



Siebel CRM on Oracle Compute Cloud Service

Oracle Best Practices

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Introduction

Companies are increasingly adopting the 'Cloud First' and 'Mobile First' strategy. Customers can now consider moving their "On Premise" implementations into an Infrastructure cloud. Moving your Siebel CRM implementation into the cloud is now an option that needs to be highly considered. This paper is intended to help customers understand the Oracle Compute Cloud Service (OCCS) and how to leverage OCCS for Oracle Siebel CRM along with best practices.

The key benefits are:

- » Lower Total Cost of Ownership (TCO), reduced overall expenditure for computing resources
- » Elasticity to grow environments on an as needed basis
- » Agility – start up environments in minutes rather than days
- » Leverage faster and cheaper computing technology as it becomes available
- » High Availability
- » Low cost disaster recovery

Key Benefits Comparable to On-Premise Deployment

The migration of a Siebel CRM application deployment to OCCS is a relatively simple and straight forward. However, it is important not to view this as a physical to virtual conversion. Understanding the OCCS components and capabilities will help customers make the most of the new platform.

When comparing to a traditional On-Premise deployment, the key benefits include:

- » **Eliminate long procurement cycles:** Traditional deployments have long procurement processes with each stage being time intensive and requiring large capital outlay and multiple approvals within organizations. These processes have to be repeated for the various environments
 - » e.g. Development, Testing environments, Training environments, Development environments and Production environments which compound the costs and cause significant delays in every On Premise implementation.
- » **Have Moore's law working for you instead of against you:** Customers end up owning hardware that is depreciating in value every year (similar to buying an automobile). Customers cannot simply add more computing capacity as it is needed to their On Premise environments without having to repeat the previously mentioned procurement cycle. Customers are locked into the price and capacity of the hardware once it is acquired in addition to the ongoing hardware support costs.
 - » By moving their Siebel CRM implementations to OCCS, customers will enjoy the latest technology for use almost as soon as it becomes available to the marketplace.
- » **Right Size Anytime:** Often customers over size environments for initial phases and then are unable to cope with growth in later phases. With OCCS Metered Compute customers can scale the usage up or down at any time and only pay for the computing capacity they use and for the duration it is used.
- » **Redundancy and ability to keep recovering from multiple failures:** Siebel CRM On Premise failures have to be handled on a case by case basis. Failed parts have to be procured and replaced. Key components like the Gateway have to be clustered using expensive clustering software and deployment is still limited by its ability to handle only one failure in the primary gateway.
 - » With OCCS clustering/failover can be accommodated with intrinsic features of the cloud and leveraging the failover capabilities of OCCS itself as long as the Siebel CRM environment is defined correctly to do so (this can be determined by working with your integrator on the best solution for your implementation).
- » **Disaster Recovery:** Customers can build extremely low cost stand by disaster recovery in OCCS for their existing Siebel CRM deployments and incur costs only for the duration of the outage and the initial set up and testing.
- » **Incidental Costs:** On Premise customers typically pay Hardware Support costs, Virtualization licensing, support and Data center costs. All these can be eliminated or reduced by moving to OCCS
- » **Ability to test application performance:** As a rule, even though performance testing is recommended prior to any major change to a Siebel CRM environment, most customers only performance test their application during the initial launch in the yet to be deployed production hardware. Later, due to lack of environments, in some cases, customers never performance test later releases due to the expense and lack of the environments available for performance testing.
 - » This added risk of discovering performance issues later in production can be easily eliminated with the use of OCCS. An environment can be created just for performance testing duration and only used when needed. Again, customers are charged only for the hours that the environment is used.
- » **No End Of Life (EOL) for Hardware/Platform:** All Hardware Platforms have EOL dates at which point the hardware/platform is no longer supported, customers are forced to buy new hardware again incurring the procurement cycle previously mentioned. In OCCS, even if instance types are 'End of Life' customer can simply upgrade the platform instances to new OCCS instance types at no cost for the upgrade.

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- » **High Availability:** Designed correctly, a minimum of 99.95% uptime can be achieved on OCCS cloud at no additional cost. This far exceeds the Service Level Agreement (SLA) of most customer's data centers. It is possible to achieve SLA's greater than 99.95% at some additional cost and correct infrastructure design.
 - » **Unlimited Environments:** On Premise customers face issues with limited environments. e.g. Test environments will have a newer release compared to production, if a performance issue is found in production the customer has no way of suddenly provisioning a performance debugging environment. On OCCS this can be achieved very easily.

Siebel CRM and Oracle Licensing on OCCS

Siebel and Oracle database license portability: Oracle Software and database licenses are fully portable to OCCS, including Enterprise License Agreement (ELA), Unlimited License Agreement (ULA), Business Process Outsourcing (BPO) and Oracle Partner Network (OPN). Siebel CRM customers can use their existing Siebel CRM licenses and Oracle database licenses on OCCS just like they would use them On Premise; however customer should consult their own Oracle license agreement for specific information and also understand the capabilities of OCCS being offered.

Siebel CRM and Oracle Database as a Service portability: Please work with your Oracle Technology Sales representative if you want to consider converting your On Premise Database License to an Oracle Database as a Service license. These will be negotiated on a customer by customer basis.

Siebel CRM Customer's Roadmap to OCCS

Transition to Oracle Cloud usually falls into three primary use cases:

- » **Use Case #1:** Customers on IP2015 or IP2016 □ Latest release, ongoing innovation
- » **Use Case #2:** Customers on Older IP2015 or IP2016 Upgrade
- » **Use Case #3:** Customers on sustaining support versions.

Use Case #1: Customers on Siebel CRM IP2015 or IP2016

Transitioning your IP2015 or 16 to Oracle Compute Cloud – Drivers

Same methods used for On Premise today

1. Patching and routine maintenance:
 - a. Siebel IRM and Patchsets offer very effective tools for maintaining an “always current” system
 - b. Oracle Partners offer efficient services for ongoing use of “online patching “
2. Regular updates offer continuous innovation to Siebel CRM customers
 - a. Frequent delivery of new features
 - b. Cloud infrastructure makes it easier to adopt these updates
3. More efficient dev/test
4. Oracle Partner services to apply updates

Transitioning your IP2015 or 16 to Oracle Compute Cloud - Solutions



1. Quick Provisioning (available now on Oracle Marketplace) – Latest Siebel CRM Innovation Pack Images DEMO or OOTB:

- a. Easily provision demo or out of the box environment of a new image on Oracle Cloud to evaluate enhancements

2. Lift and Shift tooling –

- a. Clone existing instances to the Oracle Cloud
- b. Use Siebel IRM to apply customer changes to cloned copy
- c. Test changes, etc.
- d. Apply changes to Production (Cloud or On-Premise)

Use Case #2: Customers on older Siebel CRM Versions

Transitioning older Siebel CRM versions to Oracle Compute Cloud – Drivers

- 1. Leverage Oracle Compute for Upgrade
- 2. Easier upgrade from older applications to Siebel CRM IP2015 or IP2016
 - a. Quick provisioning of Siebel CRM IP2015 or IP2016 on Oracle Cloud
 - b. Partner offerings eliminate the need for new technical skills
 - i. Online patching
 - ii. OpenUI migration
 - iii. Latest Features/Patching and routine maintenance

Transitioning older Siebel CRM versions to Oracle Compute Cloud - Solutions

- 1. Quick Provisioning – IP2015 or IP2016 images
 - a. Customers are looking to upgrade to IP2015 or IP2016
 - b. Evaluate new features and capabilities
 - c. Test and train users, understand feature adoption, OpenUI migration, etc.
- 2. Lift and Shift – IP2013/IP2014 – using Oracle Compute for Upgrade
 - a. Clone existing instances to the Oracle Cloud
 - b. Test the upgrade to IP2015 or IP2016 process on the cloned copy
 - c. Test the IP2015 or IP2016 features/modules on the cloned copy

Use Case #3: Customer on older Siebel CRM applications

Transitioning extended or sustaining support Siebel CRM versions to Oracle Compute Cloud –Advice

- 1. Understand the meaning of “Extended” and “Sustaining Support”
 - a. Know what Oracle can support, how patches work, etc.
 - b. Very limited support for automation
 - c. Customers will need to upgrade Siebel CRM to be able to move it to cloud
- 2. Option 1: Migrate your application into Partner/Oracle Managed Cloud Service (OMCS) Hosting
- 3. Option 2: Upgrade to IP2015 or IP2016 using Partner/OMCS upgrade services

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- a. Note: Leveraging Siebel Upgrade lab is great solution for customers. Instead of customer having to provide a whole new set of servers to put the upgraded environment into, the upgrade lab is able to point a customer to their upgraded environment in the cloud to start acceptance testing.

Conclusion: Siebel CRM on OCCS

Conclusion

Move Siebel CRM into the Cloud and realize the benefits

- » Leveraging Oracle Compute Cloud Service with Siebel CRM gives customers all benefits of cloud infrastructure and technology with the ability to use already purchased Siebel CRM licenses
- » Customers will reduce TCO in multiple areas of their current deployments
- » Ability to increase capabilities in key areas of High Availability/Disaster Recovery and performance at the same time
- » Customers will be able to take advantage of cloud platforms now and do not have to migrate to a completely unfamiliar solution
- » Familiar functionality with no training needed, no impact to their user base
- » Reduced risk by enhancing their development capability almost immediately.



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Integrated Cloud Applications & Platform Services

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