

ORACLE

# Oracle Siebel CRM Release Updates (2025)

Version [\[1.0\]](#)

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## Overview

Oracle's Siebel CRM Release Updates in 2025 continue to deliver ROI and unlock modern technologies. New innovations are faster and easier to adopt for organizations using the latest Siebel CRM releases.

Highlights include:

- **Artificial Intelligence (AI)** – the Siebel AI framework has been extended to provide more capabilities for embedding AI into existing workflows. The ability to access any large language models (LLM) via API, support for Multimodal AI to integrate and process multiple types of data—such as text, and images; both enable more use-cases to generate comprehensive insights and automated, intelligent responses. A new Generated Satisfaction (GSAT) Score calculated using GenAI, produces intelligent real-time insight by aggregating across a variety of important customer satisfaction indicators, improving customer experience. In addition, [Siebel Genie](#) is a new concept solution which illustrates how you can leverage the functionality in Oracle 23ai database to talk to your data in natural language.
- **User Experience (UX)** – enhancements to the Redwood UX for Siebel CRM include a more intuitive UX for Siebel Partner Relationship Management portals and a Tab layout for Employee applications. New Siebel Intelligent Search provides a modern enterprise search capability that leverages OpenSearch and AI to deliver fast, intuitive, and context-aware search across business entities.
- **Operations** – Siebel Cloud Manager enhancements include the ability to install Siebel CRM with an existing CNCF certified Kubernetes cluster on-premises, to deploy Siebel CRM on Kubernetes in Oracle Compute Cloud@Customer (OC3), and GitOps repository deployment flexibility for those looking to deploy and manage Siebel CRM on Kubernetes with GitOps. New data visualization and metrics monitoring for Oracle Databases was added as part of the Siebel CRM Observability solution. Siebel Intelligent Data Archival is a new secure and flexible data lifecycle management solution with configurable archival rules and secure access to archived data, it reduces database size, minimizes upgrade downtime, and lowers hardware and maintenance costs.
- **Integration** – Siebel Open Integration is a new sophisticated integration solution for UX, AI and beyond. It provides complete “headless” operation for the Siebel CRM application, maximizing re-use of existing configurations through an API that is highly performant and scalable, resulting in an advanced interoperability solution to address many use-cases. The Siebel CRM Event Pub / Sub framework for Event Driven communication between Siebel components and external event driven systems is further enhanced. Updates include support for Avro serialization, OAuth 2.0 security and Kafka partitioning support for Siebel UCM.
- **Industry** - specific innovations for Siebel Clinical Trials include dashboards and milestones functionality. For Communications Digital Business Experience, a new guided experience for Assisted Ordering.

During 2025, it was great to see our customers adopting the latest innovations that we released and embracing Oracle Cloud Infrastructure as a platform for their Siebel CRM implementation. In most cases, customers report being able to reduce costs and improve performance. To find out more about recent customer success, please go to the new [Siebel CRM Infoportal](#).

If you are on an older Siebel CRM release, a common question is to find out what innovations you can adopt by updating Siebel CRM to the latest release. To find out about all the new innovations that have been introduced over the years, a searchable list is available with links to our datasheets on the [Release Innovations](#) page.

## New Siebel Infoportal

Designed to be the go-to resource for Siebel CRM customers, providing all the vital information in one place. Make sure to bookmark and check the microsite regularly.

[siegelinfo.com](http://siegelinfo.com)

## Siebel CRM Customer Advisory Board

The best way to keep up to date with all the latest Siebel CRM news, innovations, and events, and to participate in our product direction, is to join our Customer Advisory Board (CAB).

### Joining the Siebel CRM Customer Advisory Board

The Siebel CRM CAB, one of many groups falling under Oracle's Global Customer Programs Community, has been vital in helping customers collaborate, share ideas, and drive our product roadmap for over 30 years. We welcome all customers and partners to join our CAB regardless of size or industry. For more information about the Siebel CRM CAB program, [click here](#).

Join the CAB in just 3 simple steps:

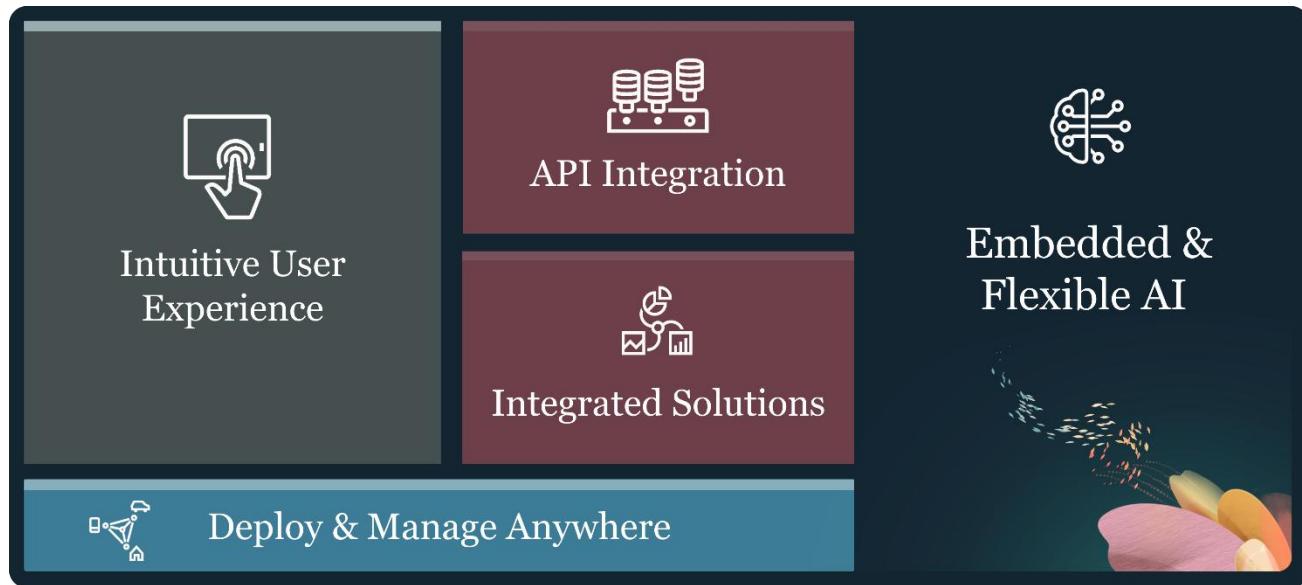
1. [Click here](#) to join our CAB mailing list.
2. Request access to the private [Siebel CRM Customer Connect](#) group on LinkedIn.
3. Register for [Cloud Customer Connect](#) and follow Siebel CRM as one of your topic interests.

## Siebel Partner Program

The Siebel CRM team provide opportunities for implementation and services partners to gain recognition for their expertise with Siebel CRM implementations. For engaged partners we provide a Partner Spotlight and a listing on our Infoportal, providing customers with another mechanism to identify partners with Siebel CRM knowledge and demonstrable customer success. There are monthly [Partner Update](#) virtual meetings and opportunities to collaborate on new market initiatives and business development objectives.

## Executive Summary

Siebel continues to excel as a highly scalable, configurable platform with a proven record in large-scale CRM deployments, offering economic value and long-term ROI. Beyond traditional CRM, Siebel enables the delivery of enterprise solutions that truly meet the needs of your organization with deep industry expertise. Siebel CRM is unique in that it provides an open and flexible approach to deployment, UX, integration and AI options—empowering organizations to achieve operational excellence and superior customer experiences, whilst staying aligned with industry standards.



### Intuitive User Experience

Our Open UI framework continues to evolve, providing more choices to customers with our Oracle Redwood UX and Intelligent Search as standard. With Siebel UX you can tailor a bespoke UI for your organization, across all form factors.

### API Integration

Enterprise CRM that is completely open and interoperable across your IT eco-system. Simple and flexible integration for enabling best in class customer journeys and Agentic AI. Modern Siebel integration leverages standards and tools your architects are familiar with, capable of operating at extreme scale.

### Integrated Solutions

Combining your mission-critical CRM with best of breed Oracle CX applications and Industry solutions. Siebel offers a “Better Together” strategy to accelerate growth while retaining your industry specialization and hyperscale data needs.

### Deploy & Manage Anywhere

Optimized for cloud and designed to meet your needs as they evolve over time. Choose to deploy as a cloud native architecture with Siebel Cloud Manager, in your data center, on Oracle Cloud Infrastructure (OCI), or anywhere supported by Oracle’s multicloud strategy.

### Artificial Intelligence

Decades of CRM data represent a critical strategic asset that should be leveraged to fuel AI initiatives—while prioritizing data protection. By combining this data with AI, organizations gain actionable insights, leading to faster, more informed decision-making and significant business opportunities.

Reflecting our strategy, new innovations for Siebel CRM released in 2025 are split into two high level, persona-based categories: Business & Applications (Users, Customers) and Platform & Operations (Developers, Architects, & Operators).

## Business & Applications (Users, Customers)

The speed of business change has markedly accelerated as AI adoption reaches through all layers of the enterprise. Innovations in this theme enable improved customer experiences and revenue growth through both delivered and customer configurable experiences.

### Redwood UX

Redwood UX for Siebel CRM is a constantly evolving modern UI solution. We introduced Redwood UX for Siebel with our 24.6 release and in 2025 added a new Redwood UX for Partner Relationship Management and Tab layout features.

#### Redwood UX for Siebel Partner Relationship Management

This new feature delivers a fresh, modern, and restyled user interface in line with the desktop application, enabling a consistent user experience across employee-facing and customer-facing applications.

Key features include:

- **Modern UX:** Redwood design-based Screens, Views and, Homepage with simplified Header and Redwood stripe eliminates clutter. With New Styles, Colors, Icons, and Fonts, users will experience a cleaner, more cohesive interface that aligns with contemporary design standards and enhances overall usability.
- **Visual consistency:** Redwood introduces a unified visual language across all applications brand owner companies use to engage with their channel and alliance partners, distributors, resellers, agents, brokers, or dealers, making it easier for users to switch between applications without any re-training.
- **Intuitive usability:** With the improved layout and simplified navigation, the Redwood UX ensures that even first-time users can navigate the system with ease.
- **Improved productivity:** The screens and layouts are designed to complete processes with minimal mouse movements and locate menu items quicker.
- **Advanced search and filtering:** The enhanced search and filtering functionality allows users to find what they need quickly and efficiently.
- **Enhanced accessibility:** Redwood UX is designed to be accessible to everyone, including those with disabilities, offering a truly inclusive experience.

The Redwood UX is enabled for the following applications:

- Siebel PRM Portal
- Siebel Public Sector Provider Portal
- Siebel eDealer Partner Portal
- Siebel Loyalty Partner Portal
- Siebel HTIM Partner Portal

#### Tab layout for Redwood UX

Providing a more structured, yet intuitive way to navigate complex workflows and move across related tasks without losing context. By incorporating Tabs, we are ensuring that essential information stays accessible while the interface remains clean and modern.

The rewards are instant and quantifiable:

- **Cleaner, minimal UI:** Provides direct access to different screens and views. Instead of overwhelming users with all fields at once, each tab shows only relevant items.
- **Faster navigation:** Minimizes the number of clicks required to switch between tabs, without losing context. This provides better productivity.
- **Better organization of information:** Visually organizes views into a sequence, helping users understand the flow to reviewing data or completing a task. This prevents long scrolling pages.
- **Saves screen space:** Ability to multitask and stay organized. Instead of adding new pages or expanding forms, tabs use the same screen area more efficiently.

The Tab Layout can be configured per user responsibility. Administrators can use the Responsibilities view (Responsibility Detail – Tab Layout View) in the Administration – Application screen to define a default Tab Layout for each responsibility. Administrators can administer both view access and default Tab Layout from this view.

- Each user can modify personal Tab Layout settings by using the Tab Layout view in the User Preferences screen (Tools, and then User Preferences). Once the user has modified the Tab Layout, these settings will always override the default Tab Layout associated with the user's primary responsibility.

If you're using Open UI, you can customize Tabs using:

- Manifest Administration
- Custom CSS/JS
- Theme customizations

## Intelligent Search

Intelligent Search provides a modern enterprise search capability in Siebel CRM that leverages OpenSearch and AI to deliver fast, intuitive, and context-aware search across business entities. The unified global search interface supports both keyword and semantic search, enabling accurate data retrieval and improved decision-making. Intelligent Search has been designed for scalability, to ensure it can cater for large enterprise data sets.

How Siebel Intelligent Search drives user productivity:

- **Intuitive user interface:** Siebel Intelligent Search offers a sleek, modern interface that simplifies navigation. Users can search and act seamlessly across business entities.
- **Efficient data retrieval:** The search solution leverages OpenSearch technology to deliver fast and relevant results. Whether users are searching by keywords, phrases, or intent, Intelligent Search quickly surfaces what matters most.
- **Actionable insights:** Beyond finding information, the solution helps transform data into insights. With clear, structured results and contextual relevance, business users can make informed decisions.

How does OpenSearch integration deliver fast, relevant results:

- **Efficient and fast data retrieval:** Intelligent Search enables users to quickly locate information across Siebel business entities. The integration with OpenSearch is designed to deliver efficient indexing and retrieval, even in large-scale enterprise environments.
- **Unified user experience:** Users get a consistent, user-friendly search experience – supporting both keyword and semantic search. It's not just about finding exact terms; it's about understanding meaning and intent.
- **Access control and security:** Search respects Siebel visibility rules and roles-based access so users only see authorized data.

- **Enterprise-grade performance:** Designed for scale, Siebel Intelligent Search supports high-volume queries and delivers consistent, reliable performance across massive datasets.

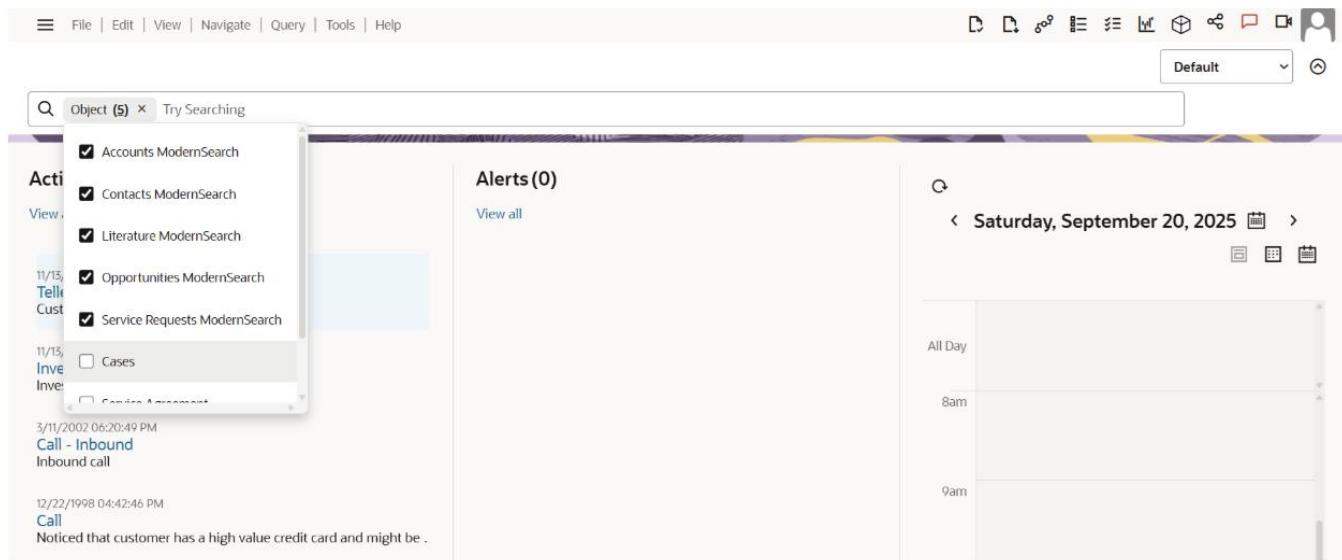


Image 2: Siebel Intelligent Search screenshot

#### Key capabilities for everyday users:

- Global Search bar: Persistent and powered by OpenSearch for quick access.
- Object filter: Search across one or multiple Siebel categories.
- Results page: Displays structured results with drill-down and customizable layouts.
- Keyword search: Finds exact matches for terms or phrases.
- Semantic search: Understands meaning and intent for more accurate retrieval.
- Fuzzy search: Handles typos or near matches gracefully.
- File attachment search: Finds attachments by file name, content, or metadata.
- Autosuggest: Offers real-time suggestions as users type.
- Search history: Keeps a record of recent queries for easy reuse.

With Intelligent Search, users report faster time-to-answer with keyword and semantic search.

## Developer Experience

### Siebel Web Tools

#### MVG/Tree/Pick Applet Wizards

- New object wizards in Web Tools that allow developers to quickly create MVG, Pick and Tree Applets, improving productivity and overall developer experience.

#### Properties Pane

- The Web Tools Properties Pane allows developers to quickly see and change the property values of an object, saving them time and improving the developer experience.

## Siebel AI Framework

AI enablement in Siebel is relatively easy to activate and use because AI services can be embedded into existing business processes. With AI in Siebel, actionable insights, timely predictions, and time-saving automation are surfaced seamlessly in the flow of work. By embedding classic and generative AI services directly into user flows, businesses can more rapidly realize the potential of AI within their existing workflows without a huge transformation effort.

Siebel also provides an extensible AI framework that allows customers to add their own generative AI capabilities that complement and seamlessly integrate with their existing Siebel investment. This framework allows organizations to choose a preferred LLM provider to support their unique industry and competitive needs.

### Access Large Language Models (LLMs) with APIs

The Siebel AI Framework has been enhanced to now include a feature that enables developers to effortlessly connect the Siebel CRM application to large language models (LLMs) that support their specific GenAI use-cases.

The new feature provides the following functionality:

- Easy access to the Cohere & Meta models available on Oracle Cloud Infrastructure (OCI) supporting a wide range of use cases, like writing assistance, summarization, analysis, chat, and more.
- The API-based integration methodology not only caters to the needs of developers looking to use out-of-the-box LLMs on OCI, but also to easily access LLMs from various model providers through a single interface, simplifying and accelerating development.
- The API can be invoked using external clients like Postman or from any Siebel interface layer. For example: the Siebel UI.
- The API request includes 'provider' and 'model' as parameters. The other configuration parameters that are required vary depending on the model provider and the chosen LLM.
- Additionally, the API provides the option to call different GenAI endpoints.

We anticipate that the new API will help developers accelerate building their GenAI use-cases for Siebel CRM and give the business more flexibility to test out and select the appropriate LLMs for their specific use-cases.

### Multimodal AI

Multimodal AI integrates and processes multiple types of data—such as text, and images—to generate more comprehensive insights and responses. This bridges the gap between vision and language, interpreting the context, and delivering results in a contextually relevant response. Multimodal AI represents a significant advancement over traditional AI as it blends different data types, such as text and images to offer a more holistic understanding of information. Furthermore, it understands the context by recognizing patterns across different types of inputs.

With Multimodal AI, you can achieve image-based use cases, such as:

- On closing a Service Request, the Service Desk Agent can generate a Summary of the interaction based on all Inbound, Outbound communications (text) and Service Request Attachments (images)
- Image-text retrieval relevant for Sales use cases, such as Charts and Graphs
- In an Insurance scenario, a Claims Representative can analyze damaged vehicles via photos.
- While entering the necessary Fields associated with a Service Request (For example: Changing Customer Address), a Customer Service Representative can use Multimodal AI to automatically detect predefined values, extract text from documents uploaded and auto-populate in the respective Fields.

The Siebel AI Framework enables Developers to use Multimodal LLMs (For example: Llama 3.2 90B) to process both text and images. Access is available through chat interfaces, APIs, or dedicated endpoints.

## Generated Satisfaction (GSAT) Score

Powered by Generative AI, the Generated Satisfaction (GSAT) Score produces intelligent real-time insight by aggregating across a variety of important customer satisfaction indicators. These indicators: Customer Effort, Agent Effort, Agent Knowledge, and Empathy are evaluated after every interaction or purchase—helping businesses elevate service quality and boost customer satisfaction:

- Customer Effort Score measures the effort it takes for a customer to interact with a company, resolve issues, or complete purchases.
- Agent Effort Score measures the ease with which an agent can accomplish their tasks and/or resolve issues.
- Agent Empathy Score measures the degree of empathy conveyed.
- Agent Knowledge Score evaluates how well an agent uses and applies their knowledge to manage customer interactions.

The GSAT Score is derived from this set of "defined factors" and can be triggered based on the user's chosen workflows. The AI-powered feature allows instant access to customer satisfaction score, without manually checking emails or interaction logs. Developers who wish to include the GSAT Score into their workflows or agent screens/views can do so via the Siebel AI Framework and caters to both on-premises and cloud customers.

Anticipated benefits from this intelligent scoring are enabling organizations to deliver better agent customer experience.

## Customer Experience

### Fusion Knowledge Management Integration

The integration of Siebel CRM with Fusion Knowledge Management allows a service agent to capture, organize, manage, and make use of the knowledge and expertise inside an organization more effectively. Not only can Knowledge Management be used to solve employee and customer issues, but it also offers capabilities that help organizations manage and access their knowledge better, with search and content management. The tight integration with Siebel CRM will enable easy access for users to search, read, rate, and suggest changes to the knowledge articles while staying within the Siebel CRM application.

### Customer Order Management - In-memory Support for Subscription Web Services

This feature provides in-memory processing for change, suspend, disconnect, and upgrade/downgrade web services. This processing creates a document (quote or order) from an existing asset. Self-service eCommerce applications will have the flexibility to perform multiple operations in the shopping cart or on a sales order before persisting the information in the database. The Web services have additional flags to enable pricing and eligibility/compatibility workflows as needed. By optimizing the subscription web services, unassisted channels (eCommerce application, IVR, etc.) will experience a quicker response.

## Master Data Management

Achieving a complete customer 360 view requires a master data management (MDM) solution both for customer and product at the heart of your enterprise. Siebel Universal Customer Master (Siebel UCM) ensures a clean and unified profile for all customer data, supported with centralized data cleansing and deduplication. As part of our data and AI strategy, we also focus on improving access to customer data at extreme scale and enriching first-party data with intelligence from Unity, a customer data platform which can be used to enhance a variety of CX use cases.

## **Siebel Universal Customer Master**

The primary MDM solution for Siebel CRM has been enhanced with the following features:

### **Support for Kafka Partitioning**

The Siebel UCM Event Publish/Subscribe functionality has been extended to include support for Kafka partitions. One of the key benefits of Kafka partitions is to improve the scalability of Kafka usage.

This feature also enables Query using Event Driven Architecture that helps developers to integrate with new external systems with single protocol (Kafka and JSON messaging).

### **Approve and Merge Request**

This feature includes two enhancements for UCM Event Driven Architecture (EDA):

- Publish the approval of a “golden record” based on data steward’s action.
- Edge systems can submit request to merge using EDA.

By providing an integration with Kafka for Siebel UCM, integrators can dramatically simplify the effort and maintenance of having multiple integrations to many other customer systems to process changes to core customer master data.

### **REST APIs for Universal Customer Master**

This feature provides scalable and flexible integration approach using REST APIs for Inbound UCM processes using JSON format and outbound REST to publish JSON format messages to external systems.

## **Oracle Enterprise Data Quality**

### **Enriched Data and Matching Accuracy**

Siebel CRM and Oracle Enterprise Data Quality (OEDQ) are integrated using OEDQ connector. The OEDQ connector is further enhanced to improve matching effectiveness, bringing stronger candidates to the top of the list by sorting on the Key Priority Number field.

Not only does this improve matching accuracy but it also provides better performance. OEDQ provides richer information about the match result such as the matching rule used by the engine, and the list of attributes that contributed to the match.

## **Test Automation**

### **Accelerate Quality and Agility**

Siebel CRM is committed to empowering organizations with modern, agile development practices. By continuously enhancing the Open UI Test Automation framework, we enable adoption of test-driven development (TDD) methodologies—ensuring robust, reliable, and cost-effective releases as part of a seamless agile workflow. Whether it’s making internal updates to your Siebel CRM deployment, or applying a Monthly Update, the ability to automate functional and regression testing can see a dramatic improvement in quality and reduction in TCO.

### **Dashboard and Productivity Enhancements**

Siebel Test Automation now provides dashboards with data snapshots, for quick metrics and pending actions. Enhancements include:

- Test Results can now be stored at Test Step level, and causes of failure can be assigned for each failed Test Script, so that improvements can be focused and measured. Assigning the reason or categorizing failed results, improves planning for improvement actions.

For example, if 20 out of 100 Tests fails in a given run, the failure reasons need to be identified, in order to take remedial actions. If the reasons are determined to be environment related issues, or that Test Scripts need updating, or an application change caused regression, or a combination thereof, the remedial actions can be taken accordingly. Correct identification and remediation of recurring issues, can significantly improve efficiencies and save recurring manual effort involved to analyze, fix, rerun, etc.

- Persistent Profiles are used to store various parameters centrally, reducing effort involved in kicking off automation batch runs. Profiles enhance visibility and eliminate repeated manual efforts, and errors.
- Landing pages provide a snapshot of Test Management, in terms of Test Scripts, Data Sets, and Master Suites. Dashboards provides details of Test executions, Pending analysis (assigning category or causes to fail results), and Root causes summary for actions.

Expected benefits from these enhancements are:

- Improved scale and effectiveness of Test Automation
- Better analysis with next actions summary, such as failure analysis, and corrective actions.

### **Logical Looping for Enhanced Scenario Coverage**

- Siebel Test Automation now supports logical looping, allowing you to repeat a set of test steps until a specified condition is met or a predetermined number of iterations is reached.
- For example, you might want to do this if your test case could automatically query a record multiple times to verify whether a value has changed due to a Workflow process running in the background. This new feature enhances your ability to automate more complex testing scenarios, delivering a more robust and comprehensive test coverage.

With logical looping, Siebel Test Automation offers improved control and efficiency, helping you reduce costs and maximize productivity in your testing processes.

## **Siebel Communications – Digital Business Experience**

### **Innovate End-to-End Digital Business Experience**

Oracle's Digital Business Experience for Communications sets a new benchmark for agility, intelligence, and scale, empowering Communication Service Providers (CSPs) to manage the complete customer lifecycle—from concept to cash to care—efficiently and cohesively. Designed to eliminate process fragmentation and operational silos, this solution enables CSPs to deliver compelling customer journeys, launch offers rapidly, and maintain full control across public cloud, private cloud, and on-premises deployments.

### **Guided Experience for Assisted Ordering**

A modern Redwood process-driven conversational UX for agent assisted ordering, designed to help communications service providers manage customer relationships and deliver better experiences. This feature streamlines key processes, including customer creation and order capture, for a seamless experience across new and existing customers. By providing a more intuitive and efficient user interface, customer-facing agents can deliver personalized services and identify upsell/cross-sell opportunities with ease.

**Billing and Payment**

Your Credit Score  
Good  
755  
Last updated on 24-Mar-2025 00:00:00  
Approved  
All services are eligible for purchase by you

**Billing Method**

Bill Media: Email | Bill Type Detail: Email Bill To: samantha.jones@supremodemo.com

**Payment Detail**

Payment Method: Credit Card | Cardholder Name: (Required) | Card Type: (Required)

Card Number: (Required) | Expiration Month: (Required) | Expiration Year: (Required)

Cancel | Save | Continue | Submit

8 | 8

Contact Information

Select Products

Cart

Account Information

Assign Service and Billing Accounts

Billing and Shipping Address

Billing and Payment

Image 3: Guided experience for Assisted Ordering

## Siebel Clinical Trials

### Advance Clinical Trials Operational Excellence and Compliance

Oracle's Siebel Clinical Trial Management System (CTMS) is the industry gold standard for managing the full clinical trial lifecycle, empowering sponsors, CROs, and research teams to streamline study operations at scale while ensuring compliance, data integrity, and speed to market. Built for performance, regulatory rigor, and flexibility, Siebel CTMS enables organizations to meet today's complex research demands and rapidly adapt as requirements evolve.

#### Dashboards

Siebel Clinical Trials dashboards provide a centralized information that manages risk, increases efficiency, and improves insight. The goal is to improve study forecast by providing insights into the progress of trip reports and key milestones.

Dashboards will help to improve focus for study managers by displaying real time insights, visualized data, and help in key decision making. Users will have increased productivity through consolidated study and site details without requiring navigation to multiple screens.

#### Milestones

CTMS Milestones introduces a new level of organization and control to clinical trials. This feature allows users to define, create, track, and close critical events within a trial, providing a comprehensive project tracking system.

Key benefits include:

- Improved Study Efficiency
- Centralized management and setup of milestones across all clinical trials
- Provide end-to-end visibility to trial progress and risks.

## Platform & Operations (Developers, Architects, & Operators)

As digital business accelerates, Siebel CRM is dedicated to delivering a robust, high-performance, and scalable platform that empowers organizations to operate efficiently at web-scale. Innovations in this theme reduce total cost of ownership (TCO), maximize system uptime, and ensure Siebel remains the backbone for mission-critical, data-intensive applications—now and into the future.

### Siebel Cloud Manager

Siebel Cloud Manager (SCM) is at the forefront of Oracle's commitment to transform Siebel CRM into a truly cloud-native platform—meeting the evolving demands of modern digital business. Our long-term vision is to empower organizations to deploy, operate, and scale Siebel CRM with unprecedented agility, reliability, and cost-efficiency, while freeing developers to innovate and deliver value, fast.

#### Installing Siebel CRM with an existing CNCF Certified Kubernetes cluster on-premises

This feature facilitates on-premises installation of Siebel CRM on existing CNCF Certified Kubernetes clusters (for example, an OCNE cluster) using Siebel Cloud Manager and Siebel Installer. This also works on standards compliant cloud infrastructure.

We anticipate the following benefits:

- For customers that want to operate Siebel CRM on-premises along with a GitOps pipeline and an Observability stack on Kubernetes, you can now achieve this easily, without the need to dedicate significant resources to build a custom solution (potentially saving many months of effort).
- On-premises customers can achieve platform modernization for their Siebel CRM ecosystem into a more cloud-native aligned platform. Operate and run completely on-premises using a local container registry.
- Management of the platform can be achieved by people who do not need to be very well versed in the Siebel CRM architecture.
- By using the standard Siebel Installer with SCM, this aligns the delivery with the standard Siebel CRM installation.

With Siebel Cloud Manager, it is now possible to install, run and operate your Siebel CRM deployment with a more enhanced cloud-native ecosystem. Deploy either on-premises or on cloud infrastructure, and with complete flexibility and choice for any CNCF standards compliant Kubernetes.

#### Deploy Siebel CRM on Kubernetes in Oracle Compute Cloud@Customer (OC3)

This feature facilitates Siebel CRM deployment on Kubernetes in [Oracle Compute Cloud@Customer \(OC3\)](#) using Siebel Cloud Manager.

OC3 is a fully managed, rack-scale distributed cloud platform that lets you use Oracle Cloud Infrastructure (OCI) Compute anywhere. OC3 is installed at a data center or location of your choosing and is the simplest way to run your Siebel CRM application on cloud infrastructure, while meeting your needs for data residency, security, and low-latency connections to existing resources and real-time operations.

Key features of OC3 applicable to your Siebel CRM deployment:

- Lets you run Siebel CRM with OCI compute, storage, and networking services
- Enables you to meet data residency requirements
- Addresses the need for low-latency connections to existing data center assets and real-time operations
- Employ the same OCI services, APIs, and automation as the rest of Oracle's distributed cloud

- Container Automation using Oracle Cloud Infrastructure Container Engine for Kubernetes (OKE). This is a managed Kubernetes service that simplifies the operations of enterprise-grade Kubernetes at scale.
- Consistent management - the infrastructure is fully managed and supported by Oracle so scarce IT resources can focus on meeting crucial business needs.
- Lower cost, via low consumption pricing based on usage and affordable infrastructure subscriptions providing significant savings
- Flexible storage, with 150 TB of storage capacity that is incrementally expandable to 3.65 PB meets the needs of data-intensive workloads. Pay consumption costs only for the amount of storage used instead of the amount installed to reduce costs.

With this new feature, customers can now deploy Siebel CRM on Kubernetes in their OC3 instances with SCM without the need to do any custom work. Customers can quickly start to take advantage of the benefits of OC3 with SCM:

- Brings the convenience of SCM along with a cloud native Observability stack
- Use SCM to run and operate your Siebel CRM deployment in OC3 with ease, saving time and additional expense.
- Complete support from Oracle for deployment operations with SCM and OC3 infrastructure.

### GitOps Repository Deployment Flexibility

This enhancement for Siebel Cloud Manager (SCM) enables customers to use their existing Git repositories hosted in leading distributions (like OCI Devops, GitHub, Bitbucket, and so on) to deploy and manage Siebel CRM on Kubernetes with GitOps.

GitOps is a framework that uses Git to manage infrastructure and application code deployments. GitOps is an operational framework based on DevOps best practices, like continuous integration/continuous delivery (CI/CD) and version control, which automates infrastructure and manages software deployment.

There are many key benefits with this new feature in SCM. Vendor restrictions for Git repository choices are removed, providing an open approach to the selection of repositories in Git distributions that may be consistent with your wider organizational practices. This may lead towards improved efficiency and security, a better developer experience, reduced costs, and faster deployments.

### Observability: Data Visualization and Metrics Monitoring for Oracle Databases

Modern enterprises depend on observability to maintain performance, reliability, and rapid issue resolution across critical systems. The Siebel CRM Observability and Monitoring solution is enhanced with Oracle Database Metrics Exporter, which delivers unified visibility into Oracle databases deployed on Kubernetes — both on-premises or in the cloud.

This capability provides production-ready OpenTelemetry and Prometheus-compatible metrics for performance monitoring and diagnostics, alongside customizable business-level insights defined via Tom's Obvious, Minimal Language (TOML) configuration.

Organizations can monitor database health and operational behavior in real time, while also surfacing business-state metrics from live data queries — all visualized in familiar dashboards such as Grafana. This results in accelerated troubleshooting, better decision support, and a more resilient Siebel CRM environment.

Therefore, this feature allows you to:

- Easily pull data from Oracle database tables and display it as clear, visual metrics — helpful for understanding business performance, monitoring data pipeline progress, and more.
- Keep an eye on the health of your Oracle database that works with Siebel CRM on Kubernetes (deployed through Siebel Cloud Manager), whether it's running in the cloud or in your own data center.

## Integration

### Enabling Openness, Flexibility, and Future-Ready Connectivity

As enterprises continue to expand their digital ecosystems, integration flexibility is paramount. Siebel CRM's integration strategy is focused on delivering open, standards-based, and highly performant interfaces—enabling seamless interoperability across a wide range of systems, channels, and architectures. Our commitment is to ensure Siebel CRM remains at the heart of your enterprise, empowering rapid innovation, scalability, and business agility.

### Siebel Open Integration

It is common with customers that have been using Siebel CRM for many years now to have customized their application in a variety of ways to incorporate their unique business processes. A lot of investment has gone into developing these processes and code in Siebel CRM to meet business requirements, with business processes and workflows operating in a mission-critical manner.

In certain cases, many processes have been designed to be tightly coupled with the Siebel UI, to be instantiated by users, making it difficult to re-use the same processes for invocation through APIs to support advanced use-cases and omni-channel capability.

In addition, enterprise applications have evolved in a way that makes seamless interoperability of paramount importance across an IT eco-system. Applications operating in a “headless” mode can increase re-use, improve interoperability, and enable a seamless customer journey across multiple systems, orchestrated by invoking APIs (including in Siebel CRM and other applications).

To address these needs and challenges, Siebel Open Integration is our solution to easily expose artifacts such as Business Components, Business Services, Applets, Workflows, etc. within Siebel CRM to external applications through REST APIs.

There are key benefits with this feature:

- Sophisticated integration for UX, AI and beyond - this provides complete “headless” operation for the Siebel CRM application which is performant and scalable.
  - Simplified and accelerated creation of bespoke user interfaces outside of the Siebel CRM UI framework
  - Tighter interoperability for Siebel CRM with Oracle CX Industry applications.
  - Supporting IoT driven event flows that would provide end to end, straight-through-processing of existing Siebel CRM business processes.
  - The use of advanced A.I. solutions such as Agentic AI to execute against a Siebel CRM application deployment for both data access and process execution.
- Maximum re-use - as part of the REST API generation process, customizations are preserved. The REST APIs generated honor the unique processes customers have developed over the years, providing maximum re-use and minimal development overhead. Currently, if a third-party application needs to access UI level processes, they need to be re-written as business services or workflows creating considerable amounts of technical debt and more configuration effort. This effort is now eliminated.
- Advanced interoperability - In addition to the processes, the REST APIs also provide metadata information from Siebel CRM to assist developers when generating a new UI with an alternate framework to Open UI. The APIs can also greatly simplify the mashing up of applications with a common interface.

## **Siebel CRM Event Pub/Sub (Kafka Integration)**

Kafka brings robust scalability, resilience, and flexibility to Siebel integrations, enabling real-time event-driven use cases, reducing integration complexity, and helping organizations modernize their Siebel CRM environments.

### **Support for Avro serialization**

Siebel CRM Event Pub/Sub is enhanced to deliver faster, smarter, and more efficient data communication with Avro Serialization.

Built on the powerful Apache Hadoop framework, Avro Serialization combines JSON-based schema definitions with a compact binary format, ensuring every data exchange is lightweight, consistent, and future-ready.

By enabling Avro Serialization within Siebel CRM's Event Pub/Sub, organizations can seamlessly optimize data storage, accelerate integrations, and simplify schema management — all while maintaining enterprise-grade reliability.

Key benefits:

- **Efficiency at Scale:** Experience faster data transfer and reduced storage consumption with Avro's ultra-compact binary serialization — ideal for high-volume enterprise systems.
- **Future-Proof Flexibility:** Effortlessly adapt to evolving data models. Avro's built-in schema evolution supports forward and backward compatibility, minimizing disruption as your business grows.
- **Seamless Integration:** Extend the power of Siebel CRM with an industry-standard serialization framework trusted across the modern data ecosystem.

### **Enhanced Security in Kafka Integration with OAuth 2.0**

This enhancement enables Siebel CRM Event Pub/Sub to use SASL/OAUTHBEARER for authentication with a Kafka server. The ability to use the popular OAuth 2.0 framework for this integration further expands the options to set up secure integrations with Apache Kafka from Siebel CRM.

## **Intelligent Data Archival**

### **Intelligent, Secure, and Flexible Data Lifecycle Management**

The Siebel Data Archival solution helps optimize system performance by offloading rarely accessed data—typically 80–90% of historical records—while helping to ensure compliance with data retention policies. With configurable archival rules and secure access to archived data, it reduces database size, minimizes upgrade downtime, and lowers hardware and maintenance costs. The archival solution offers a flexible and configurable rule creation process. Customers can define rules with options such as:

- Archival Mode selection
- Whether to include attachments in the archive
- Option to generate an archival summary (Field Based or AI based)
- Archive job execution frequency and scheduled time window
- Selection of archive destinations such as Database, File System, or Cloud Storage (e.g., OCI Object Storage)

This allows organizations to tailor the archival process to their operational and compliance needs.

## Installation

### Siebel Installers for DISA, EMS, and SAM

This feature offers an enhanced installation experience for the Desktop Integrated Support Agent (DISA), the Siebel Email Marketing Server (EMS), and Siebel Approval Manager (SAM). The usage flow can be reused for both installation and configuration, ensuring a consistent user experience. Additionally, silent mode scripting is available for automated deployment. Customers installing or updating to the new DISA version will need to perform a reinstallation for security compliance, they can then update the application with Monthly Updates as required.

## Performance & Scalability

### Application Login and Metadata Caching

This feature improves application performance related to application login, component startup times, API throughput, and general navigation by using metadata caching. Logins to any object manager from APIs and the user interface and component startup times are faster. This increases the transactions per second possible through our APIs. Additionally, navigation throughout the application improves as compiled object definitions are cached.

From our testing, inbound REST requests performance improved by up to 66% allowing many more requests to be handled increasing throughput and scalability. Additionally, component startup times and application login times have been greatly reduced. Since we are caching compiled object definitions, these are no longer queried from the database at the time of navigation but are retrieved from the cache making navigation faster.

To take advantage of these improvements, for on-premises, Coherence Community Edition (packaged with the Siebel CRM 25.6 Update) will automatically be installed or, for OCI deployment, install and configure Coherence.

## Siebel Email Response

### Enhanced Authentication

This enhancement brings OAuth 2.0 authentication to outbound SMTP communication for email, a requirement for Microsoft Office 365 mail servers. By implementing OAuth 2.0, the system ensures secure and authenticated email communication.

## Platform Certifications

### Enabling Flexibility, Security, and Scalability for the Future

Oracle is committed to ensuring Siebel CRM remains at the forefront of enterprise technology by proactively expanding platform certifications and embracing industry standards. Our long-term vision is to provide customers with maximum deployment flexibility, robust security, and sustained support for innovation—on-premises, in the cloud, or within hybrid environments.

- **Java 21 Update** - Updating to Java 21 allows Oracle and our customers to take advantage of the improvements made to the platform and presents a more modern, secure environment for interoperability with other systems.
- **Siebel Server Oracle Instant Client Integration** - ODBC driver & driver manager update for Linux & Unix.

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