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Oracle Digital Experience for Communications

Overview for Siebel CRM

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Safe harbor statement

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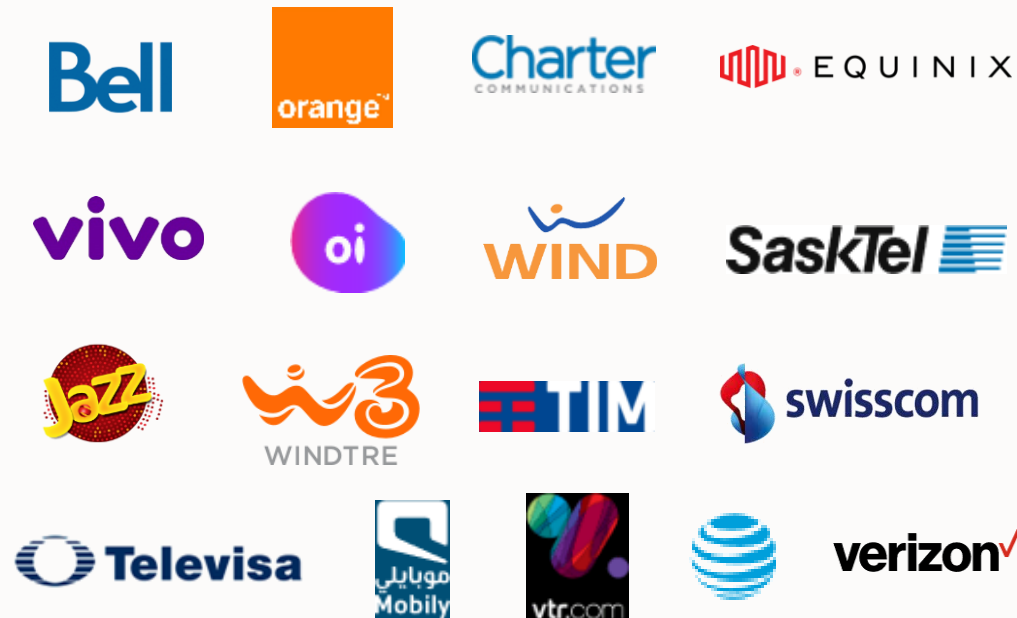
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Thank you!

Recent Go Lives



Telco's Running Siebel CRM



New Wins



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

الاتصالات المتكاملة
INTEGRATED TELECOM

New Siebel Digital Transformation in progress!



Agenda

- 1 Industry Disruptions
- 2 Oracle Solution Innovations
- 3 Demonstration
- 4 Next Steps





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Experience Economy

- Experience defines value
- Customer is innovator
- Journeys are non-linear and unpredictable

Communications in the Digital Age

Paradigm #1

Digital Behaviors

Digital Natives



Paradigm #2

non-linear
customer
behaviors



Paradigm #3
The notion of “C” in CX is changing

Paradigm #4 – Support Models

CSPs

150+

DSPs

9



average no. of CSRs employed
for every 1M customers

Covid-19 has Accelerated Consumer Digital Behaviors



**will not miss
retail stores**



**prefer to continue digital
channels for buying**



**like digital interactions
better than non-digital**

Most digital transformation projects are failing

70%

of digital projects
have failed

*“CSPs spend 60-80% IT budget
on maintenance vs. innovation.”*

- ZDNet

Digital channels and
prettier UI alone
don't cut it

No time or money
for massive IT
transformations



Data driven
Experiences

respond
to moments
of need in
real time

Efficient
service is zero
touch service

Multi-speed
architecture

think differently

**Providers with best customer
intelligence have the biggest
chance to win!**

**Rapid innovation is equally
important**

“We’re not doing this [transformation] to drive an incremental improvement in our operations... We’re targeting to have a **step change** in how we operate our Telco software. I’m talking about at least a **10 times improvement** in operational efficiency through automated operations and standardization.”

Dr. Lester Thomas, Chief Architect





Oracle Digital Experience for Communications

A new paradigm for
radical transformation in
the experience economy

Digital Experience for Communications Delivers Value

Improve acquisition rates



Move offer creation (from IT) to business, from days to minutes

Business persona offer 360 design, with 1 click publishing



Personalized commerce experience to mirror campaigns

Anonymous user and existing customer omni-channel purchase



Rapidly introduce new channels & channel hopping

Omni-channel catalog, cart, quoting & ordering | API first design & approach

Improve efficiency of customer engagement channels



From process driven to conversational interactions

Real time contextual information and screens



Turn care into commerce

Embed customer 360 & subscription life cycle in your commerce experience



Customer 360 for Comms

Billing, Ordering, SR and Subscription Life Cycle Management

De-risk your CX transformation



Natural business user experience

Persona specific, application & vendor agnostic experience design | Contextual data driven interactions and actions



Adaptive Data Mastering

Distributed customer & subscription mastering for smaller, faster transformation projects



Co-Exist and Evolve

Application & vendor agnostic data model based on TM Forum Open Digital Architecture Open APIs

Oracle Industry Fabric

the Oracle industry solutions platform

TMF Open Digital Architecture
Experience first

Adaptive data mastering

Co-exit, leverage and evolve

Cloud native infrastructure

5x faster deployments

10x lower cost of IT

Benefit targets, may vary by customer

* roadmap

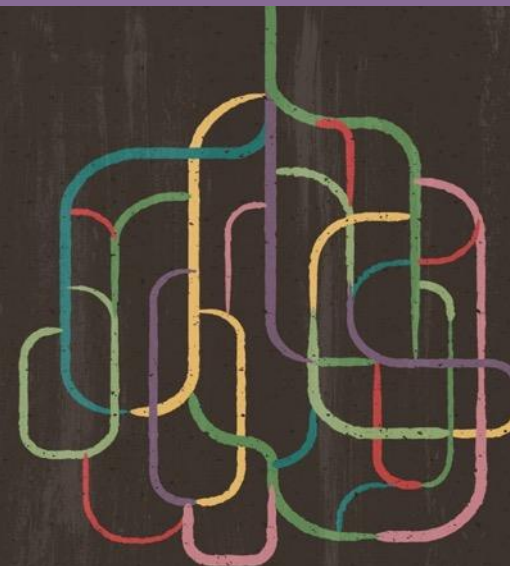


experiences:

- Launch
- Buying
- Sales*
- Care

Business

INDUSTRY FABRIC – Open Digital Architecture (TM Forum)



- CRM
- Billing
- Order Management
- Fulfillment
- Marketing & Sales
- Call Center
- Digital Channels
- Integrations

IT



Oracle LaunchX

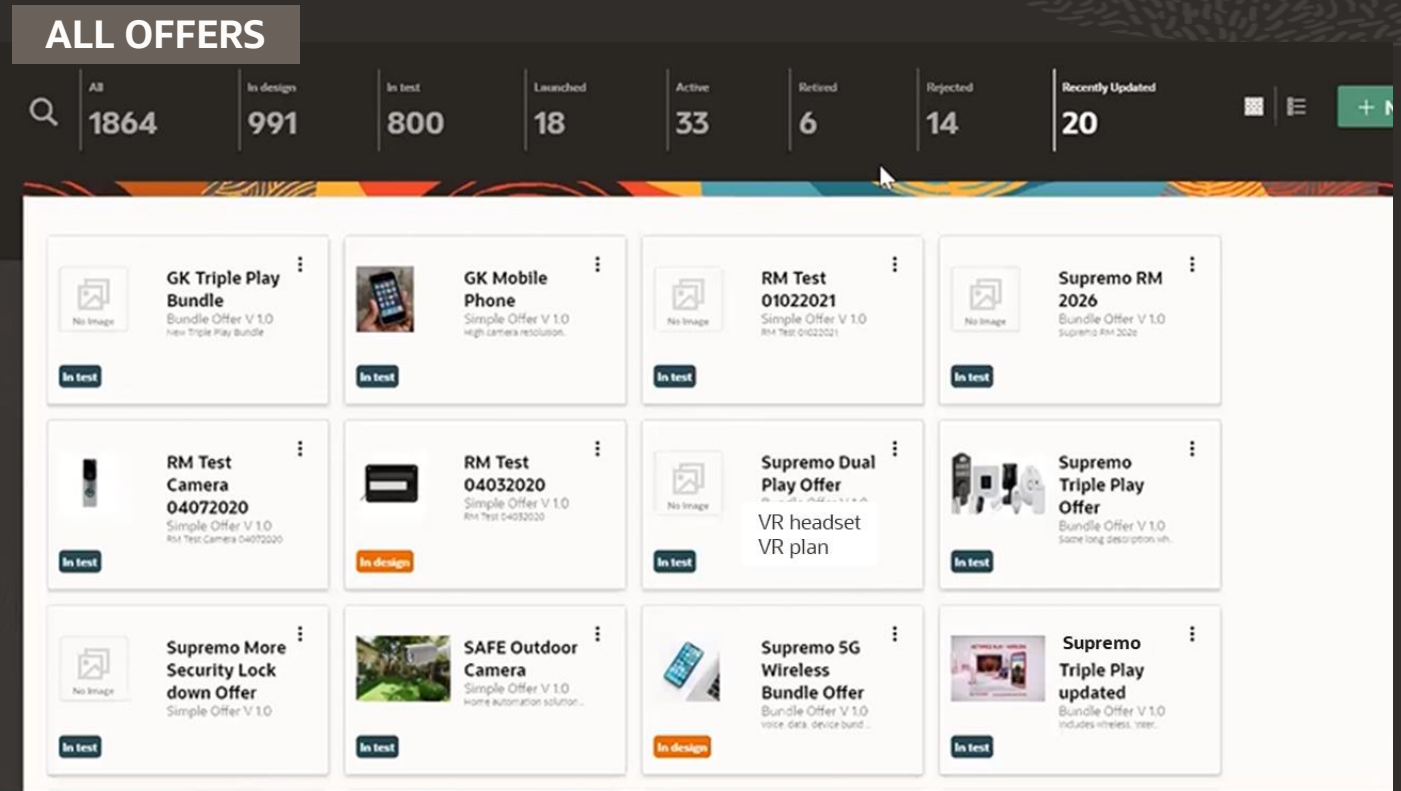
Enterprise catalog

Business user experience

1-click publish

10x faster launches
launch in days vs. weeks

Benefit targets, may vary by customer



Oracle BuyingX

Omni-channel commerce

Common sales catalog

Common shopping cart

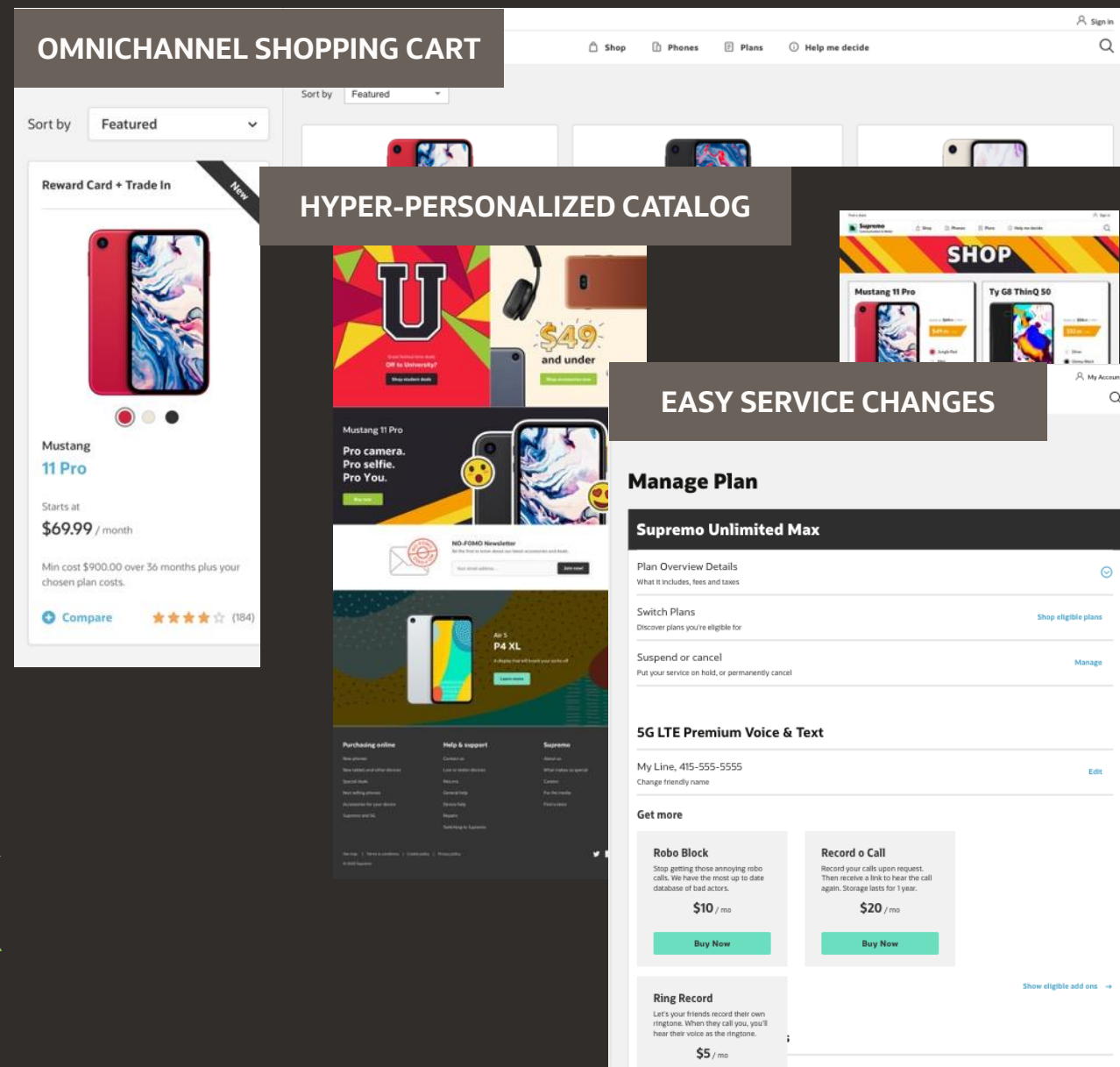
Rich pricing & config

Rich subscription LCM

5x higher conversion rates

lower cost of acquisition 3x

Benefit targets, may vary by customer



Oracle CareX

Unassisted digital channels

Smart 360 agent desktop

Sell while providing care

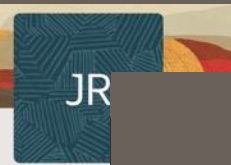
600% higher CSAT
lower cost to serve 20x

Benefit targets, may vary by customer

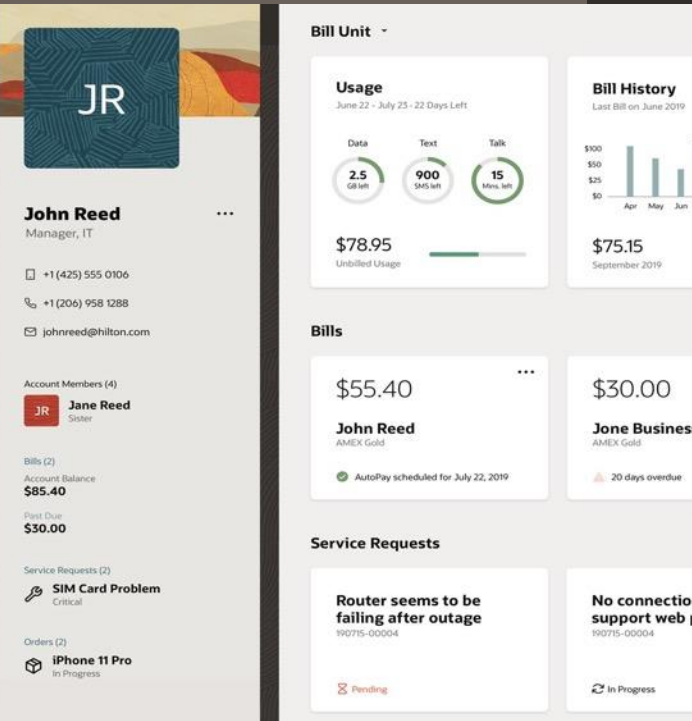
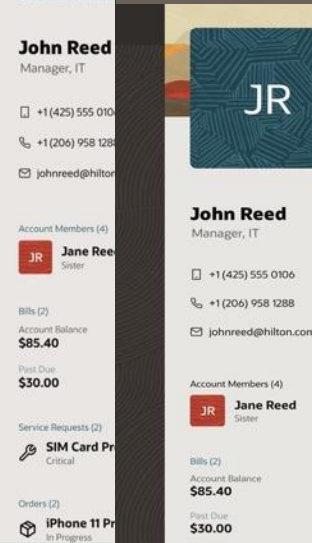
360 AGENT DASHBOARD



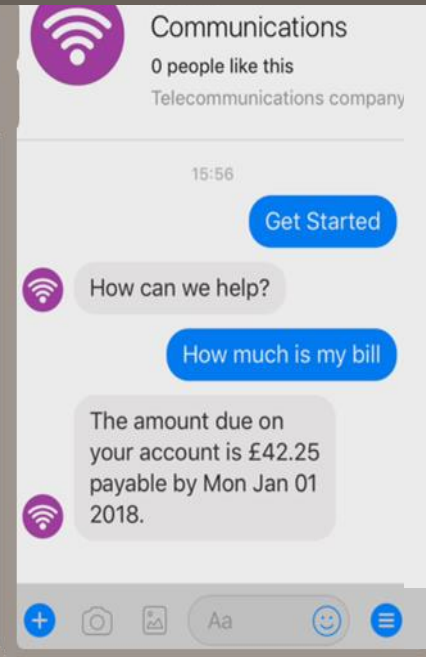
UNIDENTIFIED CONTEXT



IDENTIFIED CONTEXT



DIGITAL ASSISTANT



Poll

1. What is your digital customer experience strategy?
2. Which customer experience SaaS apps you are using or implementing
3. Which customer experience capabilities represent your top priority?
4. If any, what are the barriers to adopting SaaS customer experience?



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Demonstration



As a market leader, Swisscom
is shaping the future

Deliver the best customer
experience regardless of location

Drive operation excellence
to reduce cost

Identify new growth areas
especially in digital



Sven Friedli

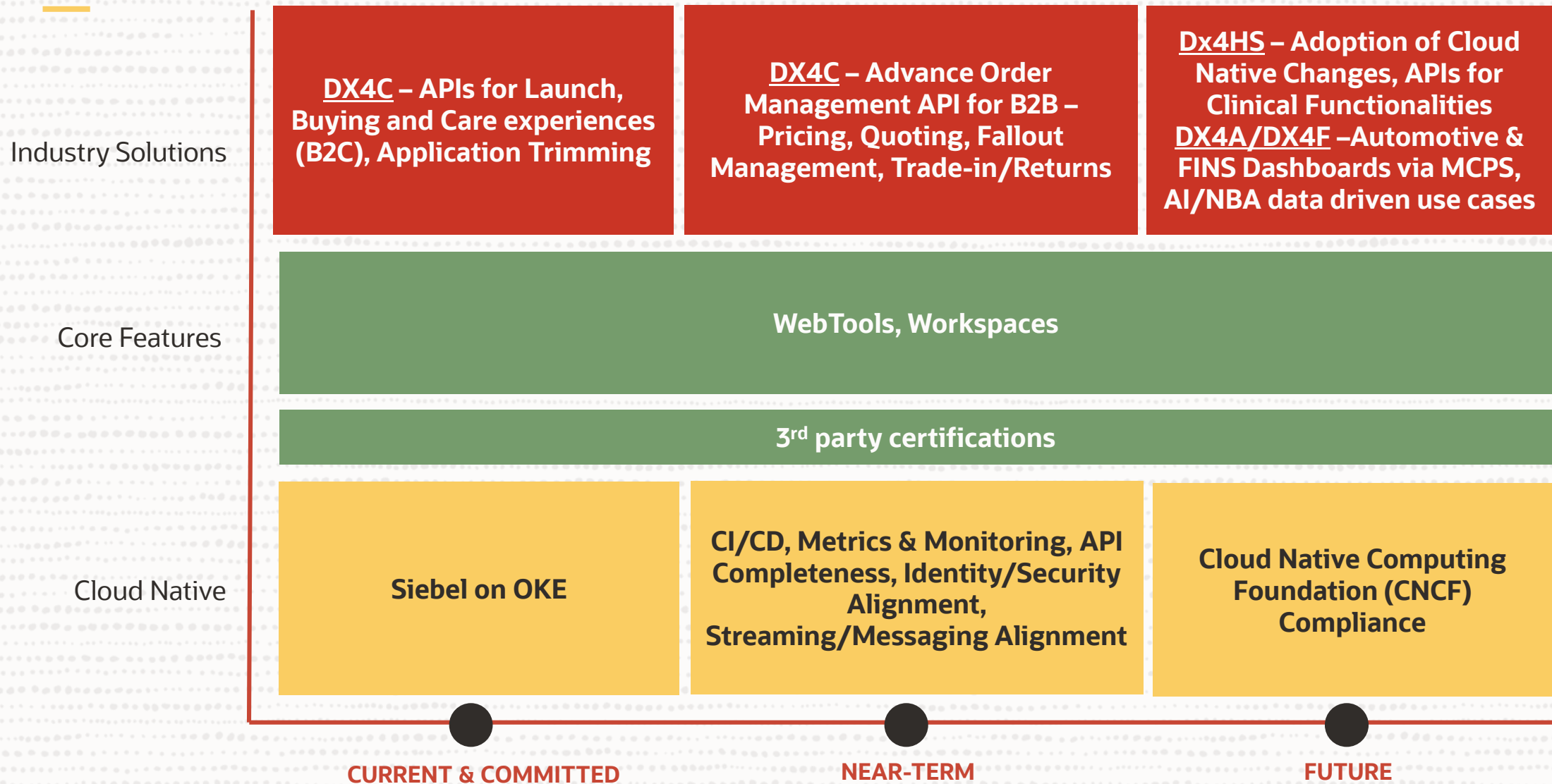
HEAD OF ARCHITECTURE MANAGEMENT & TECHNOLOGY
SWISSCOM

“It is important to have a lean
and decoupled architecture
that delivers out-of-the-box
capabilities in the cloud.”

Poll

1. What can Oracle do to enable you to better leverage your Siebel CRM investments and adopt SaaS for customer experience?
2. How familiar are you with Oracle CX Cloud applications?
3. What functional areas would you like to learn more about with Oracle CX Cloud?

Product Roadmap – 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

Next Steps

- 1 Attend DX4C deep-dive sessions (Oct 12th – 15th)
 - Oct 12th : Industry Fabric
 - Oct 13th : Launch Experience
 - Oct 14th : Buy Experience
 - Oct 15th : Care Experience
- 2 Schedule 1:1 meetings with Oracle Product Management and Consulting teams
- 3 Attend DTW Catalyst event to see DX4C live demonstrations
[Digital Transformation World Series](#)
Virtual conference (Oct 7th – Nov 12th)



Thank you



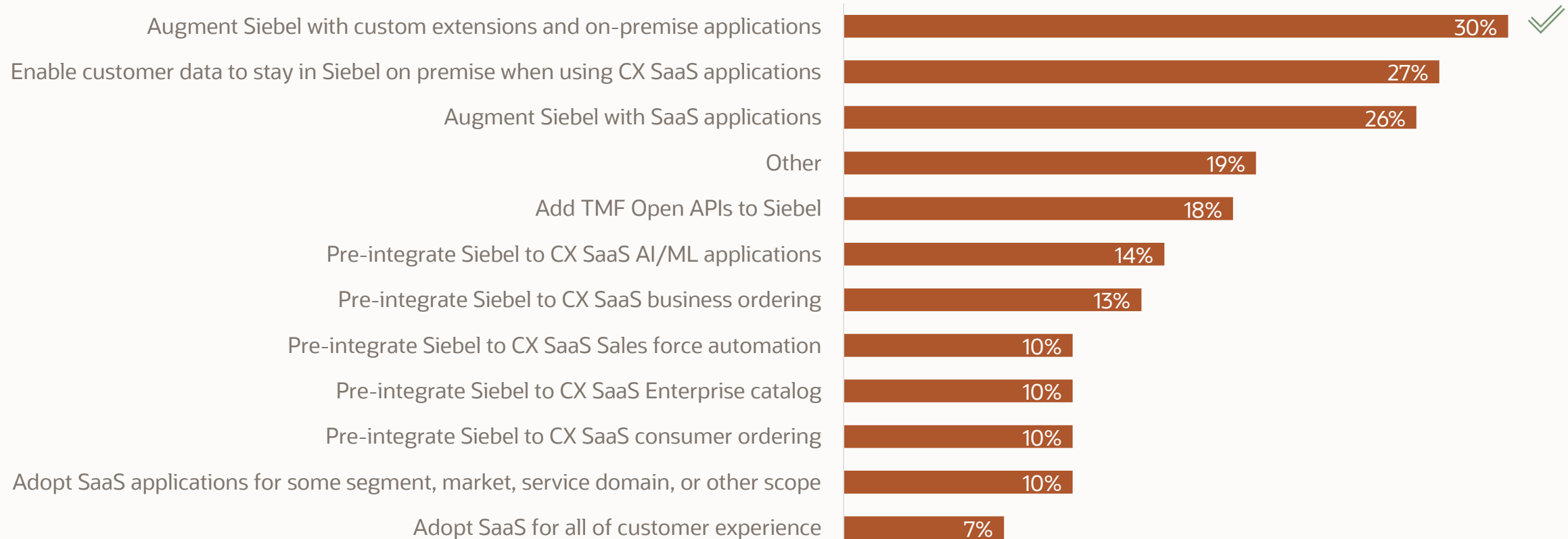
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Poll

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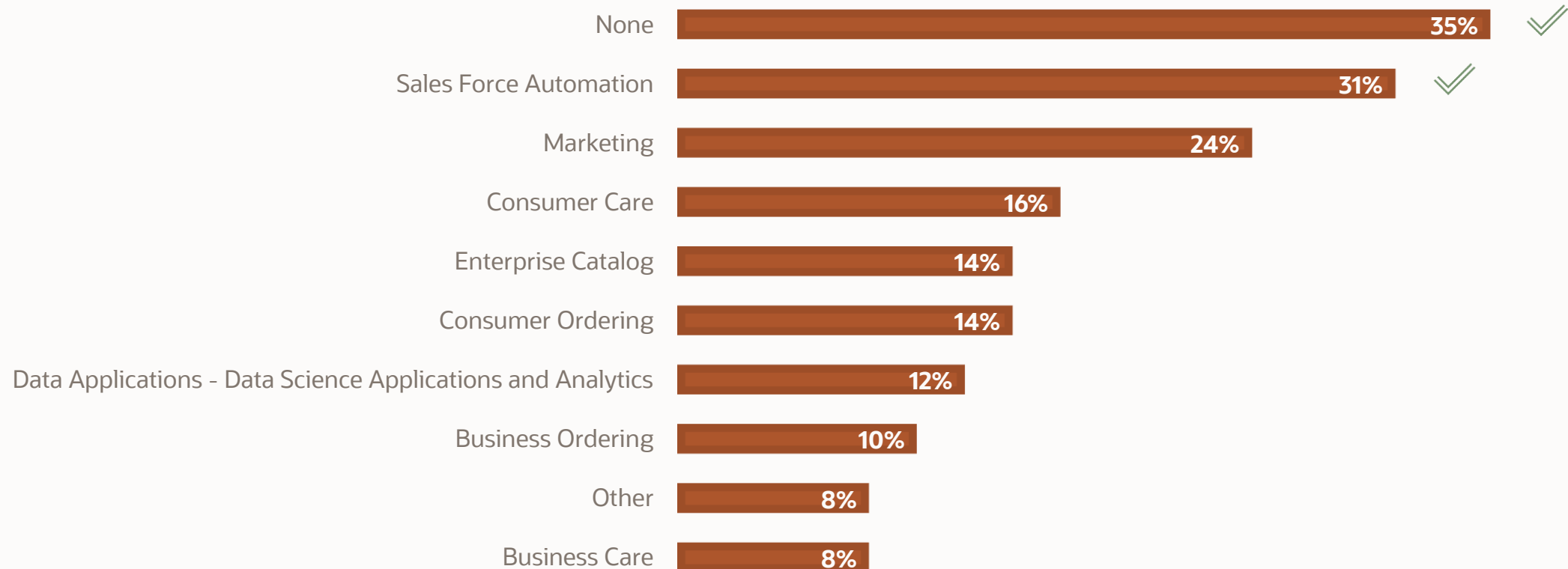
Poll Result

What is your digital customer experience strategy?



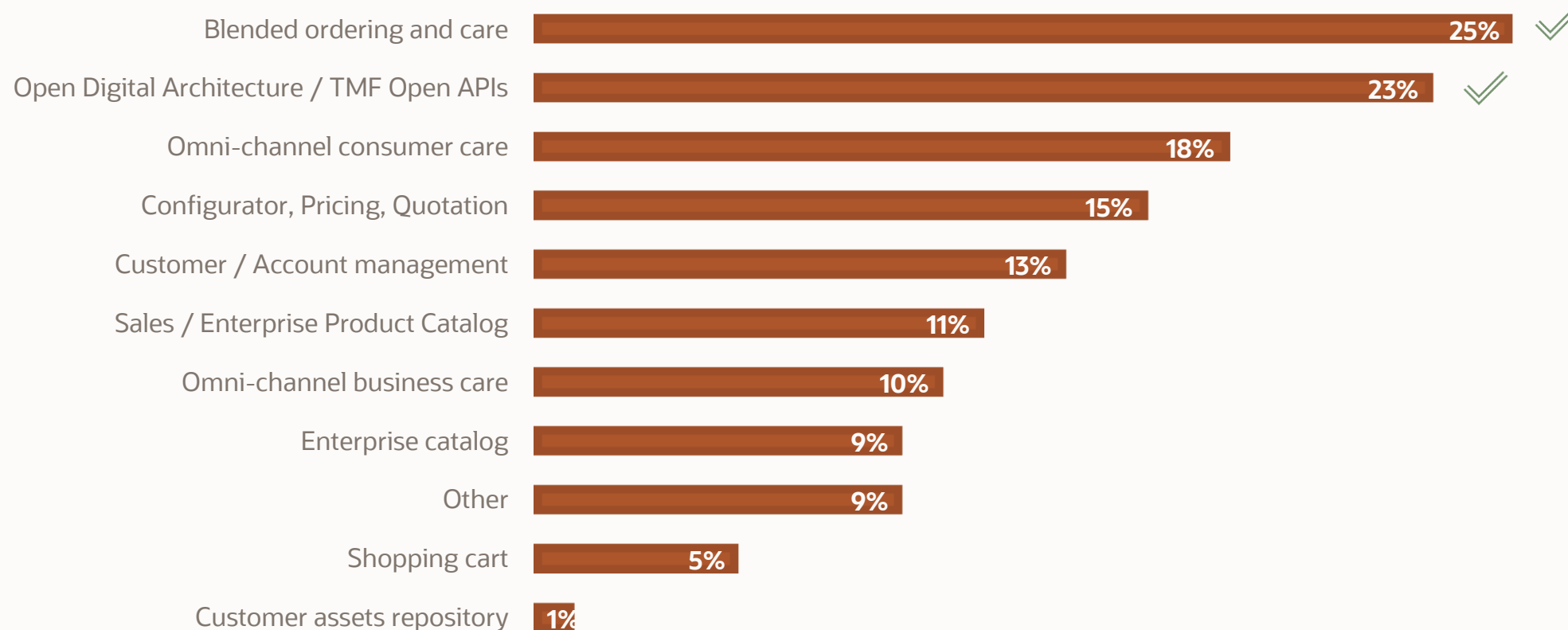
Poll Result

Which customer experience SaaS apps you are using or implementing?



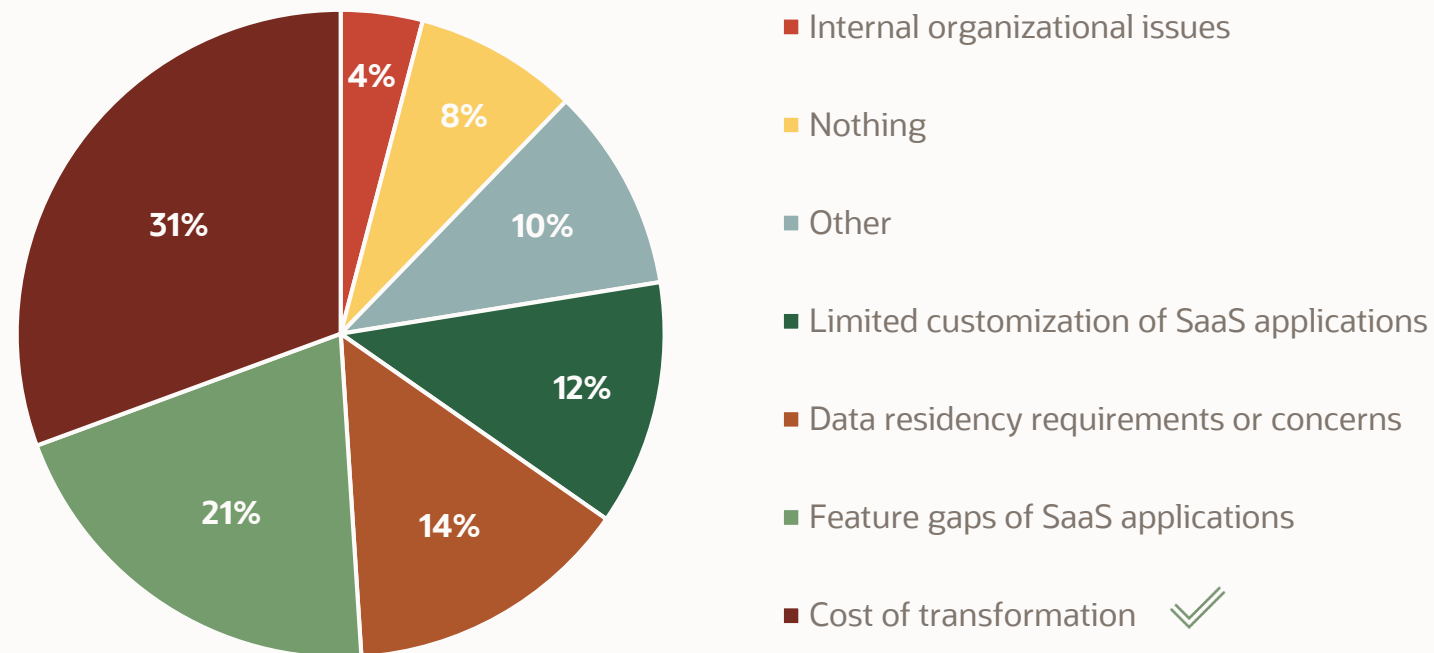
Poll Result

Which customer experience capabilities represent your top priority?



Poll Result

If any, what are the barriers to adopting SaaS customer experience?



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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[Siebel CRM Ideas](#) (Collaboration)



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[CAB portal](#)

[LinkedIn Customer Connect](#)

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

[Virtual CAB replays](#)