



SIEBEL[®] 7
eBusiness

**SIEBEL UNIVERSAL
CUSTOMER MASTER
APPLICATIONS REFERENCE**

VERSION 7.5, REV A

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Introduction

This book will be useful primarily to people whose titles or job descriptions match one of the following:

- Business Analysts** Persons responsible for analyzing application integration challenges and planning integration solutions at an enterprise.
- Database Administrators** Persons responsible for administering the database system, including data loading, system monitoring, backup and recovery, space allocation and sizing, and user account management.
- Siebel Application Administrators** Persons responsible for planning, setting up, and maintaining Siebel eBusiness Applications.
- Siebel Application Developers** Persons responsible for the planning, implementing, and configuring of Siebel eBusiness Applications, possibly adding new functionality.
- Siebel Integration Developers** Persons responsible for analyzing a business situation or using the analysis of a Business Analyst to build the integration solution at an enterprise for Siebel eBusiness Applications.
- Siebel System Administrators** Persons responsible for the whole system, including installing, maintaining, and upgrading Siebel eBusiness Applications.
- System Integrators** Persons responsible for analyzing a business situation or using the analysis of a Business Analyst to build the integration solution at an enterprise for specific applications and to develop custom solutions.

The audience for this book also includes any user with experience in data integration, data transformation (data mapping), scripting or programming, and XML.

How This Guide Is Organized

This guide is organized as follows:

- [Chapter 1](#) Provides an overview of Siebel Universal Customer Master Applications (Siebel UCM Applications).
- [Chapter 2](#) Provides a business scenario and various deployment options for Siebel UCM Applications.
- [Chapter 3](#) Explains in further detail the framework and architecture of Siebel UCM Applications and the interactions between Siebel UCM Applications and other Siebel eBusiness Applications or back-office systems.
- [Appendix A](#) Contains additional license restrictions for Siebel UCM Applications.

Siebel UCM Applications interact with many other standard Siebel products. Reviewing documentation on other associated Siebel products is recommended. Please see [“Siebel eBusiness Applications with Siebel UCM Applications”](#) on [page 13](#) for further information about this documentation.

Revision History

Siebel Universal Customer Master Applications Reference, Version 7.5, Rev A.

This guide has been retitled from *Siebel Information File Applications Reference*, Version 7.5.

January 2003 Bookshelf

Table 1. Changes Made in Rev. A for January 2003 Bookshelf

Topic	Revision
Chapter 1, “About Siebel UCM Applications”	Added text and references.
“Siebel eBusiness Applications with Siebel UCM Applications”	Added information on D&B Integration product.
“Business Solution”	Added two bullet points.
Figure 1	Updated figure.
“Siebel UCM Applications Integration”	Updated information. Added information on Universal Application Network (UAN).
Chapter 3, “Architecture and Framework”	Reorganized information in this chapter. Added information on UAN.

Additional Changes

- Changed the name of the product from Siebel Information File Applications to Siebel Universal Customer Master Applications (Siebel UCM Applications) throughout the book.

Introduction

Revision History

About Siebel UCM Applications

1

Siebel Universal Customer Master Applications (Siebel UCM Applications) provide a Siebel platform that functions as the master file for an organization's enterprise-wide customer information. It consists of the following master file modules:

- Siebel Universal Customer Master
- Siebel Advanced Customer Profile
- Siebel Product Master
- Siebel Marketing Master
- Siebel Sales Master
- Siebel Service Master

The Siebel Universal Customer Master is the base module on which all other master file modules build. The Siebel Universal Customer Master module consists of a set of Siebel data model tables that store customer data; the other modules extend this concept to hold additional marketing, sales, and service data. Siebel UCM Applications act primarily as an information database and are not intended to function as an end-user application.

When Siebel UCM Applications are used as the master database of an organization's data, one or more of the modules—through proprietary and third-party software—interact with back-office systems and Siebel eBusiness Application deployments to provide a unified data-set across an organization's multiple channels, lines of business, and applications.

In addition to the data model mentioned previously, Siebel UCM Applications include a data manager, an object manager, and a limited interface used for administrative tasks. A standard Siebel eBusiness Application user interface is not included with Siebel UCM Applications.

Siebel UCM Applications can be implemented in different scenarios with or without standard Siebel eBusiness Applications. Siebel UCM Applications can also interact with other third-party back-office systems through any of the following means:

- By invoking Universal Application Network integration business processes currently available with UAN Customer Lifecycle Management. See *Integration Business Process Guide: Universal Application Network Volume 3* for further information.
- By directly invoking the Application Services Interfaces, which can be published as Web Services, Java Data Beans, and so on. See *Application Services Interface Reference* for further information.
- By using any previously available Siebel integration technologies such as Siebel eAI, EIM (Enterprise Integration Manager), MQ Series Adapter, COM, CORBA, and so on.

Siebel UCM Applications Modules

Siebel UCM Applications include the base module, Siebel Universal Customer Master, and five additional modules comprising various subsets of enterprise-wide customer related data. See module list below:

- [“Siebel Universal Customer Master”](#)
- [“Siebel Advanced Customer Profile”](#)
- [“Siebel Product Master” on page 12](#)
- [“Siebel Marketing Master” on page 12](#)
- [“Siebel Sales Master” on page 12](#)
- [“Siebel Service Master” on page 12](#)

Siebel Universal Customer Master

The Siebel Universal Customer Master is a Siebel platform configured to store a clear and unified profile for enterprise customers, partners, and prospects. Traditional customer data such as Accounts, Contacts, Households, Partner, and Agent data is included as well as customer relationship information, address information, and asset information. The Siebel Universal Customer Master interacts within an enterprise architecture by integrating with key back-office systems to act as the master record for the customer-specific subset of an organization’s data.

The Siebel Universal Customer Master is based on the Siebel party data model. This model uses a single-party entity to represent organizations, positions, user lists, contacts, and employees and is implemented with Siebel extension tables. Each record of the party data model table can have complex hierarchical relationships with other parties.

Siebel Advanced Customer Profile

The Siebel Advanced Customer Profile module is a data model extension that stores additional customer information. This extension creates an extended profiling view of an organization's customers. The key entities included with this module are activities, notes, agreements, entitlements, billing accounts, demographic information, business profiles, customer preferences, credit profiles, activities history, and analytical and segmentation information.

Siebel Product Master

The Siebel Product Master module is a data model extension that stores an organization's product information. This extension creates a common and consistent definition of an organization's products. The key entities included with this module are product line management, product configuration, complex products, and price list.

Siebel Marketing Master

The Siebel Marketing Master module is a data model extension that stores an organization's marketing information. This extension creates a central storage location for marketing efforts across an organization's multiple channels. The key entities included with this module are campaigns, offers, and responses.

Siebel Sales Master

The Siebel Sales Master module is a data model extension that stores an organization's sales information. This extension creates a central storage location for sales efforts across an organization's multiple channels. The key entities included with this module are opportunities, opportunity products, competitors, and decision issues.

Siebel Service Master

The Siebel Service Master module is a data model extension that stores an organization's service information. This extension creates a central storage location for service efforts across an organization's multiple channels. The key entities included with this module are service requests, solutions, and account and policy details.

Siebel eBusiness Applications with Siebel UCM Applications

Certain product components of Siebel eBusiness Applications are included with Siebel UCM Applications and provide, or add, functionality to the master files. Only the Siebel products required to run Siebel UCM Applications are included with the Siebel UCM Applications base product. The eBusiness Application products outlined below are included with Siebel UCM Applications:

- Siebel Application Object Manager

Siebel Application Object Manager hosts the Business Objects layer and the Data Objects layer of the Siebel eBusiness Application Architecture. See *Siebel Server Administration Guide* for further information.

- Siebel eBusiness Application Integration (Siebel eAI)

Siebel eAI provides components for integrating Siebel eBusiness Applications with external applications and technologies. See *Overview: Siebel eBusiness Application Integration Volume I* for further information.

- Siebel Enterprise Integration Manager (Siebel EIM)

Siebel EIM manages the exchange of data between Siebel database tables and other back-office databases. Siebel EIM is used for bulk data imports, exports, merges, and deletes. See *Siebel Enterprise Integration Manager Administration Guide* for further information.

- Siebel Business Process Designer

Siebel Business Process Designer is a customizable business application that allows you to design, manage, and enforce your business processes. It allows you to design complex workflow processes and automate the enforcement of business policies and procedures. See *Siebel Business Process Designer Administration Guide* for further details about this product.

Based on the software purchased, one or more of the following Siebel products and functionality may also be included:

- Siebel Replication Manager

Siebel Replication Manager distributes full schema and data replicas in order to support subordinate Siebel deployments. See *Siebel Remote and Replication Manager Administration Guide* for further information.

- Siebel Assignment Manager

Siebel Assignment Manager distributes and assigns entities such as opportunities or service requests to individuals, positions, or organizations based on defined assignment rules. See *Siebel Assignment Manager Administration Guide* for further information.

- Siebel Tools

Siebel Tools is an integrated environment for configuring aspects of Siebel eBusiness Applications. See *Siebel Tools Reference* for further information.

- Siebel Analytics

Siebel Analytics performs an analysis of customer, marketing, product, sales, and service activities based on premapped variables. See *Siebel Analytics Server Administration Guide* for further information.

- Siebel Data Quality

Siebel Data Quality assists enterprises by standardizing their contact, account, and prospect data by data matching and data cleansing. See *Siebel Data Quality Administration Guide* for further information.

- Siebel Audit Trail Functionality

Siebel Audit Trail functionality creates a history of the changes that have been made to various types of information in Siebel eBusiness Applications. See *Applications Administration Guide* for further information.

- Siebel D&B Integration

D&B's information and technology solutions help businesses find profitable customers, reduce credit risk, manage receivables, and manage vendors. D&B's database of commercial information consists of over 75 million records world wide. Siebel D&B integration allows Siebel eBusiness Applications to access and use D&B data and reports. See *Siebel Reports Administration Guide* and *Applications Administration Guide* for further information.

About Siebel UCM Applications

Siebel eBusiness Applications with Siebel UCM Applications

Siebel UCM Applications Scenarios

2

This chapter examines a fictional financial institution, its business requirements, and the Siebel Universal Customer Master Applications (Siebel UCM Applications) product solution based on two different scenarios: one with no Siebel eBusiness Application deployments and one with several Siebel eBusiness Application deployments. For background information about Siebel UCM Applications, see [Chapter 1, “About Siebel UCM Applications.”](#)

Siebel Universal Customer Master Scenario 1

The following business scenario is designed to provide guidance for a potential Siebel UCM Applications deployment. The business institution and its existing implementation are described, followed by the benefits of the Siebel UCM Applications and Siebel Universal Application Network solution. A review of the integration process with back-office systems is also included.

Business Client

A large, successful financial institution has evolved into a national enterprise with offices and business units in several locations across the country. Its core banking systems include client deposits, loans, and mortgages. It also offers credit card services and an investment banking service. Through mergers and acquisitions, the financial institution is also involved with the insurance industry, providing life, home, and car policies for its clients.

Existing Implementation

With this large number of business ventures and offices, the financial institution found itself using a myriad of applications for individual business units. Even in the same business units, different departments (HR and Accounting, for example) functioned on different back-office systems, which included multiple front office applications and multiple middle-tier systems, and various applications that stored subsets of customer information. Client, partner, and product information is spread across multiple IT systems. A large percentage of the IT budget for this institution is spent on maintenance and integration of these applications. However, removing or expanding the functionality of these legacy systems is difficult and costly.

Business Solution

The solution is to continue to use the Siebel UCM Applications as a key component in the synchronization of customer profile information across customer-related applications, including back-office. Siebel UCM Applications provide this solution with the following benefits:

- Siebel UCM Applications can be integrated with Siebel Universal Application Network Customer Lifecycle Management processes to reduce integration costs.
- Siebel UCM Applications provide validated solutions with industry leading data quality vendors.
- Siebel UCM Applications make customer data available to systems across the enterprise.
- Siebel UCM Applications allow real-time access to data across multiple applications and platforms.
- Siebel UCM Applications reconcile and synchronize data to provide a unified view of replicated data.
- Siebel UCM Applications provide high performance, availability, and durability.
- Siebel UCM Applications are extensible to allow for new business processes and units.
- Siebel UCM Applications make sure the quality and uniformity of data are reflected across the entire organization.
- Siebel UCM Applications support the addition of newly acquired systems with the integration of customer data.

Siebel UCM Applications Deployment

In this scenario, Siebel UCM Applications operate as a stand-alone application acting without a Customer Relationship Management (CRM) deployment in an application network. Siebel UCM Applications reside outside any operational application and serve to store, synchronize, and reconcile customer data across the financial organization's enterprise. See [Figure 1](#) for a model of this deployment.

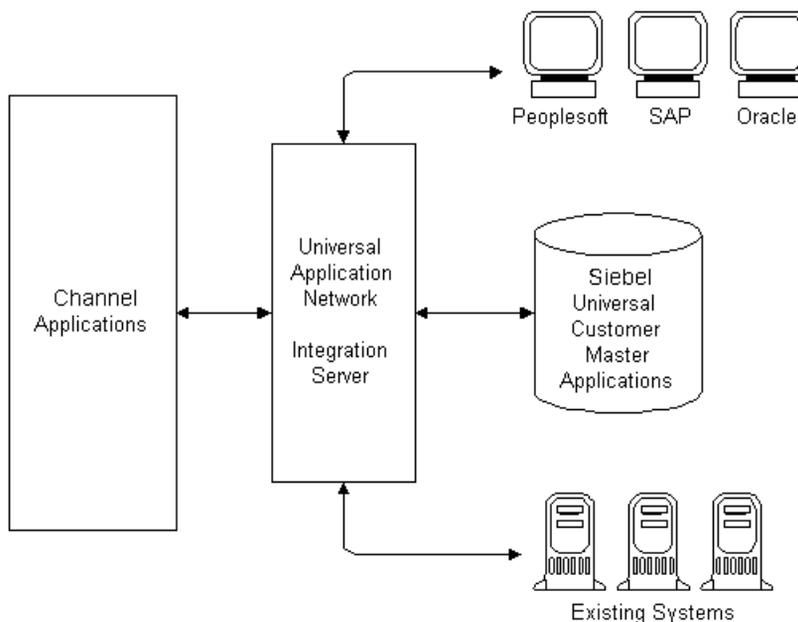


Figure 1. Siebel UCM Applications Stand-Alone Deployment Scenario

Siebel UCM Applications Integration

The Siebel UCM Applications deployment uses the Universal Application Network (UAN) framework and architecture to synchronize account, contact, prospect, and household data across disparate systems. Each application on the UAN can act as a source of new and updated customer information and can also receive new and updated information from other applications. The UAN Customer Lifecycle Management suite provides integration business processes that route customer profile changes through the Siebel Universal Customer Master Application to provide cleansing, matching, and data enhancement.

The Universal Application Network can also synchronize customer information between Siebel UCM Applications and Siebel eBusiness Applications (including previous versions). The current UAN Customer Lifecycle Management integration business processes are used primarily for scenarios in which multiple applications—including Siebel eBusiness Applications, back-office systems, and legacy applications—store a copy of the customer profile and require Siebel UCM Applications to act as the primary registrar to determine the validity of new and updated customer information.

The UAN provides a reusable integration solution with Siebel UCM Applications.

Siebel Universal Customer Master Scenario 2

Using the same fictional financial institution with the same business conditions discussed in the previous business scenario, the second scenario examines the case in which existing Siebel eBusiness Applications systems are among the various systems that make up the financial institution's enterprise and the Universal Application Network (UAN) is not deployed. The Siebel UCM Applications deployment changes in this scenario, but the business solution remains the same.

Siebel UCM Applications Deployment

In this scenario, the Siebel UCM Applications deployment shares one instance of the database with a Siebel eBusiness Application and integrates with back-office applications using Web Services interfaces. See [Figure 2](#) for a model of this deployment.

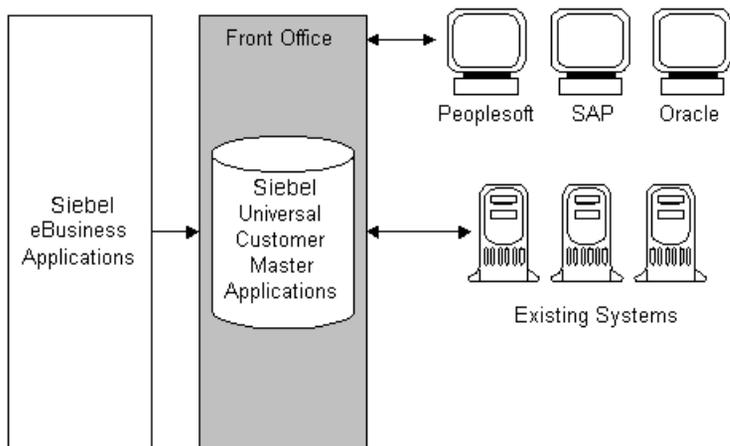


Figure 2. Siebel UCM Applications Deployed with a Siebel eBusiness Application

Alternatively, if Siebel UCM Applications work in a deployment that includes separate and multiple instances of Siebel eBusiness Applications, Siebel UCM Applications can act as the single source of customer profile information, and other applications can be configured to share this single profile data using real-time Web Services or other interfaces. See [Figure 3](#) for a model of this deployment.

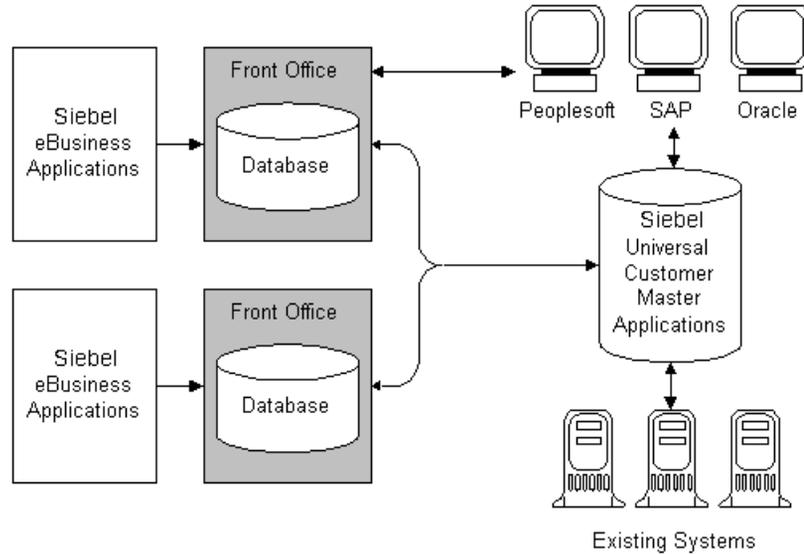


Figure 3. Siebel UCM Applications Deployed with a Multi-Siebel eBusiness Application Environment

Siebel UCM Applications Integration

In this scenario, the Siebel UCM Applications deployment uses Application Services Interfaces that are built on the Siebel eAI platform to integrate customer information across Siebel eBusiness Applications as well as back-office systems. Additionally, Siebel UCM Applications and Siebel eBusiness Applications can share the same instance of the Siebel database.

Architecture and Framework

3

This chapter provides a background for the framework, architecture, integration, and interactions of Siebel Universal Customer Master Applications (Siebel UCM Applications). It also briefly describes the application's functionality and administration.

Architecture of Siebel UCM Applications

Siebel UCM Applications are based on the Siebel eBusiness Application n-tier object architecture in which the user interface, business logic, and data are separated and layered, see [Figure 4](#). Each tier contains a set of objects and components, which allows a high degree of reuse. The consolidated object layer makes for uniform communication across channels and interfaces. This architecture also allows flexible deployment scenarios and integration with new business processes and systems.

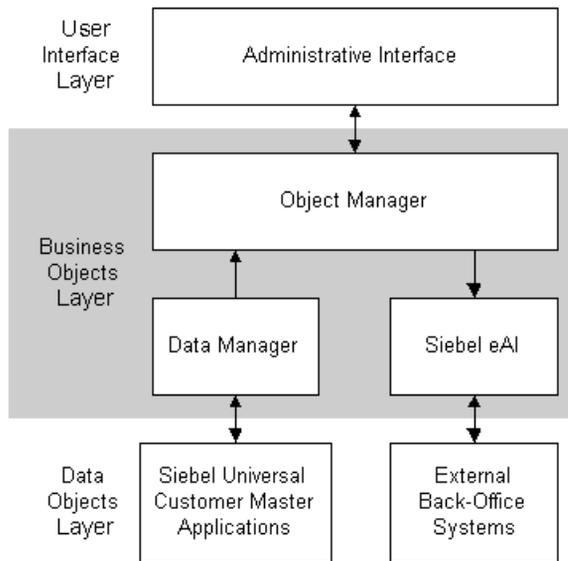


Figure 4. Siebel UCM Applications n-Tier Architecture

The Siebel UCM Applications platform is designed for extreme fault tolerance with zero downtime. The database platform includes:

- High-availability upgrades and online upgrades of the production environment.
- Enhanced cluster support that allows automatic and transparent fail-over between servers and eliminates single points of failure.

- Database auto-reconnect, which allows servers to continue operation after a temporary outage without any intervention.
- Server component reconfiguration without stopping any current tasks or client sessions.
- Supports multithreaded and interactive components, except background mode components.

User Interface Layer

The user interface layer for Siebel UCM Applications is interactive and customizable. It consists of two parts: the physical user interface layer, which includes templates and tags that render the user interface, and the logical user interface objects layer, which presents the data in the user interface. The physical rendering includes applets, charts, and reports. There are multiple presentation formats, including HTML, XML, and WML. The user interface layer contains no business logic. For further information about the user interface layer, see the Siebel Architecture Basic Concepts chapter in *Siebel Tools Reference*. The user interface layer is used for the administration of the Siebel eBusiness Information suite; see [“Administration of Siebel UCM Applications” on page 28](#) for further information.

Administration of Siebel UCM Applications

Siebel UCM Applications are administered through Siebel eBusiness Application user interface screens. However, only those screens necessary for viewing and administering the information contained within Siebel UCM Applications are included. An example of the Contacts screen appears in [Figure 5](#).

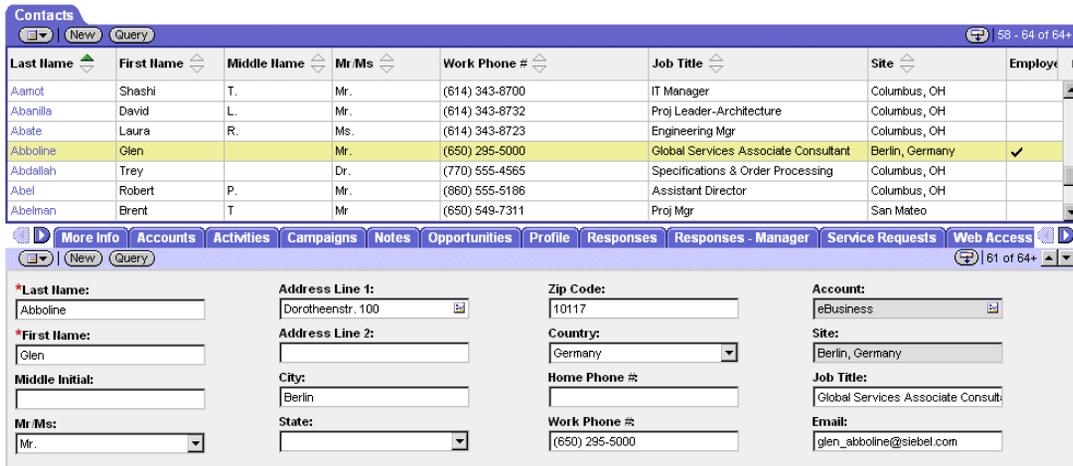


Figure 5. Siebel eBusiness Applications Contacts Screen

The administration screens are used to look up small subsets of data.

Access Control is enforced at the user interface level for Siebel UCM Applications administration screens. Application Services Interfaces (ASIs) have full visibility of the data and run through the privilege check when accessing the CIF. For further information and procedures, see *Siebel Tools Reference* and *Security Guide for Siebel eBusiness Applications*.

Business Object Layer

The business logic layer for Siebel UCM Applications contains object abstractions of entities and represents internal and external data. The logic layer also allows for complex entity relationships. For further information about the business objects layer, see the Siebel Architecture Basic Concepts chapter in *Siebel Tools Reference*.

The business object manager consists of the Object Manager, Data Manager, and Siebel UCM Applications Integration.

Object Manager and Data Manager

The object manager and data manager layer use:

- Business Objects
- Business Components
- Virtual Business Components

These business objects are customizable. For further information about the business objects and data objects layer, see *Siebel Tools Reference*.

Workflow Integration

Siebel Business Process Designer is the center of the business data flow. Workflow processes control the flow and transformation of data into and out of the Siebel eBusiness Applications. You create the workflow processes using a graphical user interface provided within the Siebel eBusiness Applications, called the Siebel Business Process Designer.

For details on workflow and the Siebel Business Process Designer, see *Siebel Business Process Designer Administration Guide*.

Integration Objects

Integration objects are data containers used within the workflow environment. They represent the data structure of a Siebel Business Object or an external application's data object. You create integration objects with the Integration Object Builder provided in Siebel Tools. The Integration Object Builder creates Siebel Integration Objects from Siebel Business Objects, which are then used by components within the Siebel UCM Applications Integration.

For more information on Integration Objects, see *Overview: Siebel eBusiness Application Integration Volume I*.

Business Services

Business services execute predefined or custom actions in a workflow process. One example of a business service is the Siebel eAI Adaptor. These business services act on property sets passed to them. They perform business logic operations such as interfacing with the database, interfacing to external systems, or transforming one integration object into another. Many business services are provided, but you can create your own. Although you can use business services to perform many different functions, they all have a standard interface. Business services have object-like qualities, such as methods, method arguments, and user properties. These elements define how a business service can be used. Business services are defined in Siebel Tools.

Data Manager Layer

The Data Objects layer for Siebel UCM Applications separates other layers from the database and is used only for data storage. It has native SQL and fully dynamic SQL generation. The data layer allows runtime switching between databases, for example, from local to server or testing to production. It auto-adapts to object manager and user interface requirements, and requires zero downtime for major release schema upgrades.

Siebel UCM Applications support leading databases (DB2 UDB for Windows and UNIX, DB2 UDB for OS/390 and z/OS; Oracle; Microsoft SQL Server) on various platforms. The data layer can scale vertically (with size of server) and horizontally with database parallelization. For further information about the Data Objects layer, see the Siebel architecture basic concepts chapter in *Siebel Tools Reference*.

The database tables support insert, delete, update, and query functionality to access data directly.

- Insert—allows the insertion of new data records into Siebel Universal Customer Master Applications.
- Delete—allows the deletion of data records from Siebel Universal Customer Master Applications.
- Update—allows the modification of data records in Siebel Universal Customer Master Applications.
- Query—allows queries for subsets of data records from Siebel Universal Customer Master Applications.

Integration

The following sections discuss the means for Siebel Universal Customer Master Applications integration.

Siebel Universal Application Network (UAN)

Siebel Systems' Universal Application Network (UAN) 1.0 uses a library of business processes to integrate external applications and Siebel eBusiness Applications, including the Siebel Universal Customer Master Applications. This library consists of business process flows, common objects, and transformation maps that execute on third-party integration servers, such as Tibco and webMethods. For further information on UAN, see the following references:

- *Architecture Guide: Universal Application Network Volume 1*
- *Implementation and Configuration Guide: Universal Application Network Volume 2*
- *Integration Business Process Guide: Universal Application Network Volume 3*
- *Common Object Model Guide: Universal Application Network Volume 4*

Siebel eBusiness Application Integration (eAI)

Siebel eBusiness Application Integration (eAI) provides components for integrating Siebel eBusiness Applications with external applications and technologies, including Siebel Universal Customer Master Applications, and is designed to work with third-party solutions such as those from IBM, CrossWorlds, TIBCO, Vitria, SeeBeyond, webMethods, and others. Siebel eAI provides bidirectional real-time and batch solutions for integrating Siebel eBusiness Applications with other applications, and is designed as a set of interfaces that interact with each other and with other components within Siebel eBusiness Applications. For further information on Siebel eAI, see the following references:

- *Overview: Siebel eBusiness Application Integration Volume I*
- *Integration Platform Technologies: Siebel eBusiness Application Integration Volume II*
- *Transports and Interfaces: Siebel eBusiness Application Integration Volume III*
- *Business Processes and Rules: Siebel eBusiness Application Integration Volume IV*

Siebel Enterprise Integration Manager (EIM)

Siebel EIM is an important component of Siebel Universal Customer Master Applications. It bulk imports and exports data residing in other back-office systems into Siebel Universal Customer Master Applications and consolidates and replicates information from these sources. Siebel EIM provides a schema abstraction and has high throughput. Some features of Siebel EIM include:

- Denormalized interface tables
- Declarative mapping defined in Siebel Tools
- Automated SQL generation
- Support for parallelized import

For further information about Siebel EIM, see *Siebel Enterprise Integration Manager Administration Guide*.

Transport Adapters

Transport Adapters are prebuilt business services providing an interface between Siebel eBusiness Applications and external applications. Transports allow Siebel Universal Customer Master Applications to exchange data with external applications using standard technologies for both synchronous and asynchronous communication protocols. Transports provide connectivity to virtually any communication protocol that can represent data as text or binary messages, including MQSeries from IBM, and HTTP.

For details on transport adapters, see *Transports and Interfaces: Siebel eBusiness Application Integration Volume III*.

Additional License Restrictions

A

Siebel Universal Customer Master Applications are licensed subject to the following additional license grants and restrictions. These restrictions supersede all other grants and restrictions.

Additional license grants and restrictions regarding programs of Siebel Universal Customer Master Applications. Programs of Siebel Universal Customer Master Applications are licensed to the Customer under the terms of the Agreement applicable to Programs, subject to the following additional grants and restrictions:

- Customer shall have no right to use the user interface layer of the Siebel eBusiness Application Programs;
- Customer shall have the right to access the database containing the Siebel Data Model in any way required including direct SQL access through an external application;
- Customer shall have the right to use the Siebel Data Model solely as the physical Customer Master and any extensions made through the use of Siebel Tools;
- Customer shall have the right to use the Siebel Tools to configure Siebel Universal Customer Master Applications solely in accordance with the Documentation to configure only those Business Objects and Business Components (BusComps) included with the licensed Siebel Universal Customer Master Applications through the Siebel Object Manager and Siebel eBusiness Application Integration (Siebel eAI), Siebel Enterprise Integration Manager (Siebel EIM), and Siebel Business Process Designer;
- Customer shall have the right to use System Administration solely in accordance with the Documentation including Siebel Business Process Designer, Siebel EIM administration, and Siebel eAI configuration;

- Customer shall have the right to have programmatic access only to those Business Objects and BusComps included with the licensed Siebel Universal Customer Master Applications, solely through Siebel Object Manager and Siebel eAI, Siebel EIM, and Siebel Business Process Designer;
- Notwithstanding anything to the contrary, Customer shall have no right to (i) use screens/views/applets or the Siebel user interface layer; (ii) extend or modify the Siebel Data Model other than through Siebel Tools; (iii) use the tables in the Siebel Data Model for any Siebel Programs not licensed by Customer (For example, Siebel PRM); (iv) use the Siebel Tools for general application development purposes, or (iv) use or access the Programs of Siebel Universal Customer Master Applications (including the Siebel Data Model) for Siebel non-CRM (Customer Relationship Management) applications;
- Customer will not use this licensing model of Siebel Universal Customer Master Applications to avoid paying Program License Fees for (1) full use of the functionality contained in other Siebel programs other than the Programs of Siebel Universal Customer Master Applications, or (2) the ability to use the Programs of Siebel Universal Customer Master Applications outside of the specific license grants listed above.