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Siebel CRM

Customer Leadership Fireside Chat – Zero Downtime

—

Jason MacZura, American Airlines & Girish Pradhan, Dymensions

René Oosterom, Ajay Patil, Kunwardeep Vatsa, Rabobank

Nathan Phipps, Airtel

with George Jacob, Oracle Siebel CRM

September 2020

Safe harbor statement

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Presenters

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DYMENSIONS

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DevOps Engineer & Siebel CI/CD Lead

Rabobank

Ajay Patil

DevOps Engineer, Upgrade Specialist

Rabobank

Siebel Focus: Scalable, sophisticated CRM

Leading Global Customers

Multiple Industries
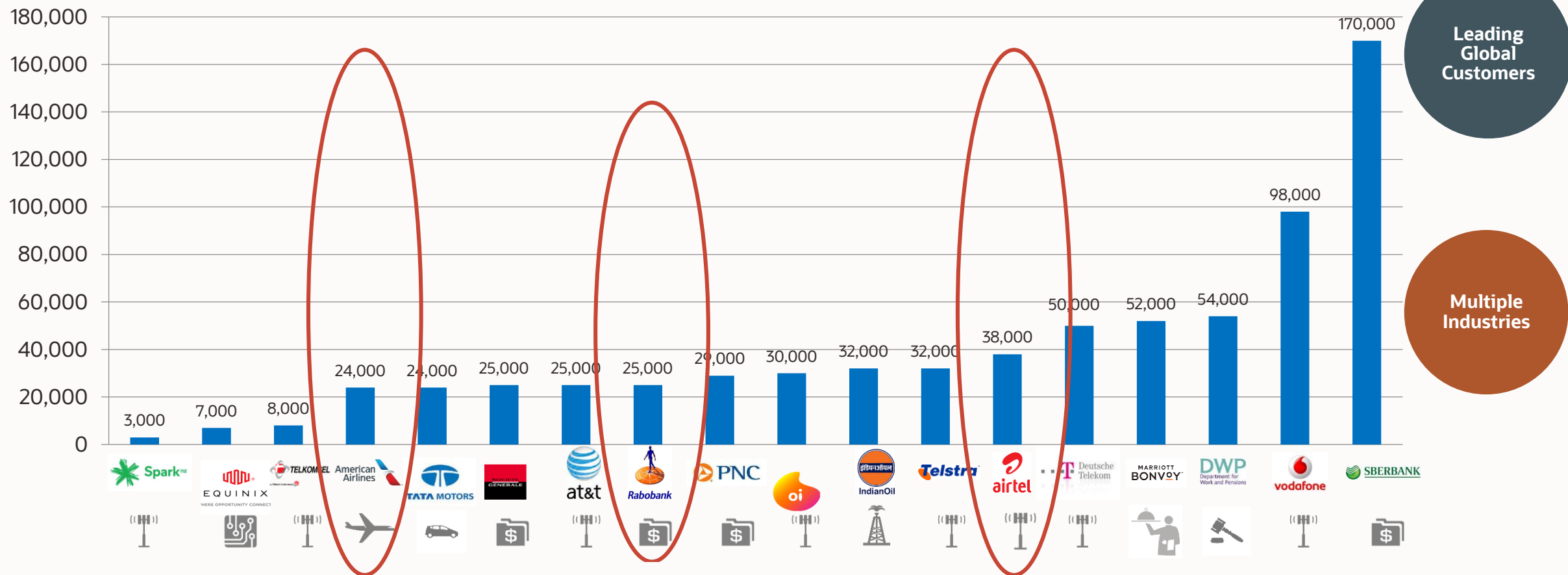
Siebel CRM as an Enterprise Data Reservoir

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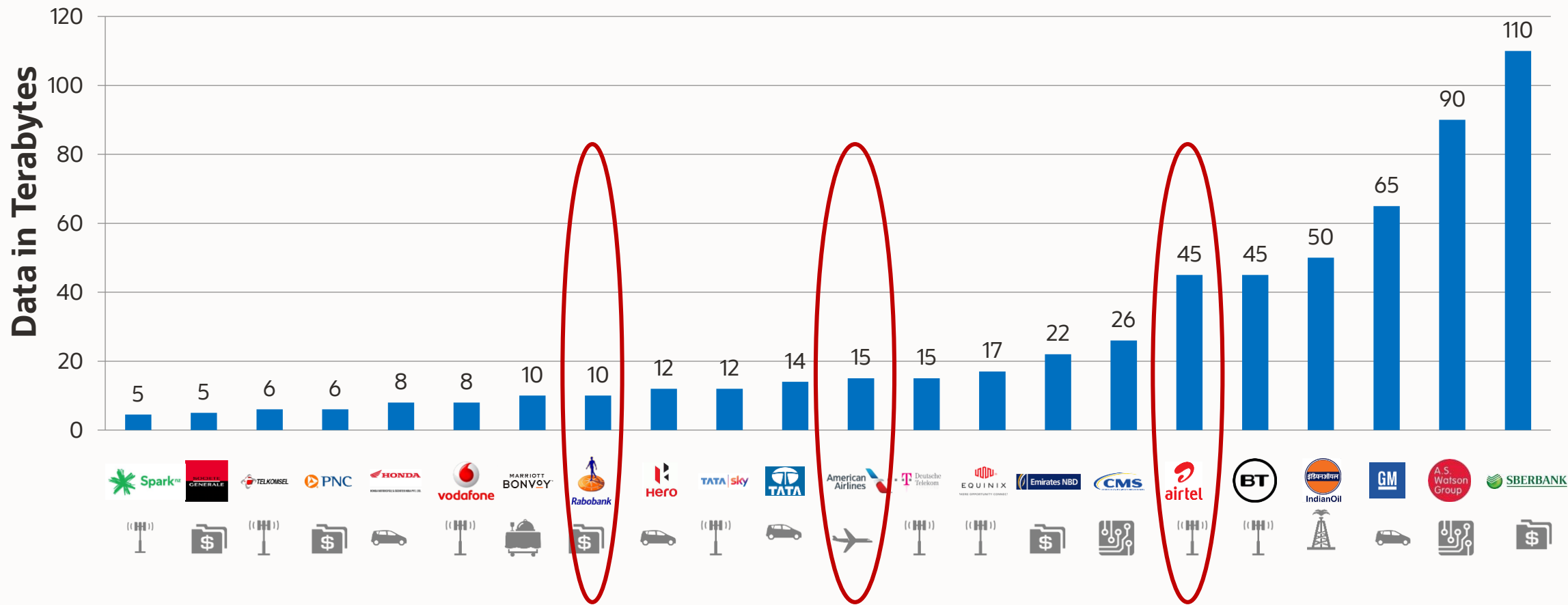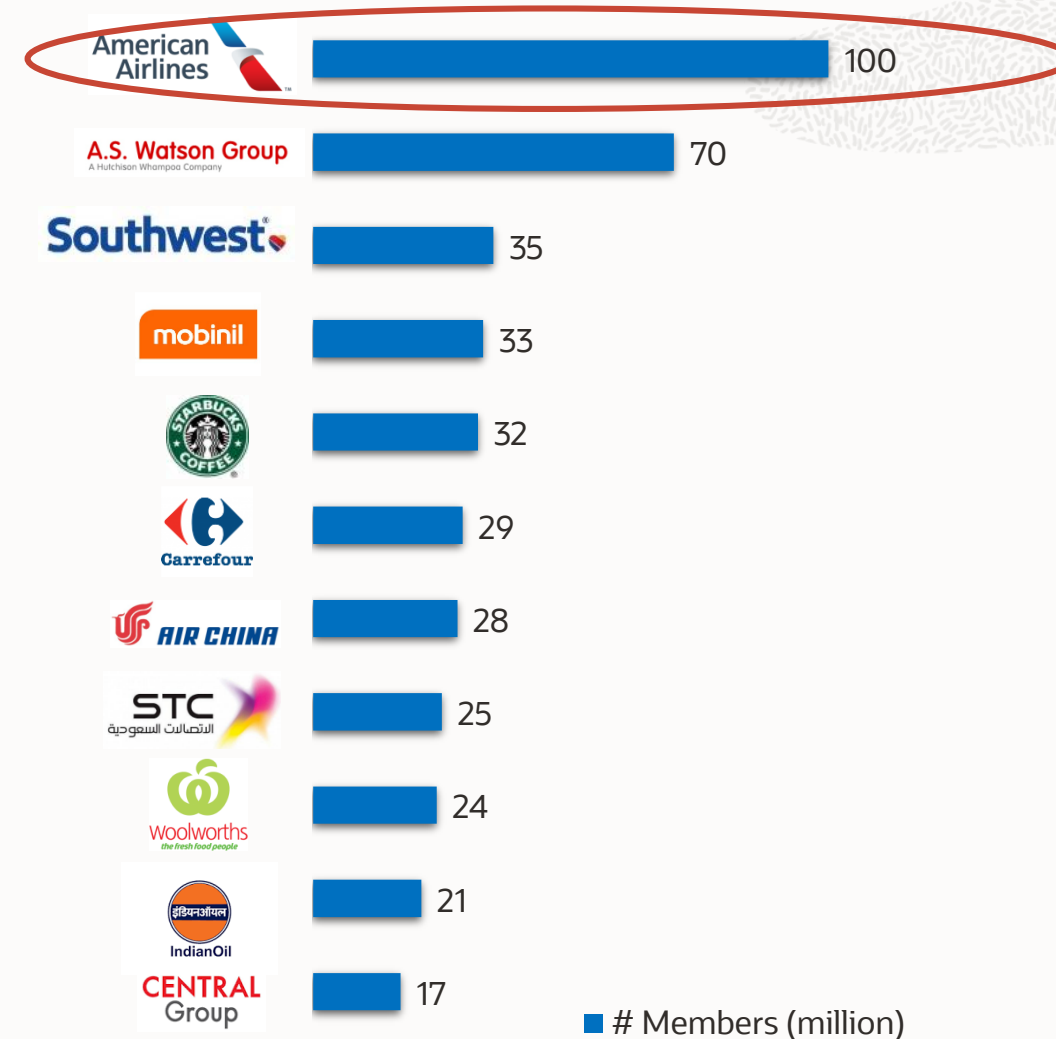
Siebel Loyalty
The #1 Cross-Industry Loyalty Solution

- Enterprise Class, multi-channel Loyalty system

- Pre-integrated with core CRM processes including marketing, service, order management and analytics

- 360 degree member information and actionable insight

- Modular, scalable loyalty engine, real-time operation

- Easy to extend to suite to any B2B / B2C loyalty program in any industry

Company	# Members (million)
American Airlines	100
A.S. Watson Group	70
Southwest	35
mobinil	33
Starbucks Coffee	32
Carrefour	29
Air China	28
STC	25
Woolworths	24
IndianOil	21
Central Group	17

■ # Members (million)

Sample Large-Scale Live Deployments

American Airlines Zero Downtime
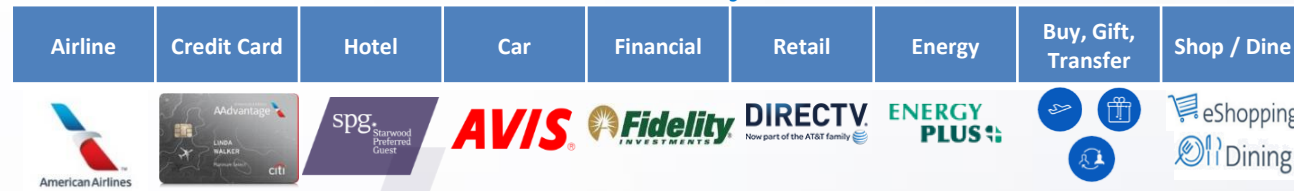
DevOps CI/CD Pipeline

Topics

1. American Airlines and Dymensions, Inc Introduction
2. Siebel overview at American: OCI and On-Prem
3. DevOps Pipeline Overview
4. Challenges
5. Near-Term Goals and Next Steps
6. Summary

American Airlines AAdvantage® Program Overview

1. **Established in 1981, the AAdvantage program was the first frequent traveler program in the airline industry.**

2. **AAdvantage was named Best Elite Program in the Americas for the ninth consecutive year in that category at the 2020 Freddie Awards, which are annual awards that recognize the world's most outstanding frequent travel programs.**

3. **Over the past five years, members have redeemed more than 50 million awards across more than 20 airline partners to more than 1,000 destinations.**

4. **We extended elite status for elite members through January 2022 and introduced promotions and offers to care for customers during COVID-19.**

Gold	Platinum	Platinum Pro	Executive Platinum	ConciergeKey

Invite Only

There are over *1,000 ways to earn miles*

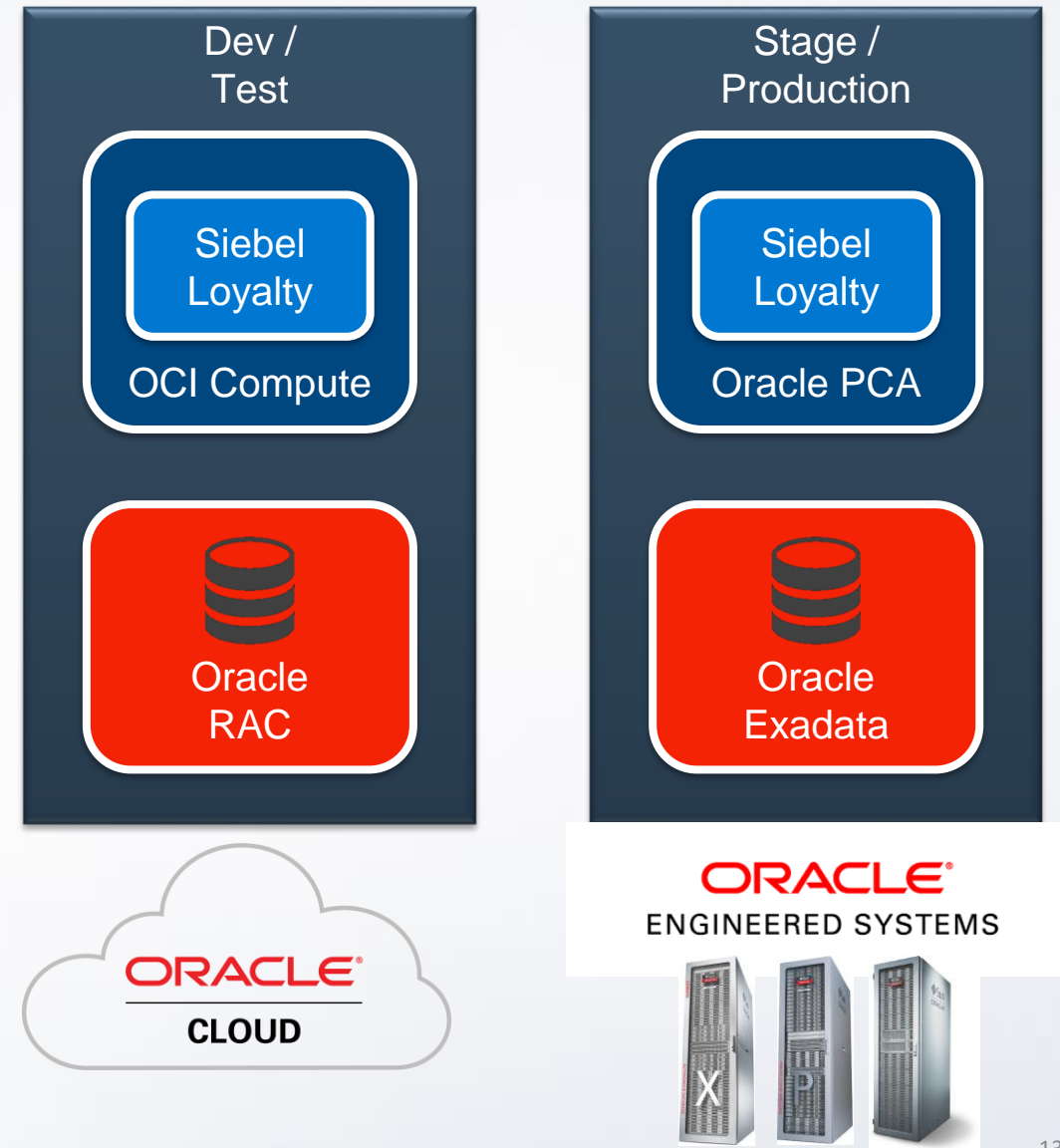| Airline	Credit Card	Hotel	Car	Financial	Retail	Energy	Buy, Gift, Transfer	Shop / Dine

Our Partner

Who	Siebel Experts
Focus	Siebel UX, DevOps, Upgrades & Cloud Migration
Mission	Bring modern agility to Siebel Deployments by leveraging best practices
Where	www.dymensions.io

DYMENSIONS

Siebel Overview at American
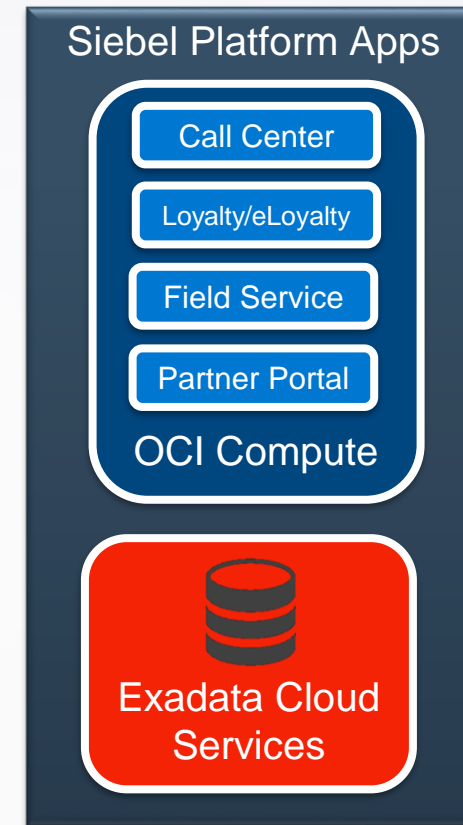
Siebel Loyalty (Ventana)

- Deployed Siebel 8.2 in November 2013

- Upgraded to 15.4 and OpenUI in October 2015

- Migrated to Siebel 20.1 in July 2020

- Development, Test Instances hosted & managed on OCI

- Stage and Production Instances are On-Premise

- Processes up to 30 million web service requests and >100k Loyalty Transactions daily

Dev / Test

Siebel Loyalty

OCI Compute

Oracle RAC

Stage / Production

Siebel Loyalty

Oracle PCA

Oracle Exadata

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CLOUD

ORACLE®
ENGINEERED SYSTEMS

Siebel Overview at American

Siebel Platform Applications (SPA)

- Deployed on Siebel 8.1 in 2010

- Upgraded to Siebel 16.19 and Open UI in 2017

- Upgraded to Siebel 19.12 in June 2020

- Development, Test, Stage and Production instances hosted & managed on OCI

- Single Development Instance supporting 4 Applications (Sales, Advocate, Soleil, FiveStar)

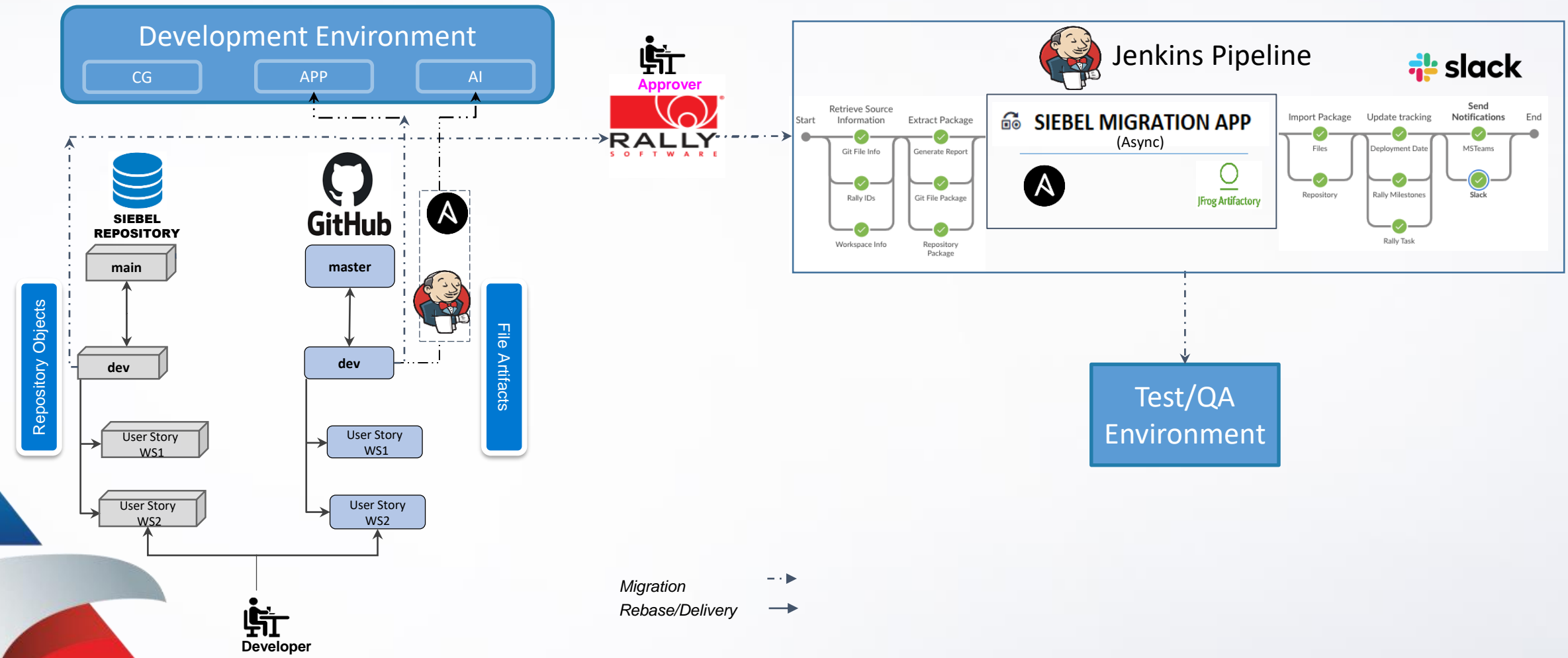- Multi RR-enabled Test, Stage, and Prod instance supporting 4 Applications

Siebel Platform Apps

- Call Center
- Loyalty/eLoyalty
- Field Service
- Partner Portal

OCI Compute

Exadata Cloud Services

Both Siebel Enterprises leverage the Siebel Migration Application via an Automated DevOps Pipeline

- Powered by **DYMENSIONS**

ORACLE®
CLOUD
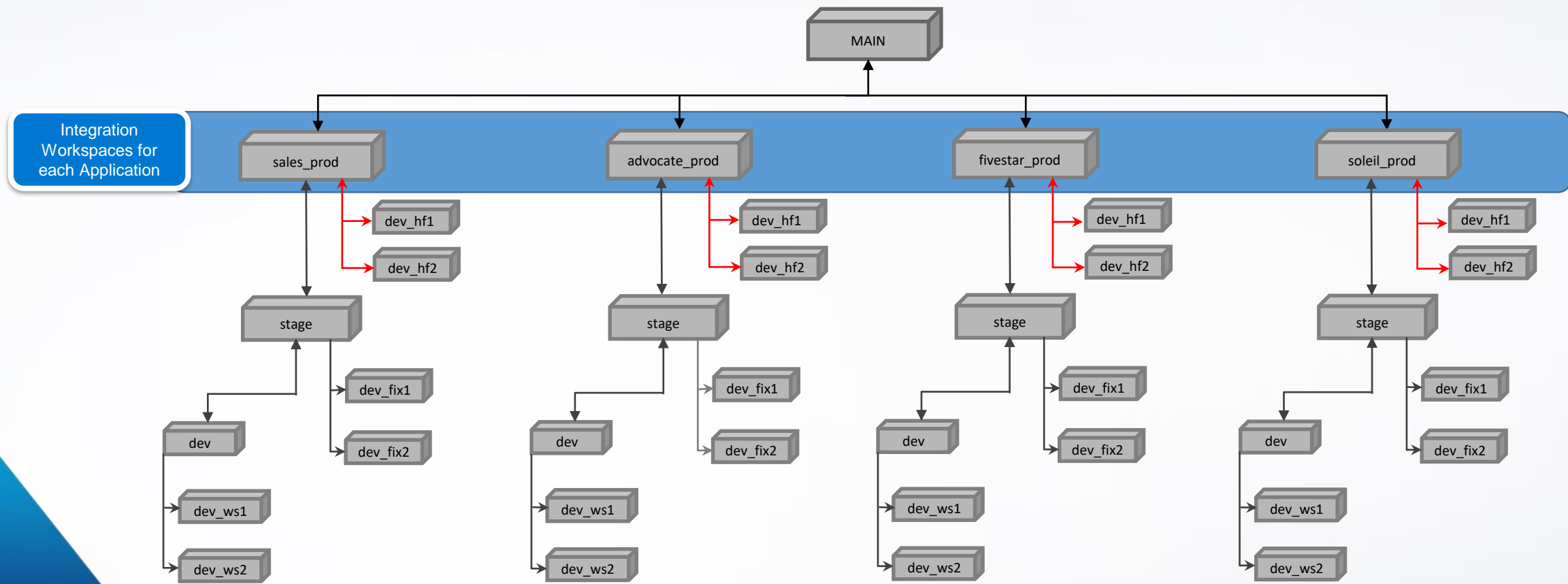
Repository and File Artifacts: Branching & Migration Workflow
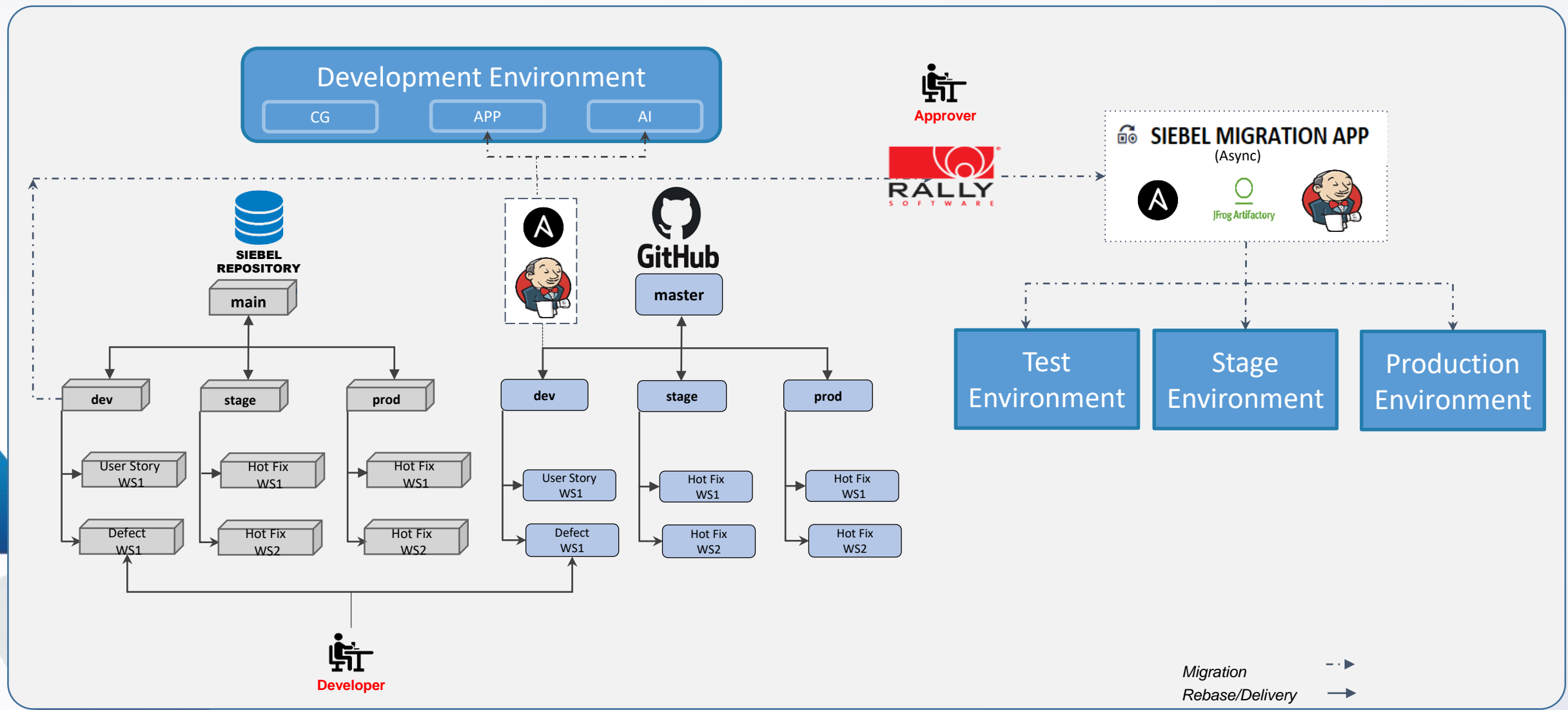
Repository Branching for SPA

Rebase/Delivery →

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Benefits Achieved

Development	Test	Stage	Production

Build Polling Frequency	Every 5 Minutes	Every 4 hours	Daily	Bi-Weekly
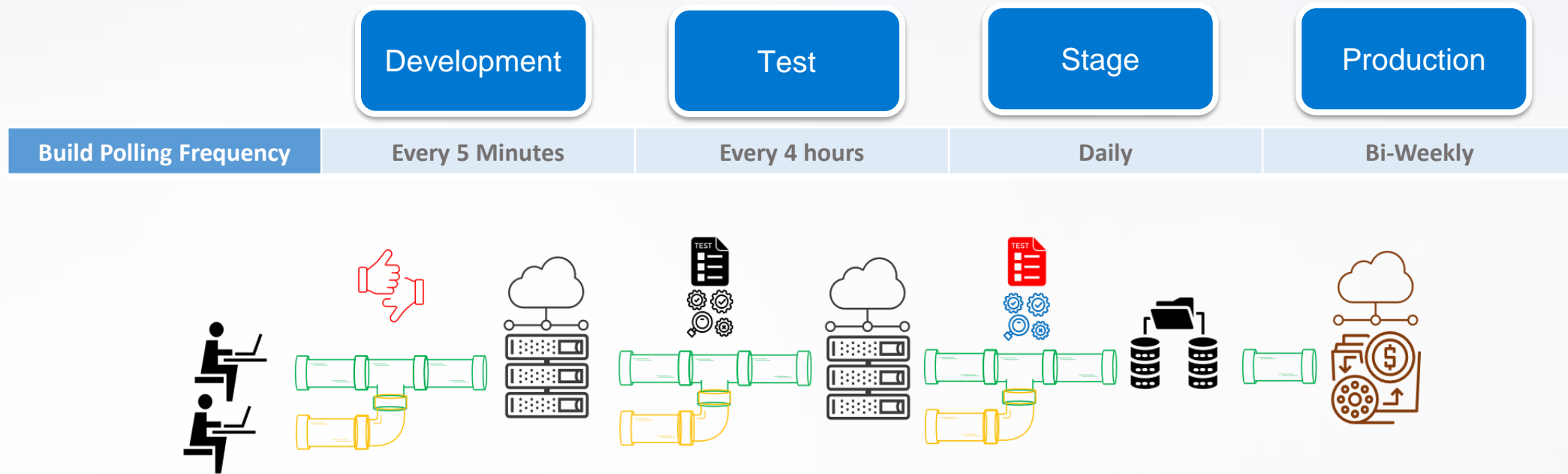
✓ 6x improvement in repository migration time (30 mins → 5 mins)

✓ 2x increase in Dev-to-Test migration frequency (3x → 6x per day)

✓ 3x reduction in time spent preparing for Stage and Prod deployments (50 mins → 15 mins)

✓ Zero downtime deployments:
- 90 more minutes of testing productivity per day
- Daytime Production deployments are now achievable
- 50+ successful deployments to Prod since June

Challenges

- File Migration fails when target has more than one AI
  - Custom Solution built using Ansible
  - Product Bug fixed in 20.7

- List of Values Migration when custom columns are modified
  - Product limitation
  - Custom solution planned

- Workspace limitations to migrate individual user stories
  - Custom solution planned

- Incremental Data migration using ADM
  - ADM Projects are not yet workspace-enabled
  - New Projects must be created in target

Near-Term Goals and Next Steps

- DevOps Pipeline Maturity
    - Integrated Security Scanning
    - Automated regression testing
    - Automated Change record creation

- Containerization to support testing

- Increased deployment frequency

Summary

- Operational agility achieved with automated Continuous Integration & Deployment

- Zero downtime deployments are now possible with Siebel IP2017+

- Business tolerance for increased change frequency

Thank You

Siebel @ Airtel
2020

Airtel @Scale

|			
# 2 Telecom Operator in India	**404+** Million customers	**40 Mn** Banking Customers	**2.2 Mn** Broadband Customers
1.1 Mn retailers On Payments Platform	**16 +** Mn 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	Release	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
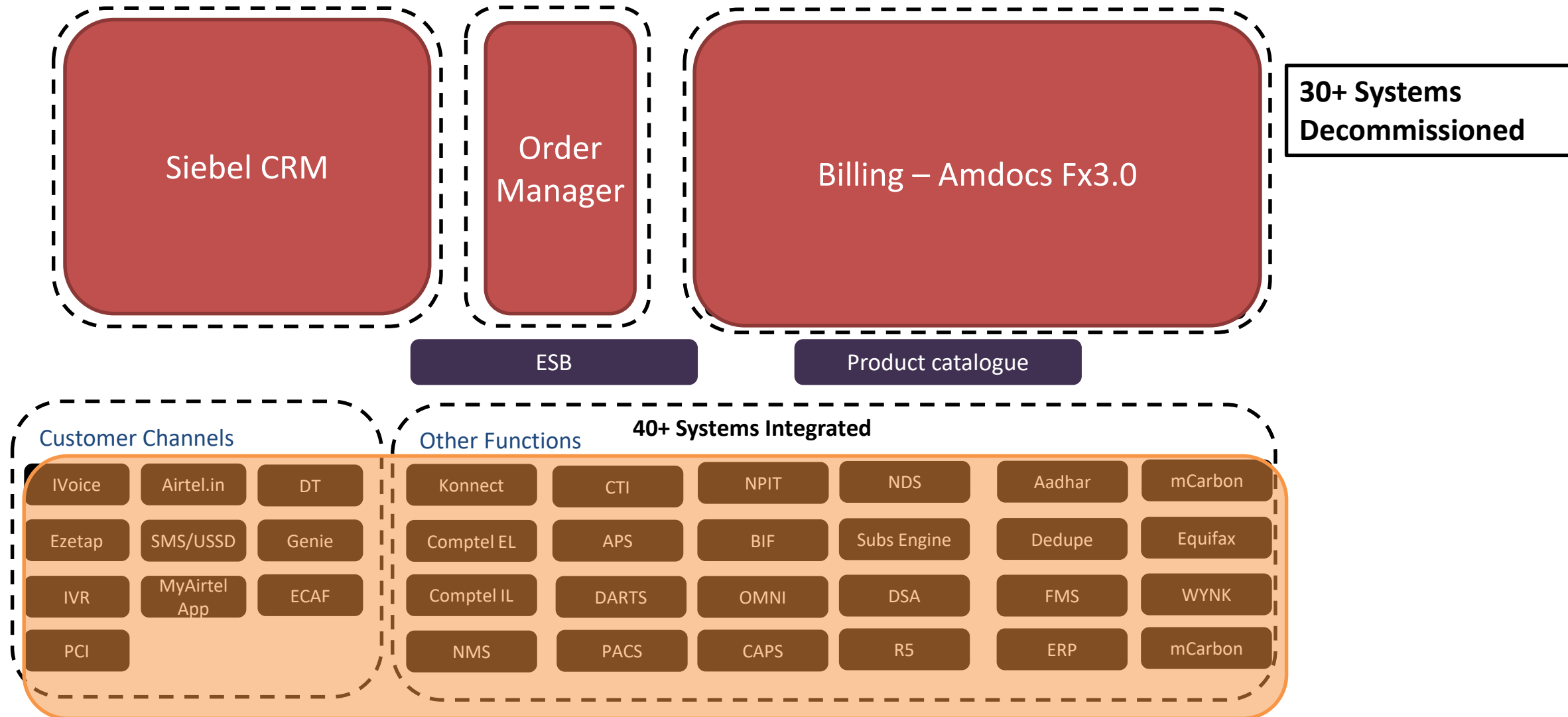
Postpaid Mobility

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

Satellite TV (DTH)

Summary

- 6 Months to deploy and migrate!!
- 20k Accounts created & 35K Service Requests raised daily
- 9 applications integrated
- 12K concurrent sessions

Lessons

- Non-functional testing of recent IPs

Business Value

- Stable Platform
- Agile Process Changes
- Speedy delivery → minimal disruption

Lead Management Platform

Summary

- Enable multi-channel acquisition experience
- Unify Lead-to-Order across Business Lines
- Resume incomplete acquisitions from across channel
- 100K leads processed/ day
- Single KYC across Businesses
- Single engineer visit for all products

Lessons

- Kafka integration rollout
- Stick to OOTB!

Business Value

- Ready-made sales funnel functionality
- Single view of Lead management across businesses
- Out-of-box integrations
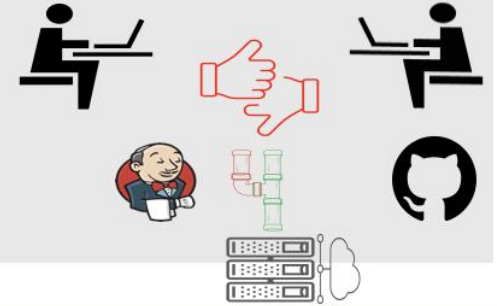
OUR
TIME IS
NOW

Continuous Integration

Development

- ✓ Quality Driven Development process
- ✓ Early governance
- ✓ Separation of responsibility

15x faster migration time

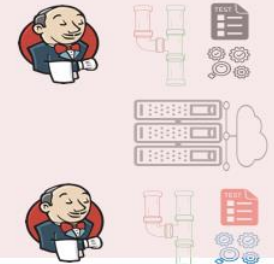**11x increase** # of migrations / day

Test

- ✓ Lesser manual steps = lower rate of errors
- ✓ Automated testing, more frequent testing
- ✓ Early testing, reduces release risks

100% reduction Errors during migration

5x reduction # of resources

Production

- ✓ Faster time to market; Increased Deployments
- ✓ Repeatable process, release in sprints
- ✓ Headless migration, migrate packages

10x faster Patchset upgrade

2x faster Deploy to Production

Summary

- **Over 16K Automated Deployments across 15.18, 18.11 & 20.1**
- **Near Zero Downtime Operational agility achieved with automated CI & CD**

Siebel Daily Deployments

September 2020

René Oosterom / Ajay Patil / Kunwardeep Vatsa

Agenda

- Siebel at Rabobank

- Speed and deployment

- Agile way of working

- Rabobank Delivery Pipeline

- CI/CD Pipeline with Azure DevOps

- Artifacts supported in our pipeline

- Challenges during implementation

- Improvements / open items

Siebel & Rabobank

Some insights on our Siebel implementation :

- Application : Siebel Financial Services (+ telephony integration)

- First implementation 2003 (on-premise, AIX and database DB2)

- Consolidation of >50 systems into one CRM implementation

- 25.000 users / daily 15.000 concurrent users

- 2.5m Transactions / day

- Migrate to OpenUI (October 2015)

- Upgrade from IP16 to Siebel19.7 (September 2019)

- CI/CD Pipeline with Azure DevOps (2020)

- Next steps : Upgrade to 20.6 (Nov 2020), Siebel API Framework, BEB Framework, Phase out MQ integration

Speed and Deployments

Quarterly   : 2005 – 2017 (distribution releases)

Quarterly/fortnightly : 2018 (major & minor releases)

Fortnightly   : 2019 – july 2020

Daily   : August 12th 2020 → now

Our Philosophy:
The train leaves everyday
It's up to you if you want to take it!

Why (automated) Daily Deployments?

- Business waiting for and depending on IT
- Reduce time-to-market / complaints about waiting for next deployment
- Avoid unnecessary manual work on deploys in between of planned deployments.

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Agile Way of Working
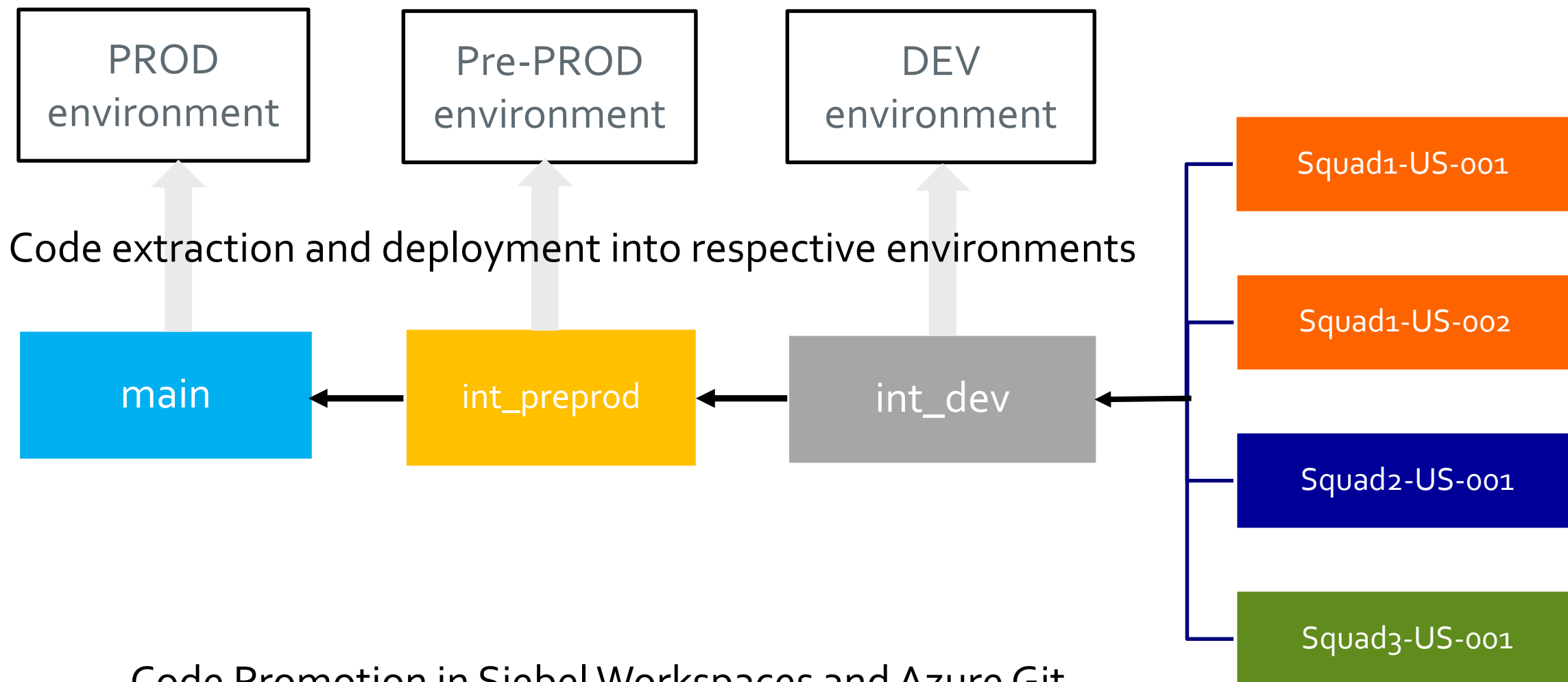

Self-organizing Teams

- Rabobank introduced Agile in 2015

- CRM adopted Agile as one of the first departments

- No large implementations anymore

- No projects, project plans, project leaders anymore

- No design documents anymore

- No extended user acceptance testing anymore

- Change of mindset for all disciplines (eg BA, Dev, PO)

- Breakdown work in smaller pieces (develop, test, deliver and deploy when "done")

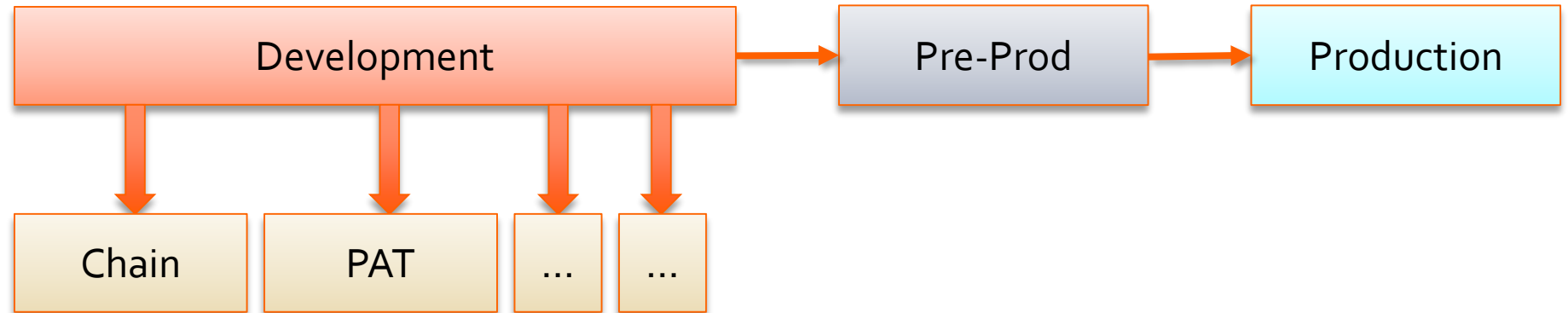**Agile is necessary to increase speed!**

User Story Branching

PROD environment	Pre-PROD environment	DEV environment

Code extraction and deployment into respective environments

main	←	int_preprod	←	int_dev	←

Squad1-US-001

Squad1-US-002

Squad2-US-001

Squad3-US-001

Code Promotion in Siebel Workspaces and Azure Git

Rabobank

Delivery Pipeline

One
Delivery
Pipeline

```
┌─────────────────────────────────────┐     ┌──────────────┐     ┌──────────────┐
│            Development               │ ──▶ │   Pre-Prod   │ ──▶ │  Production  │
└─────────────────────────────────────┘     └──────────────┘     └──────────────┘
     │        │        │        │
     ▼        ▼        ▼        ▼
┌─────────┐ ┌─────────┐ ┌────┐ ┌────┐
│  Chain  │ │   PAT   │ │... │ │... │
└─────────┘ └─────────┘ └────┘ └────┘
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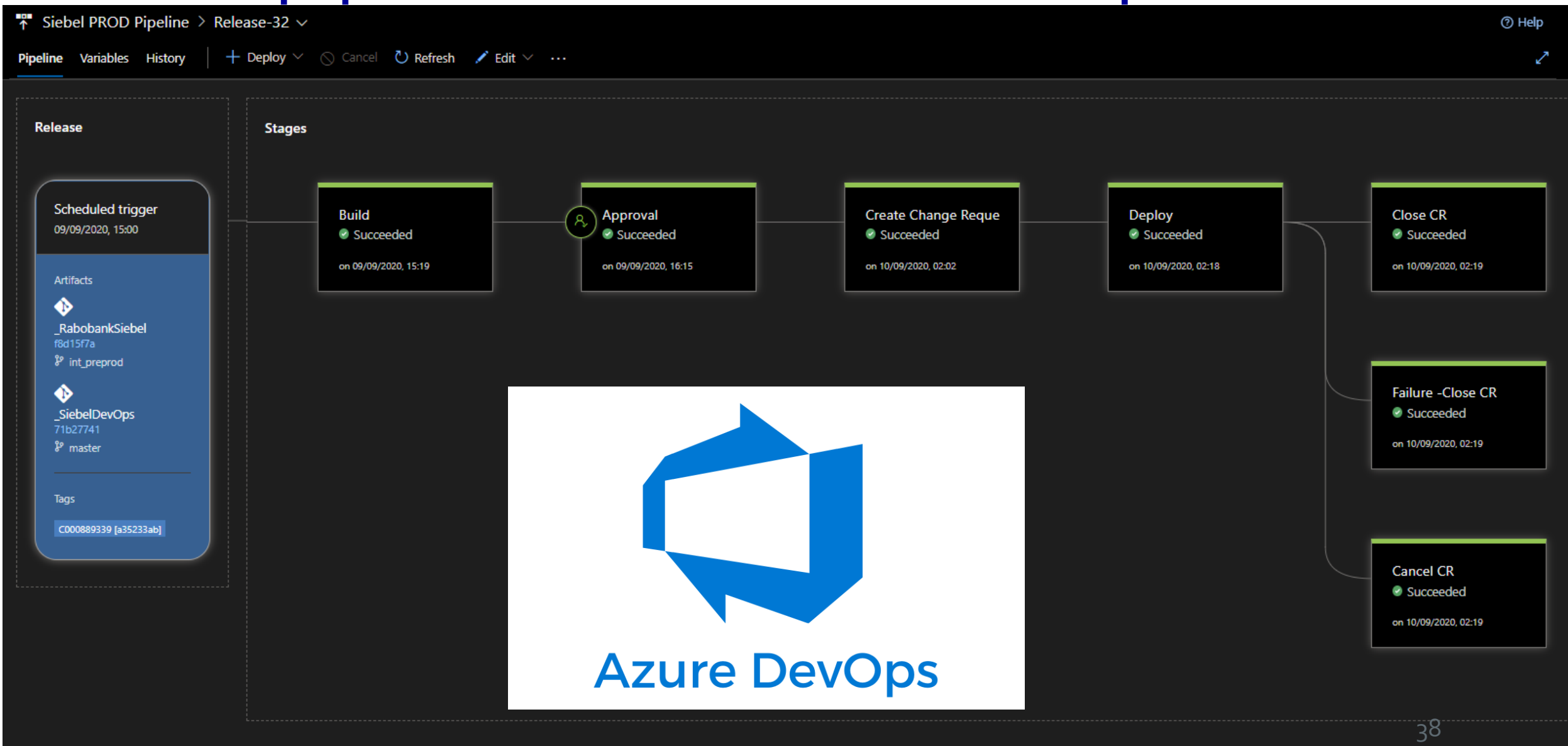
Development   : Development / Unit Test / System Test

Pre-Prod   : Deploy Check + Regression Tests

Chain   : Only if chain testing is required with third parties

PAT   : Only if testing is required with production like data

CI/CD pipeline with Azure DevOps

Components used for CI/CD

Azure Pipelines   : orchestration pipeline and minify UX files
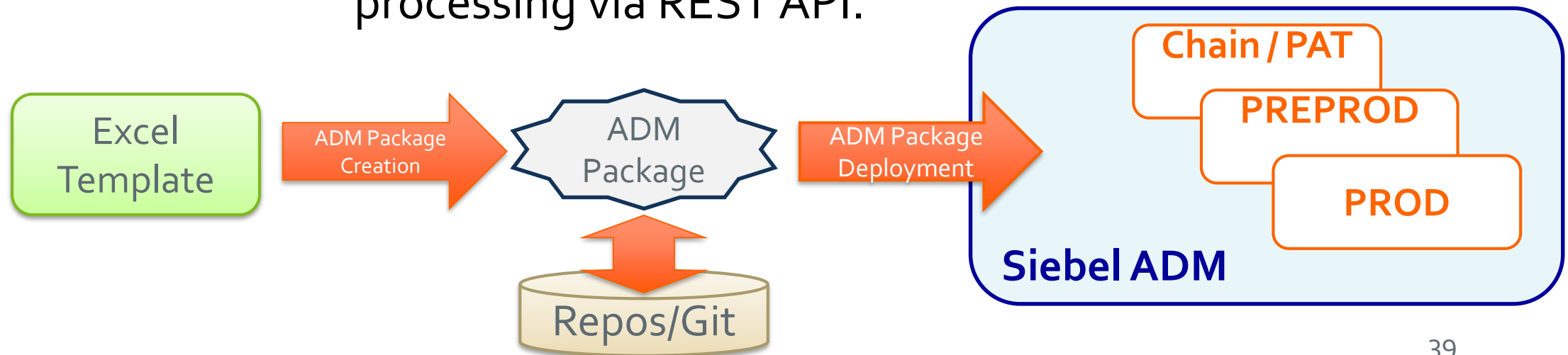
Azure Repos/Git : version control system (non-repository items)
                          using branches inline with workspaces in tools

RabIT   : Rabobank Inhouse Tool for Regression Testing

ADM Solution   : Siebel Framework (package-based delivery) and
                          processing via REST API.

Excel Template → ADM Package Creation → ADM Package → ADM Package Deployment → Chain / PAT, PREPROD, PROD — Siebel ADM

Repos/Git

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Supported Artifacts in our pipeline

- Siebel Repository (IRR – Incremental Runtime Repository)

- Webservices

- ADM (all kind of objects in XML format – package based)

- Policy Automation

- EAI Datamaps / Dispatch Rule Set

- FINS Datamaps

- CSS / Images / JSScripts

- IFB – EIM Config Files

- XSLT

Challenges during implementation

- For our Siebel Experts an unknown Azure platform

- During Corona-period all members were working from home

- Connections Azure Cloud to on-premise servers

- Timing pipeline (currently separate pipeline preprod and prod)

- Quality delivery ("done" means tonight in production!)

- Too many artifacts require a restart (manual actions are not an option)

- Automated code promotion to integration branch.

- Managing restarts from pipeline

- Classic GUI Pipeline or YAML based ?

Improvements/Open items

- Product improvements
  - to deploy all artifacts (without the need of restarting Siebel Application)
  - to be able to deploy artifacts which currently do not have interface for automation. Examples like BIP Reports, Joint Workspaces, RCR changes / (de)-activation
  - Command-line utility to submit a workspace using Siebel Tools
  - Fixing the non-trivial merge issues during delivering of workspace.
- Solution to handle key-updates, new components (incl. parameters)
- Combine pre-prod and prod pipelines and optimize timings
- Apply monthly Oracle patches with Azure Pipelines

Thank you!

Key Takeaways, Q&A

American Airlines

airtel

Rabobank

Zero downtime, 50+ deployments in 3 months

Moved to OCI this summer (during lockdown)

30M web service requests, 100k Loyalty transactions per day

10-year Siebel veterans, 5 applications

Over 16k automated deployments, near-zero downtime

Last outage: Nov 2019

36M customers, 11M transactions per day

1st app: 2 years, 2nd app: 6 months (18M customer)

3 applications since 2018, 2 more in progress

Daily Siebel deployments: The train leaves every day!

CI/CD pipeline with Azure DevOps

25k users, 15k daily

50+ systems to one

17-year Siebel veterans, AIX, DB2 zOS

Siebel CRM Virtual Summit

Customer Speakers

https://blogs.oracle.com/siebelcrm

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 ⧉

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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