

**Siebel CRM Integration to Oracle® Incentive  
Compensation 3.1 - Release Notes**

Release 3.1

**Part No. E20572-03**

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# Overview of Siebel CRM Integration to Oracle Incentive Compensation 3.1

This document provides an overview of the value proposition that is associated with the features and enhancements provided by Siebel CRM Integration to Oracle Incentive Compensation 3.1. It is a roadmap intended to help you assess the business benefits of Siebel CRM Integration to Oracle Incentive Compensation 3.1 and plan your information technology (IT) projects and investments. Our goal is to help you use technology to its fullest to increase the efficiency and effectiveness of your operations.

This preface discusses:

- Oracle release information publications
- Additional resources

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The information provided in this document is intended to outline our general product direction and is intended for information purposes. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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## Oracle Release Information Publications

This section discusses publications that provide in-depth technical and functional information about the Oracle products prior and immediately after their release.

1. Statement of Direction
2. Release Value Proposition
3. Release Content Document
4. About Document

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### Statement of Direction

The statement of direction is published **6 to 9** months before a release. It provides a high-level overview of the major focus of product development efforts, enabling high-level business decision makers to begin preliminary upgrade planning.

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## Release Value Proposition

The release value proposition provides more functional details than the statement of direction, identifies major enhancements, and articulates the expected business benefit. This document is designed to help you determine whether new product features warrant migrating from an old release or embarking on a new implementation. With this information, you will be able to initiate preliminary budget planning and begin putting together a project team to further evaluate specific Oracle products. The release value proposition is published **3 to 6** months before a release.

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## Release Content Document

The Release Content Document provides a greater level of detail on new functionality than the Release Value Proposition. This added level of detail should enable project teams to answer the following questions:

- What out-of-the-box functionality will change?
- What customizations may be affected?
- How will an upgrade or new implementation affect other systems?
- How will these changes affect the organization?

After the project team has reviewed and analyzed the release content document, business decision makers should be in the position to determine whether to allocate budget and initiate implementation plans.

The Release Content Document is published approximately **1 month** before a release.

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## About Document

The About Document contains release notes and is published at release. It validates the final scope of the release, and outlines the features and enhancements that are available with the release of each product, describing the finalized functional and technical details that will enable project teams to confirm budgets and complete implementation plans.

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## Additional Resources

There are additional resources that can help your organization learn more about this release.

Resource	Navigation
Process Integration Pack Implementation Guides	Oracle Technology Network: <a href="http://www.oracle.com/technetwork/index.html">http://www.oracle.com/technetwork/index.html</a>
Foundation Pack Guides	Oracle Technology Network: <a href="http://www.oracle.com/technetwork/index.html">http://www.oracle.com/technetwork/index.html</a>
Installation and Upgrade Guide	Oracle Technology Network: <a href="http://www.oracle.com/technetwork/index.html">http://www.oracle.com/technetwork/index.html</a>

Visit [My Oracle Support](#) frequently to keep apprised of ongoing changes.

For other sources of documentation (including Oracle E-Business Suite and Siebel Business Applications), visit [Oracle Technology Network: Oracle Documentation](#).

For training opportunities, visit [Oracle University](#).

# Value Proposition for Siebel CRM Integration to Oracle Incentive Compensation 3.1

Siebel CRM Integration to Oracle Incentive Compensation combines Siebel CRM's campaign-to-order functionality with Oracle E-Business Suite's robust incentive compensation management (ICM) capabilities, giving you a complete view of your order-to-commission business process.

Key features include:

- Pre-built business process maps to enable complete order-to-commission flow
- Synchronized sales user and partners from Siebel Sales and Siebel Partner Relationship Management (PRM) to Oracle Resource Manager
- Synchronized sales orders from Siebel Order Management to Oracle Incentive Compensation
- Incentive insight and reporting to align sales and partners

Key benefits include:

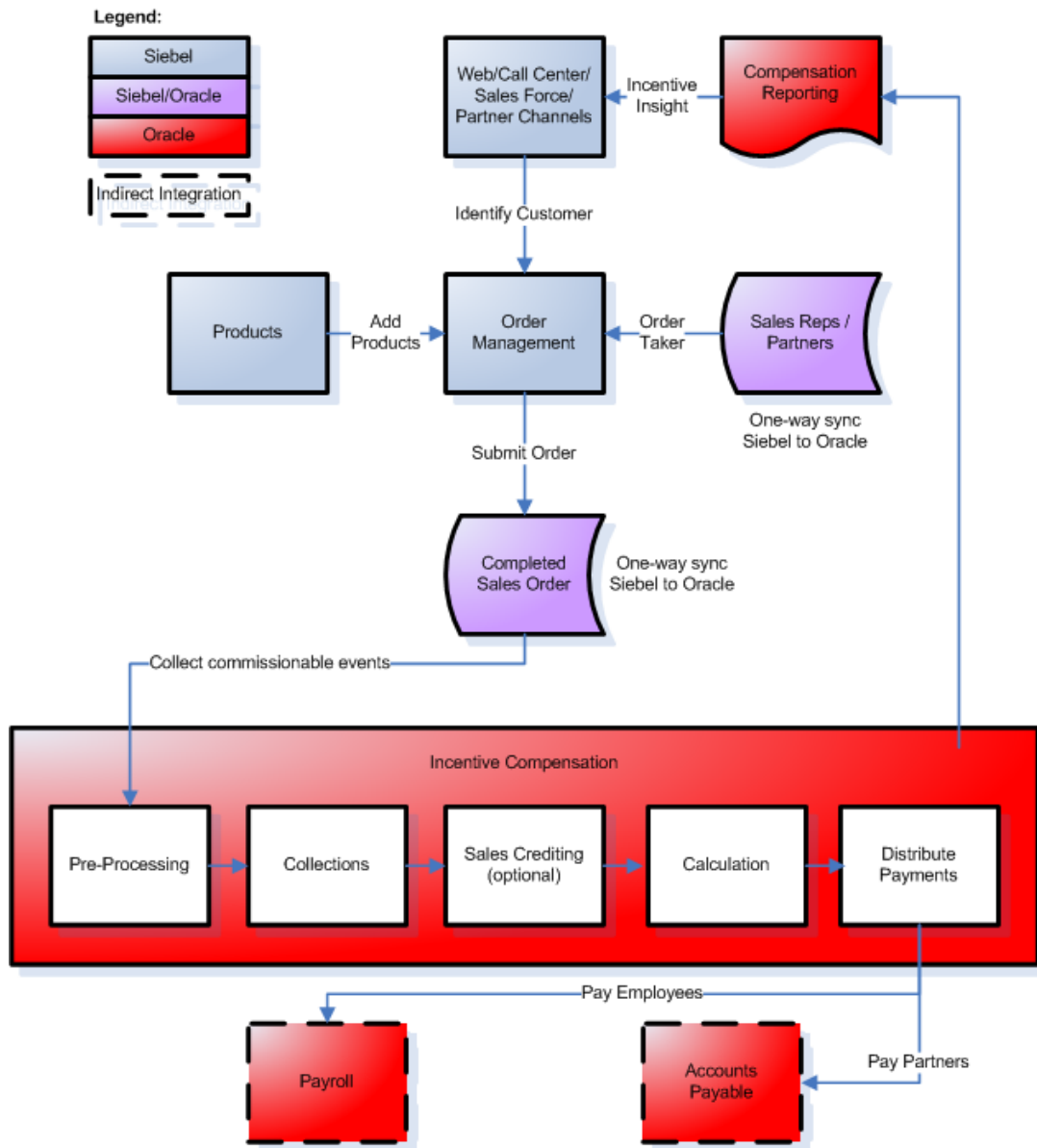
- Complete sales order-to-commission business process
  - Reduced implementation risks and costs with out-of-the-box maps and business processes
  - Increased efficiencies of incentive compensation administration with support of compensation best practices
    - Ability to compensate internal B2C or B2B sales forces and partners
    - Ability to commission on margins down to the order line level
    - Ability to compensate on bundles
  - Reduced commission overpayments by 90% with best-of-breed Oracle Incentive Compensation
  - Savings of up to 3-8% of total commission expense
- Aligned sales and partner channels through incentive insights
  - Enhanced commission visibility with incentive insights for sales reps and partners
  - Reduced shadow accounting
  - Improved sales morale and partner retention
- Stronger product and service introductions
  - Enhanced cross-selling and upselling

Best practices to leverage Siebel Order Management promotions to compensate on bundles

- Increased customer wallet share
- Reduced time to implement supporting compensation plans
- Enhanced discount negotiation and deal management support
  - Ability to tie compensation to the discount negotiation and approval process
  - Identification of the best pricing strategy based on compensation impact
  - Deal management based on the best-compensated solution for customer needs



## Complete Sales Order-to-Commission Business Process



Siebel CRM Integration to Oracle Incentive Compensation provides a sustained integration framework supporting a complete sales order-to-commission process. Custom interfaces can represent one third of the ICM implementation effort and costs incurred. With delivered integrations the implementation risk, effort, and costs are greatly reduced. The direct integration provides out-of-the-box mappings and business processes.

There are very tangible ROIs that can be realized with best-of-breed Oracle Incentive Compensation. Incentive compensation administration costs can be reduced by as much as 50% or more. Commission overpayments, which represent 3-8% of total commission expenses, can be reduced by 90%.

In addition, further efficiencies can be achieved through prescribed best practices that are weaved into our out-of-the-box mappings and industry business processes.

Many industries including telecommunications, high tech, and made-to-order manufacturing should be looking at compensating sales forces and partner channels on margins down to the order or order line level, especially if pricing is negotiated. Telecommunications companies that were once focused on the number of activations are looking to pay commission based on margins, especially for their B2B sales forces. This integration brings over margins from Siebel Order Management at the line level that can be used to compensate on order margins.

Bundles help drive increased wallet share, but compensating for them is more complex because it crosses multiple order lines. Following Oracle Application Integration Architecture Communications best practices, this integration adopts the use of promotions in Siebel Order Management to represent bundles, captures those promotions, and brings them into Oracle Incentive Compensation for calculation.

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## Aligned Sales and Partner Channels Through Incentive Insights

The greatest challenge in today's economic environment is to have everyone in sales and partner channels focused on your corporate objectives. The best way to do that is to optimize the greatest motivator: commissions.

In many companies, sales and partner channels receive commission statements once a month for orders they closed at least a month ago. A month is a long time between a desired behavior and its reward. Oracle's order-to-commission integration encourages companies to submit transactions for calculation on a daily basis and quickly receive incentive insights.

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## Stronger Product and Service Introductions

The number of products and services introduced is on the increase, with shorter times to market to keep customers interested. Products and services released to the marketplace without proper sales and partner channel support and motivation can cause less successful product and service introductions.

You can create promotions for new products and services, then rapidly provide incentives for sales and partner channels to sell them.

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## Enhanced Discount Negotiation and Deal Management Support

You can promote desired sales behavior by tying compensation to the discount negotiation and approval process. By correlating pricing decisions with compensation, you can identify the pricing strategy that has the greatest impact on customers.

# Siebel CRM Integration to Oracle Incentive Compensation 3.1 Features and Functionality

Siebel CRM Integration to Oracle Incentive Compensation 3.1 is the second release of a productized integration between Siebel CRM and Oracle Incentive Compensation.

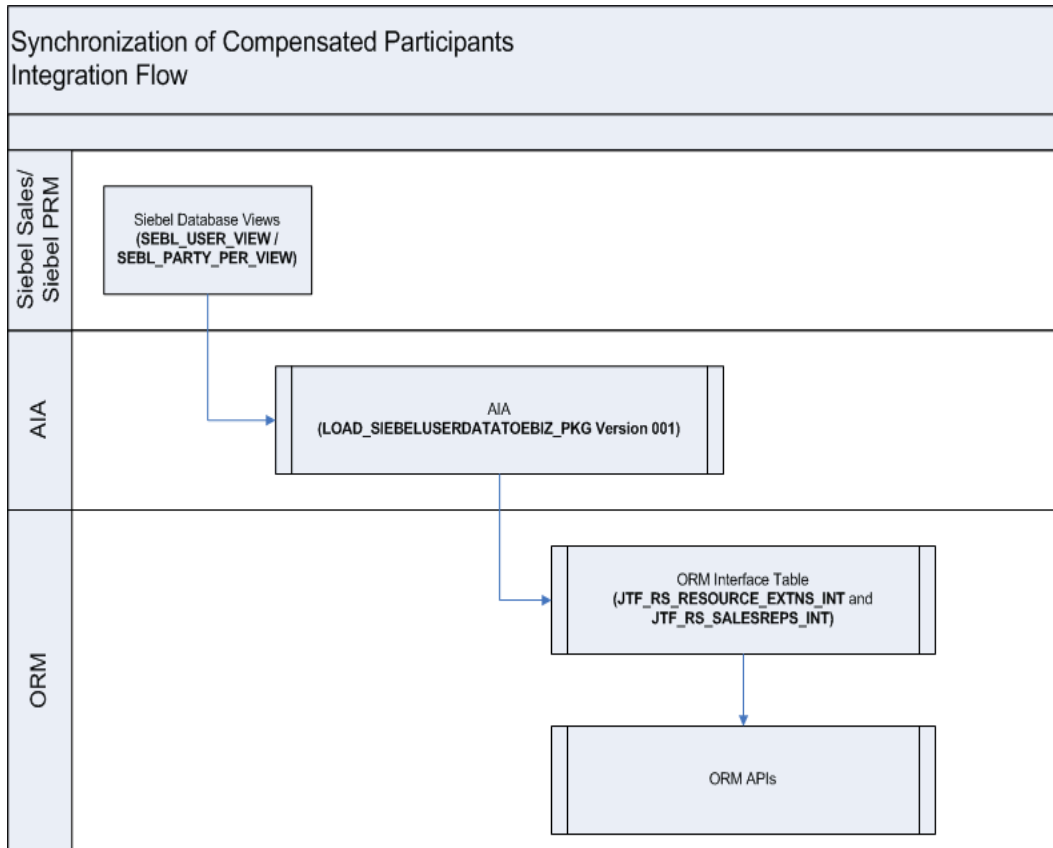
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## Features and Functionality

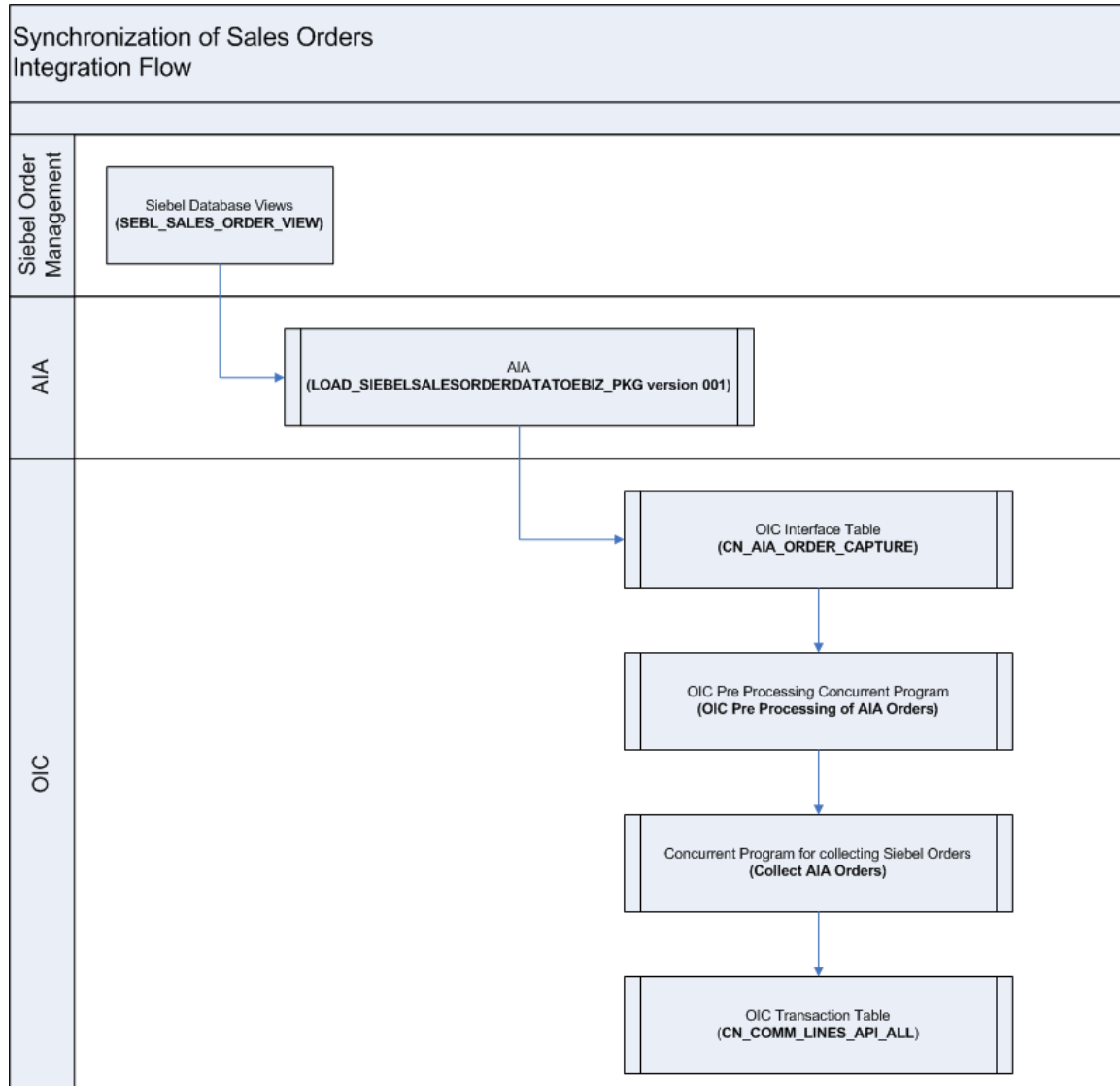
Siebel CRM Integration to Oracle Incentive Compensation 3.1 delivers the following features and functionality:

- Periodic synchronization of sales users from Siebel Sales to Oracle Resource Manager
- Periodic synchronization of partners from Siebel PRM to Oracle Resource Manager
- Periodic synchronization of sales orders from Siebel Order Management to Oracle Incentive Compensation
- Support for compensating on bundles
- Support for compensating on margins down to the order line
- Support for currency conversion for consistent calculations
- Support for Oracle SOA Suite 11g Release 1
- Support for Oracle Application Integration Architecture 11g Release 1

## Participants Synchronization Process



## Order Synchronization Process



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## Product Enhancements for Siebel CRM Integration to Oracle Incentive Compensation 3.1

To support the order-to-commission process, this release of Siebel CRM Integration to Oracle Incentive Compensation includes the following enhancements:

- Siebel CRM enhancements:
  - Exporting sales and partner users via Siebel database views
  - Exporting completed sales orders via Siebel database views
- Oracle Resource Manager enhancements:
  - New interface tables:
    - JTF\_RS\_RESOURCE\_EXTNS\_INT
    - JTF\_RS\_SALESREPS\_INT
- Oracle Incentive Compensation enhancements:
  - Support for Siebel sales orders:

Seeded transformations for currency conversion based on the Oracle E-Business Suite General Ledger set of books, employee number, and revenue type
  - New interface table:

CN\_AIA\_ORDER\_CAPTURE

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For other sources of documentation, visit [Oracle Technology Network: Oracle Documentation](#).

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