



Oracle Siebel CRM Release Updates (2021)

Oracle's Siebel CRM Release Updates in 2021 continue to deliver value and new innovations for organizations using Siebel CRM.

In 2021, our new Digital Experience for Communications solution was released. This initial step highlights our strategy to advance Siebel CRM Industry solutions into gold standard, end to end solutions, empowered with CX applications and Cloud Infrastructure.

INNOVATION THEMES

The Siebel CRM product focuses on the following primary investment themes based on the feedback of our customers and market trends:

Core Technology. We recognize that your business needs to be agile with the ability to adopt new product innovations and to release competitive market solutions into your CRM deployment quickly. As automated software processes and intelligence become pervasive, we recognize that this approach is multi-faceted through CRM and relies heavily on making intelligent use of data.

Customer Experience (CX). Improved application user experience, developer experience as well as extending customer experience with Oracle CX solutions (marketing, service, commerce etc.).

Industry Innovation. Feature-rich solutions for 21 industries, as well as industry-specific mobile applications. Siebel CRM plays a key role in Oracle's end to end industry solution strategy, linking front and back office with business processes based on industry standards and best practices.



Siebel CRM Release Updates have been widely adopted by customers on our latest release.

The growing trend for customers on the continuous release model is to update their Siebel CRM deployment every 2-3 months.



Siebel CRM Release Updates in 2021 applied using the Continuous Release Model demonstrate that customer can adopt new features without performing an upgrade.

CORE TECHNOLOGY

Web Tools

New features were added into Web Tools as part of the continuing improvement of Developer Experience.

Import/Export Repository Artifacts

This feature provides the ability to import and export archive files using Web Tools. This includes:

- Export of traditional archive files with multiple repository objects across multiple object types
- Export of individual Workspaces to an archive file
- Import of an archive file (containing objects or an exported Workspace) into an open Developer Workspace

This capability will allow developers access to familiar functionality from Siebel Tools in Web Tools with the advantage of an approximately 50% performance improvement for import and export operations.

Web Service Creation Wizard

Provides a Web Tools wizard to import Web Service definitions to create the required Siebel CRM artifacts, accelerating integration with external applications.

Workflow Simulator / Debugger

The Workflow Simulator and Debugger feature is the next step in migrating functionality from the Siebel Tools product into our web-based repository configuration platform, Web Tools.

Repository Version Tracking To Support EO Framework

This feature allows for coupling between the Siebel CRM Update binary version and the out-of-the-box (Oracle-provided) Siebel Repository version for a given monthly release. This will allow customers and the Oracle Technical Support team to identify scenarios where changes to the binary code are not in sync with any required repository changes. This will simplify and facilitate the resolution of any issues caused by a Repository/Binary mismatch.

Integration

Features delivered to enhance the Siebel CRM REST API:

Supporting attachments

Attachment support in Siebel REST APIs feature allow the users to attach the files to the records using Siebel inbound REST APIs.

This feature allows Insert, update, delete and retrieve (get) operations related to attachment files.

Digital Commerce for Telecommunications

New REST APIs for self-service commerce using Siebel Customer Order Management. Developers can now consume Siebel Commerce REST APIs in order to build shopping cart solutions that use the product catalog and checkout functionality.

The new Commerce REST APIs include the ability to modify, suspend, resume and disconnect services along with bundle promotion upgrade / downgrade flows. The Siebel Commerce APIs are integral part of the new Oracle Digital Experience for Communications industry offering.



More features are added to Web Tools and Workspaces, improving parallel development and overall developer experience.



Workflow Simulator and Debugger are welcome additions to the Web Tools IDE.



Enhancements to the REST API make it really easy to integration Siebel CRM with other applications – both on-premise and in the cloud.

Product Administration Rest API for Siebel Customer Order Management

Product Administration REST APIs for Siebel Customer Order Management that provide omni-channel ordering capabilities underpinned by a centralized catalog. Developers can now consume Product Administration APIs to simplify integration with a centralized product catalog like Oracle's LaunchX, a key component of the Digital Experience for Communications (DX4C) solution.

The REST APIs primarily include CRUD operations on catalog related entities such as Catalog, Product Class, Product Definition, Product Promotion etc. The simplified integration will enable customers to create new product offerings faster, with a centrally managed product catalog and thus reducing time-to-market.

Scalability and Performance

Remote Cfg - Cache Management and Session Pooling

For scalability and performance, Siebel Product Configurator allows the caching of customizable products on remote configurators. This new feature allows product administrators, through the user interface, to define the caching and routing of customizable products within a single bundle promotion to multiple remote configurator(s).

During product configuration, this feature maintains a session pool between the Siebel application Object Managers and remote product configurators. By reusing these sessions, login / logoff time is avoided from the application Object Managers to remote product configurator(s). For agents, call handling time is reduced and for self-service users, the response time improves.

Automation

Oracle Autonomous Database

Oracle 19c Autonomous Database certification for the Siebel CRM application. This allows customers to run their existing Siebel CRM application on the autonomous database platform that delivers key benefits of Oracle Autonomous Transaction Processing (ATP):

- **No Human Labor:** Database automatically upgrades, patches, and tunes itself while running; automates security updates with no downtime window required.
- **No Human Error:** SLA guarantees 99.995% reliability and availability, which minimizes costly planned and unplanned downtime to less than 30 minutes a year.
- **No Manual Performance Tuning:** Database consumes less compute and storage because of machine learning and automatic compression. Combined with lower manual admin costs, Oracle offers even bigger cost savings.

Note: This certification is available with Siebel CRM 21.1 and above. Older Siebel CRM versions will not be certified for the Autonomous database.

Test Automation

The Test Automation framework is further enhanced, improving usability and agility with the following new features:

Support SSO for Automation Execution Run via extensibility mechanism

Enabling Test Automation support for custom requirements, such as Single Sign On, non-OpenUI controls, embedded iFrames, processing an integration dependency, etc., through new CustomExtension keyword. Using the keyword and custom scripting, automation can be accomplished as part of the Siebel Test Execution. This feature helps to extend automation capabilities, thus increasing overall test coverage.



Recent innovations with Autonomous Database, Test Automation, RESTful API provide a strong foundation for business process automation functionality.

Installation and Deployment

Siebel Modular Deployment Engine

The following features improve the deployment of new instances of Siebel CRM and Siebel CRM Release Updates.

Improved usability:

- Simplified workflows for both installation and configuration optimized to reduce the required inputs to a minimum.
- A single workflow is used to deploy a single server and/or client in any/or all languages including the installation and configuration of the system.
- Removed the need to use the “imagecreator” process, saving additional steps.
- Reusable install and configuration process for reconfiguration
- Silent Install scripting templates provided as part of Siebel CRM, allowing fully scripted and automated deployment.

Size and Performance improvements:

- Reduced number and size of files used for Siebel CRM Release Updates by upto 75%.
- Previously, a full install required 15 downloads (20 GB per platform) but will now require just 3 files (less than 5 GB per platform).
- Reduced time period to run installations leading to faster deployment (up to 10x faster)

Optional feature uptake of the Siebel Modular Deployment Engine will accelerate and it will simplify deploying a single client or server instance or the entire enterprise.

Platform & Certification Updates

New certification updates delivered:

- **Zookeeper upgrade.** Upgrade Gateway Registry to incorporate the latest Zookeeper version and associated benefits.
- **64-bit JRE Support for IMAP & POP3 Driver.** This feature supports 64-bit JRE for Siebel IMAP/POP3 driver in Siebel Email Response. Compared to 32-bit JRE, 64-bit JRE reduces the overall memory consumption and can allocate more memory in a system. Using 64-bit JRE for Siebel IMAP/POP3 driver will allow Siebel Email Response to run more efficiently.
- Various 3rd party upgrades

SSSE Integration with Office 365

Enhanced integration to enable SSSE to work with Exchange Server in the Cloud (Office 365)



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CUSTOMER EXPERIENCE

New features pertaining to customer experience were delivered in 2020.

OpenUI

The following Open UI framework features have been added:

Included in this new feature:

Availability of Siebel Helpdesk in Open UI

Conversion of Siebel ERM Administration (HelpDesk related views only) in Callcenter and Siebel ERM (HelpDesk related views only) to OpenUI

SI to OUI conversion of eLoyalty Portal Applications

Siebel Loyalty Member Portal and Loyalty Partner Portal are now available in Open UI. The new Siebel Loyalty portals remove the need for Active X controls and provide an enriched customer experience with a more intuitive user interface. Open UI enables intuitive navigation, interaction and data entry, exploiting modern web controls. The Open UI portals also remove browser and device restrictions for members and partner to access loyalty data.

Display of "Next Tier to Upgrade" details in Siebel Loyalty to encourage members to transact more

Siebel Loyalty calculates and displays details on the next tier that a member can achieve. This encourages loyalty members to transact more and aim for the next tier. The details made available as part of this feature include:

- Next tier name
- Number of qualifying points required for next tier level
- Number of qualifying points the member already has at present
- Number of qualifying points required additionally to upgrade to next tier
- Date before which the additional points have to be earned

Intelligent Analytics and Reporting

Oracle Analytics Server 5.5.0 is now available as an analytics engine with Siebel CRM. Customers can access analytics generated by Oracle Analytics Server directly within the Siebel CRM UI.

Oracle Analytics Publisher 5.5.0 is now available as an enterprise reporting solution with Siebel CRM. Customers can generate transactional reports based on predefined or custom templates using Oracle Analytics Publisher.

Support for these new solutions, not only improves platform support but also offers increased scope for future development related to Analytics and Reporting.

Oracle Analytics Server includes modern, AI powered, self-service analytics capabilities for data preparation, visualization, enterprise reporting, augmented analysis and natural language processing generation.

Oracle Analytics Publisher provides the capability to create, view, schedule and publish pixel-perfect reports.

Data Strategy

Siebel CRM Integration with Oracle Unity Customer Data Platform

Siebel CRM continues to be the reservoir of customer profile and transactional data for some of the largest organizations in the world. By integrating with Oracle Unity Customer Data Platform customers can combine existing CRM data with data from other sources to create an enhanced, dynamic, real-time view of each customer.

The Oracle Unity integration allows greater segmentation of customer profiles for marketing campaigns and will allow for Customer 360 degree analysis, Intelligent Attributes and Analytics in the future. This pre-built integration enables Siebel CRM customers to identify data entities and export data to the Oracle Unity platform. The integration supports initial and incremental load of data with the ability to define the frequency of data synchronization.

You can access Unity details [here](#)

The following functionality is provided with the integration:

- Data export from Siebel to Unity
- Configure any Siebel OOTB or custom entity
- File based integration through Oracle Object Storage



Siebel Analytics and Reporting solutions are revitalized through support for Oracle Analytics. This opens up AI-powered analysis and more advanced transactional reporting capabilities.



Customers can easily enrich their existing CRM data through the integration to Oracle Unity.

INDUSTRY INNOVATION

Industry-specific innovations delivered in 2021.

Digital Experience for Communications

[Oracle Digital Experience for Communications](#) (DX4C) is an omni-channel, customer experience industry solution starting with three experiences: Launch, Buying and Care; built on Oracle's open digital architecture. The key principles behind the new solution architecture are:

- **Increase business agility and lower IT costs with an open industry architecture.** Deliver omnichannel, digital-first, and contextual experiences while lowering IT costs and risk. Oracle CX supports TM Forum Open Digital Architecture and open APIs, making it easy for you to rapidly deploy new services while maintaining interoperability with existing systems.
- **Decouple experience and IT.** Industry standard interfaces, APIs, and data models enable decoupling of systems of engagement from systems of record, lowering digital transformation risk and cost while maximizing the value of your existing IT investments. Introduce innovations to the market faster and enable more deliberate transformation of underlying mission-critical systems.
- **Experience first.** Deliver leading employee and customer experiences by leveraging Oracle's next-generation, AI-driven Redwood user experience and use open APIs to deliver the complete solution capabilities within your own experiences.
- **Adaptive data mastering.** Maintain customer data quality and consistency across your existing and Digital Experience for Communications applications. Optimize business performance with distributed subscription mastering protocol. Focus on innovating with an orderly and reliable change management lifecycle.
- **Real-time events.** Stay agile with event-driven data propagation across applications, including business intelligence, using an industry standard model for customer events. Respond to key customer events in real time to drive highly contextual user engagements.

The Siebel CRM Communications application plays a pivotal part of the new DX4C industry solution.

DX4C combines these modern, intelligent data-driven digital experiences with key industry specific capabilities from Siebel CRM (which has been the primary CX/CRM platform running at scale in hundreds of Tier 1/Tier 2 CSPs globally in the past 10+ years).

Capabilities such as single product model, shopping cart and customer view provide the speed, agility and insights necessary to deliver contemporary digital experiences all built on the robust, scalable and communications verticalized foundation to ensure successful deployments in large Tier 1 CSPs.

For Siebel CRM customers, DX4C provides several distinct benefits:

- Deploy DX4C with minimal disruption to co-exist and complement existing Siebel CRM instances – simplifying the adoption of next-gen digital and data capabilities.
- Transition to DX4C at your own pace as DX4C leverages key elements of the Siebel CRM data model and exposes Siebel CRM REST APIs to reduce migration time and risk.
- Protect your existing Siebel CRM investment as DX4C provides a digitally transformed yet largely feature compatible experience, especially in more advanced buying and ordering scenarios.



DX4C represents a holistic approach to complex CX industry solutions, built on a modern architecture and industry standards. The ability to re-use existing Siebel CRM deployments as part of the new solution provides tremendous value for Siebel CRM customers.

- Reduce costs associated with managing Siebel CRM in your data centers - Oracle can run Siebel CRM on Oracle Cloud Infrastructure as a managed service – enabling CSPs to crystallize savings or apply them to investing in additional DX4C capabilities.

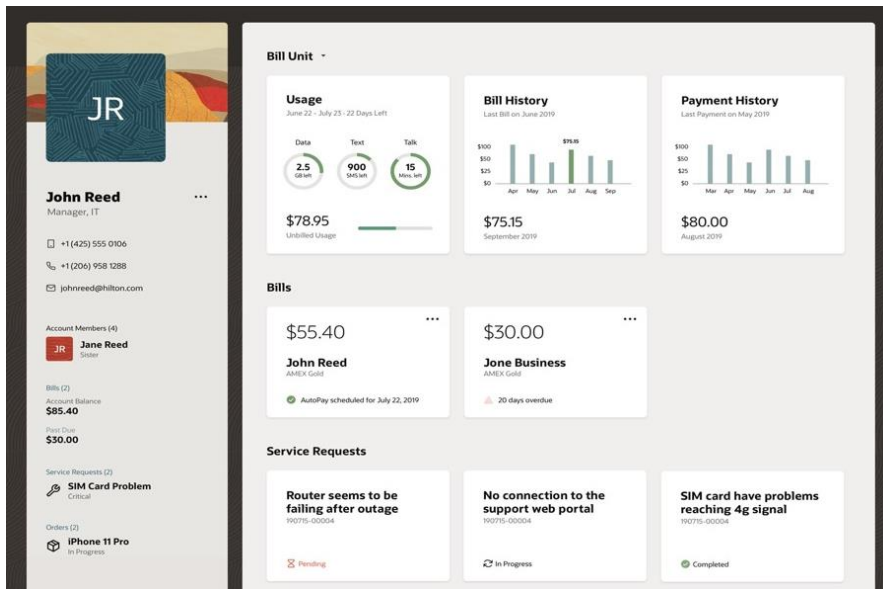


Image: Customer 360 Dashboard in DX4C with Redwood UX design.

The new DX4C industry solution from Oracle represents a paradigm shift in strategy for Siebel CRM industry applications. The ability to closely align existing Siebel CRM customized deployments with new customer experience solutions dramatically advances Siebel CRM industry applications and ensures a high value roadmap for our customers, both for cloud and on-premise deployment. This framework is likely to be adopted in the near future for all the Siebel CRM Industry Applications.

For more detailed information on the new Digital Experience for Communications platform please refer to this [Executive Paper](#).

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