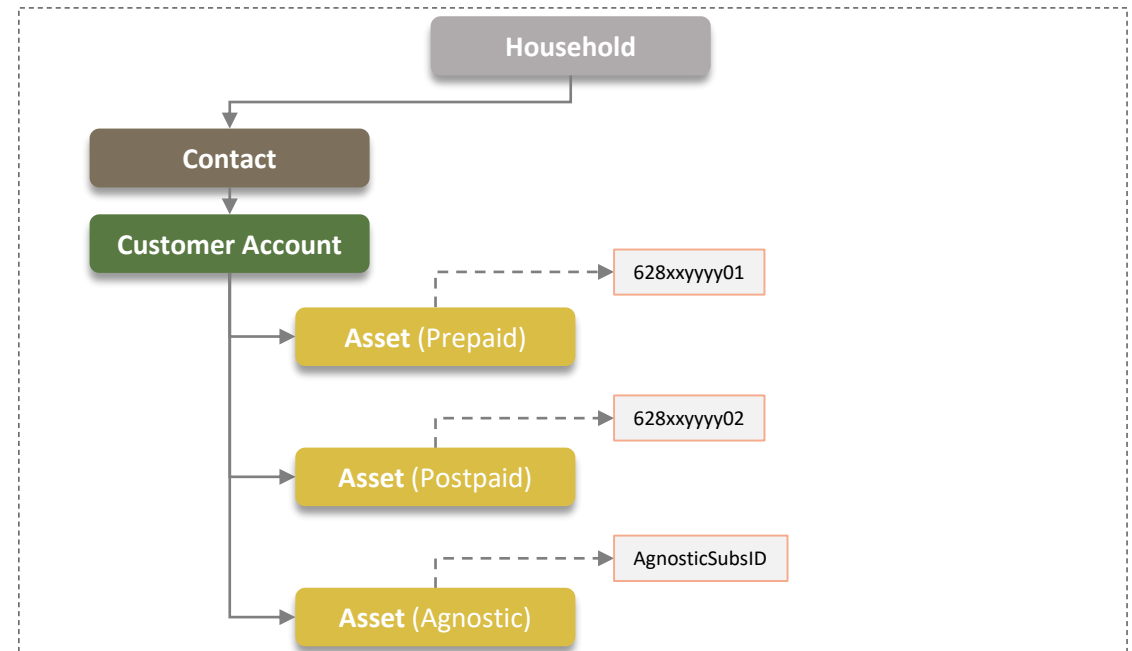
Thank You

We cover this spot too @Bromo mountain

VNK Reddy

Chief General Manager

IndianOil – Energizing the New India …

Largest Refiner in the Country

- **33%** of Domestic Refining capacity

Pan India Pipeline Infrastructure

- **49%** share in crude and product pipeline

Leading Market Share Across Portfolio

- **44.3%** petroleum market share in FY19
- **$80 Billion** turnover with nearly 50% Mkt share

Driven by a Management Team that has Delivered Results

- **7.58%** Consistent growth - FY11-FY19 Revenue CAGR

*Note: Company fillings and Petroleum Planning and Analysis Cell (http://ppac.org.in)

IOCL's Digital Transformation – 'ePIC' – Snapshot

BUSINESS IMPACT

~5 Million
Issues closed through ePIC Grievance Module

ONE Customer Experience

STRATEGIC VISION

- Biggest transformation in APAC, and one of the biggest globally in terms of its scale,
- **'ePIC'** (Electronic Platform for IndianOil Customers) offers a superior customer experience
- Strategic Digital transformation was envisioned to deliver:
  - Omni channel, **Next-Gen, 'Customer Experience'** for all IOCL Products
  - 360-degree view of the Customer

~ $73 M subsidy to ~3.5 M

Guinness Record in Direct Benefit Transfer of LPG subsidy - PAHAL

CHALLENGE

- This transformation involved the global deployment of **Customer Relationship Management (CRM)** & **Secondary Dealer/ Distributor Management System (SDMS)**
- Breaking **traditional silos** and realigning to a singular vision
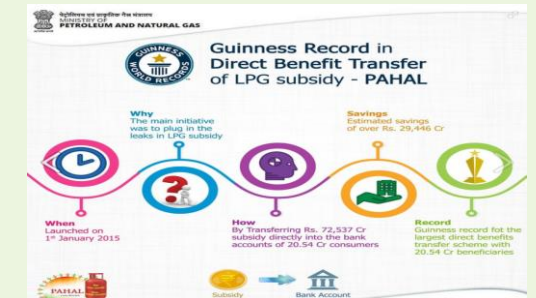- **Onboarding LOBs** (LPG, Retail, Lubes, Aviation, Marine & Bulk Business) into an integrated platform

~5000 / Day
Leads created

~ 200,000/ Day
XtraRewards-Loyalty Transactions

IBM **Talent &**

IOCL's ePIC Transformation – Solution Landscape

Delivery Boys / Customer Attendant

External Customer

Call Center Users

Distributor/Stockist/ Manufacturer's Users

IOCL Area Sales Officers

IOCL Management

Website — Call center
Social Media
CTI (Cyfuture)

Multi Channel Access – (Web Browser, Mobile Apps, Mobile UI – SSO IDM)

Mobile	Social Media	Chat	Campaign	Web Center Portal	Siebel Call Center	Siebel Partner Portal	Siebel Mobility	Siebel Manufacturing	Analytical Reporting

Oracle Mobile Application Framework (MAF)

Social Media Engagement
Oracle SRM Cloud
Social Media Analytics

Execute Campaign
Oracle Responsys Cloud
Track Response

InQuira
Knowledge Management

Talisma
Chat/ Co-browse

Siebel

Customer 360 view	Catalog	Inventory Management	Order Management
Approval management	Service Management	Siebel Remote	Complaint Mangement
Audit Logs	Territory Management	Mobility	Document Management
Alerts & Notifications	Loyalty Mgt. (LPG)		

Siebel DB

Business Intelligence Publisher

Oracle Policy Automation

F M W

Oracle ODI

OBIEE DB

OLAP

Oracle MDM

Product MDM	Customer MDM	SupplierMDM

SAP

Finance Mgt.	Price Master	Warehouse Mgt	Demand Planning & Mfg

| Email/ SMS GTW | OMC Portals | SBI | NIC | NPCI | ECFS | CITP | | MOP&NG Portals |
| Loyalty System | Payment Gateways | RDB | RASF | UIDAI | NCTC | | Indsoft | IOCL Portals |

IndianOil
इंडियनऑयल

31

Serving 200 Million UCM Customers and 137 Million LPG Customers

21 Million
LOYALTY Customers

3.5 Million
LPG Refill bookings / day

~USD 863,000
Subsidy transfer / day to Citizens

UCM: **200 Million** CUSTOMERS

13,000 Channel Partners Live in ePIC SDMS

60,000 SR /Day, **90%** Service Requests Closure within a Day

~ 1.5 Million downloads Customer Mobile **underpinned by Siebel APIs**

2020 YEAR OF DIGITALISATION Transforming Processes
IndianOil

32000 Users
Siebel: 19 OM and 18 Non OM 34 App Servers

~500K interactions / day

~ USD 350 Million benefits transferred under PMGKY

400% improvement in same-day issue resolution rate

6 Million SMS Notifications/DAY

Extreme Scale: **50 TB**

~550,000 Cylinders Booked through Whatsapp

32,000 DIGITAL PAYMENTS/DAY

~3 Million LPG DELIVERY CONFIRMATIONS
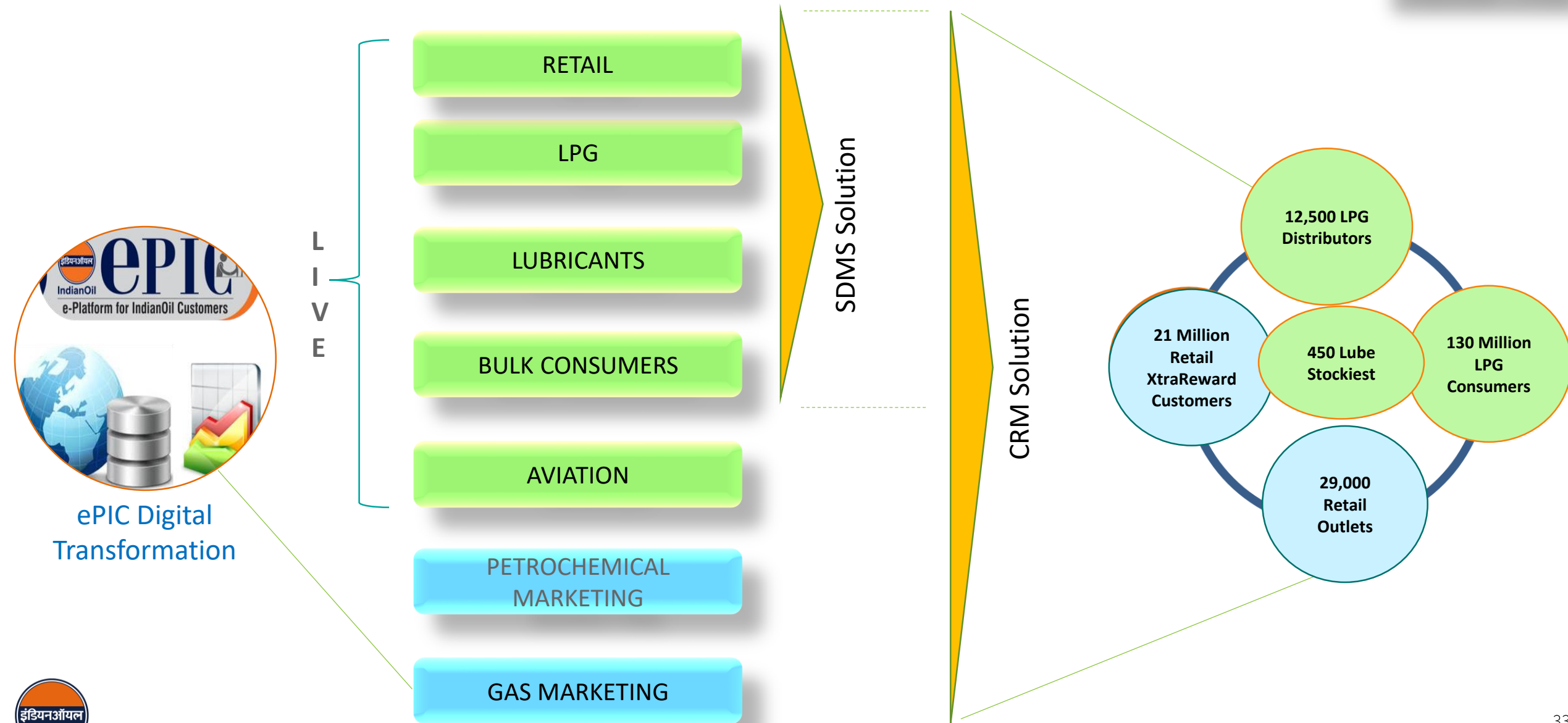
IndianOil

IndianOil ONE Mobile App - 1.5 Million Consumer powered by Siebel API

LPG
- Book LPG
- Pay Digitally
- Track Delivery
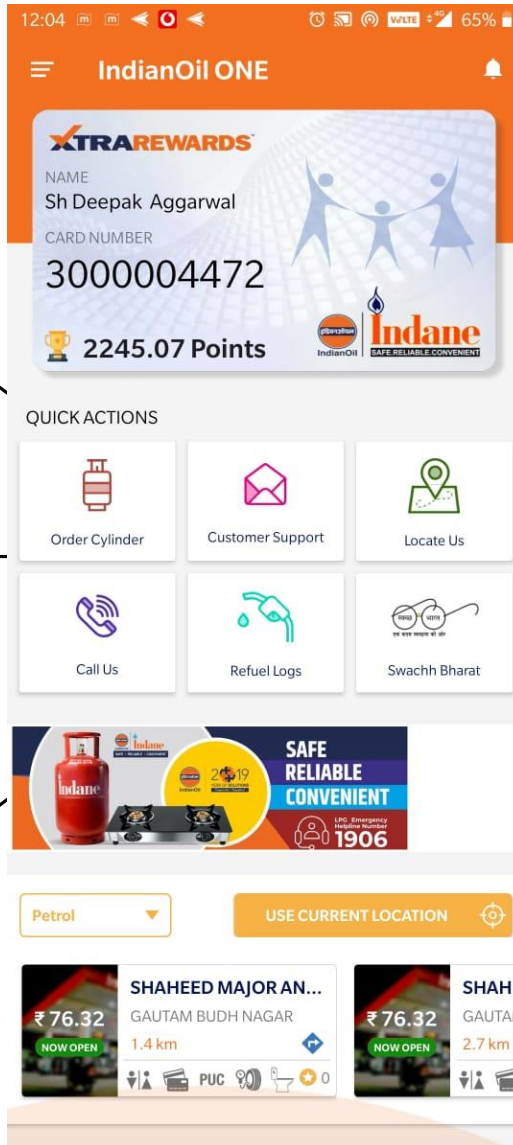- Online KYC
- Ratings/Feedback
- Connection Management

Grievance
- Raise Complaint
- Swachh Bharat Complaints
- Tracking of complaint

Refuel Logs
- Tracking of refuels
- Mileage Calculator

Loyalty
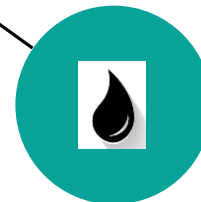- Xtra Rewards Onboarding
- Tracking points earned / redeemed

GPS based Services
- Find near by Retail outlet
- Navigation on map to retail outlet
- Info about facilities/ price at outlet

Lubes
- Find engine oil based on make and model

IndianOil Business Mobile App– 150K Partners powered by Siebel API

Distributor
- Indent creation
- Indent Management
- PAD balance
- Key business statistics

Delivery Boy
- Delivery Confirmation
- POS integration for digital payments
- Creation of Invoice
- Option to work offline

Showroom Staff
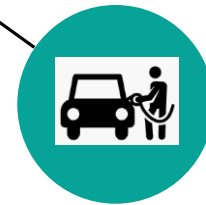- Bulk delivery confirmation

Mechanic
- Mechanic Service request

Dealer
- Indent creation
- Indent Management
- PAD balance
- Capturing CA sales
- Key business statistics

Customer Attendant

IndianOil

mPower ONE Mobile App - 10K Employees powered by Siebel API
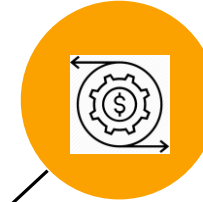
Dashboard

- Sales
- Stock
- Balance
- Inspections
- Grievances

SFA

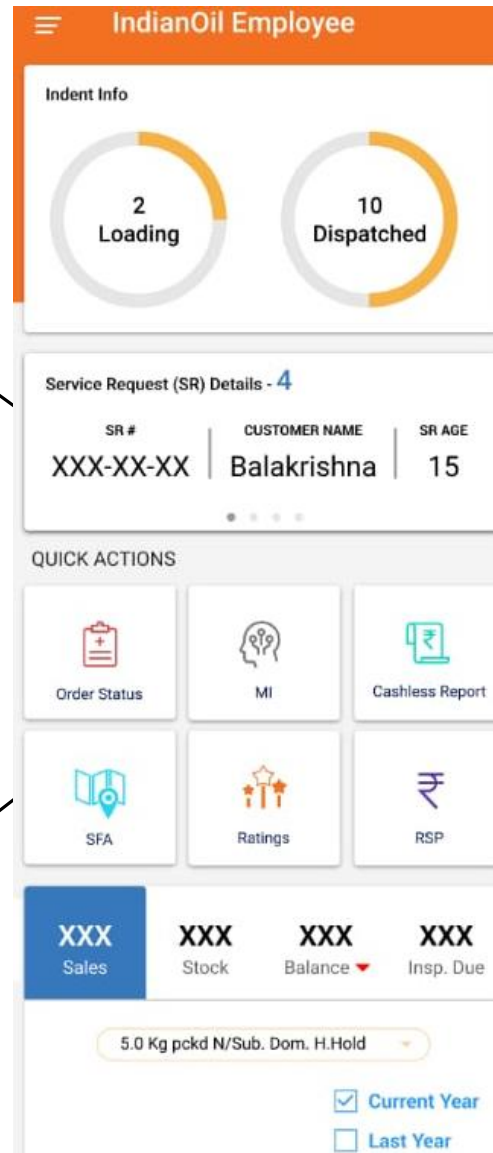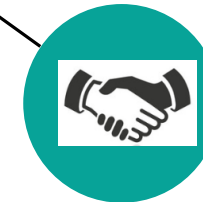- Tours and meetings
- Lead
- Market Intelligence

Reports

- Stock report
- Cashless report
- Customer centric report

Business

IndianOil Employee

Indent Info

2 Loading

10 Dispatched

Service Request (SR) Details - 4

SR #	CUSTOMER NAME	SR AGE
XXX-XX-XX	Balakrishna	15

QUICK ACTIONS

| Order Status | MI | Cashless Report |
| SFA | Ratings | RSP |

| XXX Sales | XXX Stock | XXX Balance | XXX Insp. Due |

5.0 Kg pckd N/Sub. Dom. H.Hold

☑ Current Year
☐ Last Year

IndianOil

ePIC – Plan for upcoming 6 months

- **Siebel upgrade to IP20**
  - Test upgrade is being carried out to estimate the efforts
- **Solution for Remote / disconnected / Poor connectivity sites**
- **Mobile Apps enhancements**
- **eKYC implementation**
- **Realtime Loyalty for retail customers**
- **Extension to Petro Chemical business**

Thank You

ReddyVNK@indianoil.in

Key Takeaways, Q&A

Spark nz

Early adopter of Siebel 17+ architecture

Zero Downtime

30% operations & 20% hardware reduction from parallel development

50% AHT reduction with React-based UX changes

TELKOMSEL
by Telkom Indonesia

Migration from legacy systems to Siebel 19.10 remotely (social distancing)

160M subscribers, 400M transactions in 3 months

75M new orders, average 812ms per transaction

Massive data cleansing & simplification, future proofed

IndianOil

On path to 60k users, supporting 200M citizens, 21M loyalty members

50 TB of data, 3.5M bookings / day, 400% improvement in issue resolution rate

Guinness Book record holder for largest cash transfer program

Siebel CRM Virtual Summit

Customer Speakers

Spark nz   TELKOMSEL   IndianOil

KeyBank   Ontario   Government of Canada

American Airlines   airtel   Rabobank

https://blogs.oracle.com/siebelcrm

Schedule - Siebel CRM Virtual Su... ×   +

blogs.oracle.com/siebelcrm/schedule-siebel-crm-virtual-summit

Schedule:

Date	Time (PDT)	Webinar	Abstract	Speakers
Week 1				
Sept 15th	8.00 – 8.45	**Siebel CRM Strategy & Roadmap**	Learn how Siebel CRM is a core component of Oracle's Digital Experience strategy, with best-of-breed CX product solutions and a rich innovation roadmap.	George Jacob
Sept 15th	9.00 – 10.00	**Siebel CRM Customer Leadership Fireside Chat - Zero Downtime**	Hear how leading global organizations focused on Digital Transformation use Siebel CRM today to lead markets, innovate and build competitive advantages.	George Jacob Nathan Phipps (Airtel) Jason MacZura (AA) Girish Pradhan (Dymension René Oosterom (Rabobank Ajay Patil (Rabobank) Kunwardeep Vatsa (Raboba
Sept 15th	20.30 – 21.30	**Siebel CRM Customer Leadership Fireside Chat - Business ROI**	Hear how leading global organizations focused on Digital Transformation use Siebel CRM today to lead markets, innovate and build competitive advantages.	George Jacob Ashish Hora (Spark NZ) Pak Nugroho (Telkomsel) VNK Reddy (Indian Oil)
Sep 16th	8.00 – 8.45	**Digital Transformation Strategies for your Siebel CRM Application**	In this session, you will find out how to transform your Siebel CRM deployment into a Digital Experience platform with minimal risk and preserving pre-built customizations. Why build a new CX platform completely from scratch at high cost and risk, when you can re-use what already serves the business so well.	John Bedford Aaron Shidler

Thank You

—

Take the Siebel CRM Innovation Survey

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

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

Stay Connected

blogs.oracle.com/siebelcrm

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