

Siebel CRM Innovation Pack 2014



SIEBEL CRM

The most complete CRM solution

- Siebel CRM plays an important role within all of Oracle CX combining to deliver customer experience across multi-channels such as mobile, in-store, field service etc
- Core CRM system that leverages a large breadth of different Oracle best-of-breed foundation tools.
- 21+ Industries with specific capabilities
- 22 languages supported in a single application repository

Enabling customers to maximize their investment in Oracle's Siebel CRM applications, hundreds of new features, functions, and enhancements are provided with Siebel CRM IP2014.

Siebel CRM IP2014 delivers a new intuitive user experience specially developed for mobile responsive devices; new mobile applications and framework and expanded product functionality while increasing business agility and lowering total cost of ownership for customers.

Siebel CRM IP2014 expands industry capabilities with new applications and functionality for Public Sector, Communications, Financial Services and Life Sciences among others.

This release provides customers with a complete Customer Experience (CX) solution with additional integrations to Oracle CX portfolio products such as Oracle Policy Automation, Oracle Real Time Decisions and Oracle Knowledge Management as well being able to leverage the extreme performance capabilities of the Oracle 12c In-Memory database.

Innovation Pack Themes

The Siebel product focuses on three primary investment themes based on the feedback from our customers:

- **Customer Experience (CX).** Seamless customer experience across the CX portfolio (mobile, social, service etc).
- **Industry Innovation.** Feature rich solutions to over 20 industries
- **Business Agility.** We recognize that your business needs to be agile with the ability to adopt new product innovations as well as competitive market solutions into your CRM deployment quickly.

Customer Experience

- This release focused on extending OpenUI to deliver a complete framework for all devices and modes, a framework that enhances usability and user experience providing a consistent look and feel and based on industry standards. The OpenUI framework is fully accessible complaint, easy to configure and deploy.
- Responsive Web Design framework, single Open UI framework for both Touch and

SIEBEL OPEN UI

The Siebel Open UI framework also allows Siebel CRM to run on multiple mobile devices, including iOS, Android and Windows based tablets, and leverage native device capabilities such as location services, email, camera and signature capture.

- Fully responsive web design
- Fully Accessible compliant
- Based on industry standards

KEY BENEFITS

- Design once, deployment anywhere
- Developer friendly
- Intuitive, persona and role based UI design

Non-Touch devices.

- Open UI Feature Innovations: Query on checkbox, Gantt Chart Resource Scheduler, Scheduler Administration View, SmartScript Designer, Siebel Anywhere, TAS Competitive Analysis, Siebel Web Engine (SWE) API, Web Services (Admin, inbound and outbound), Print Invoice for Mobile, Partner Portal (Quote / Order Home Pages), Smart Answer for Service
- New 'Aurora' UI theme that is responsive, fresh and modern

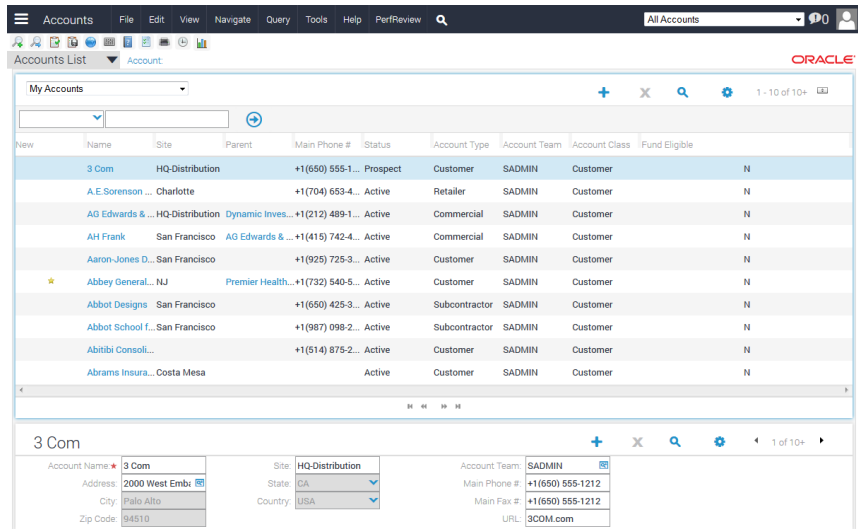


Figure 1. Accounts List View displayed with the new 'Aurora' UI theme.

- Alerts & Alarms - used for immediate notifications and in the Siebel Calendar.
- Attachments - now includes the ability to save and edit directly to File System.
- Barcode Toolbar - in Open UI, the barcode query capability is integrated with the Global Search and the New/Update scanning capability is provided in the relevant Views
- Maps Integration - Mapping ability using Oracle Spatial available out of box.
- Order to Cash - Siebel AIA Order to Cash feature with Oracle Configurator in Customer Order Management
- Drag and Drop feature – for Calendar this provides drag and drop of items from an applet onto Siebel Calendar. The Life Sciences calendar allows dragging a Contact record from a list applet onto the Siebel Calendar in order to create a Contact visit record.
- Lock/freeze on list columns added for applets
- Sales Funnel Chart - shows sales and sales-phases pipeline analysis charts in Siebel Sales
- HTML Healthcheck – this feature checks browser compliance with the Open UI feature set
- iHelp - Unstructured help is included in Open UI with the same functionality as in HI mode
- Find and Binocular Search also integrated into enhanced CTI Toolbar UI
- Contact Social Profile Data Mastering. Social Profiles in Siebel are being extended into Oracle Master Data Management for social data mastering.

NEW USER INTERFACES

Re-designed user interfaces include:

- Customer Dashboard
- eService
- Chat
- Product Configurator
- Marketing Program Designer
- Loyalty Promotion Designer
- Web Commerce
- Promotion Configuration

Re-designed User Interfaces

- New redesigned User Interfaces: Customer Dashboard, eService, Chat, Product Configurator, Marketing and Loyalty, Web Commerce, Promotion Configuration
- Marketing Program Designer – allows the ability to Design Marketing Programs and Multi-stage campaigns in Marketing. The new control delivers a better user experience and a fresh new look when designing a Campaign.
- Product Configurator - Administration, Product/Definition, Constraint (Rule) Builder has been added
- Expression/Rules Designer - Design Time: Personalization business rules designer.
- New Organization Analysis views to highlight and map influence linkages between key Contacts
- Contact Center Communication Panel allows Contact Center agents to streamline their daily communication tasks and improves overall productivity when interacting with customers through different channels.
- New Siebel Chat interface improves customer experience and delivers insight to the chat agent.
- Catalog Browse supports drag and drop functionality for adding products to the shopping cart

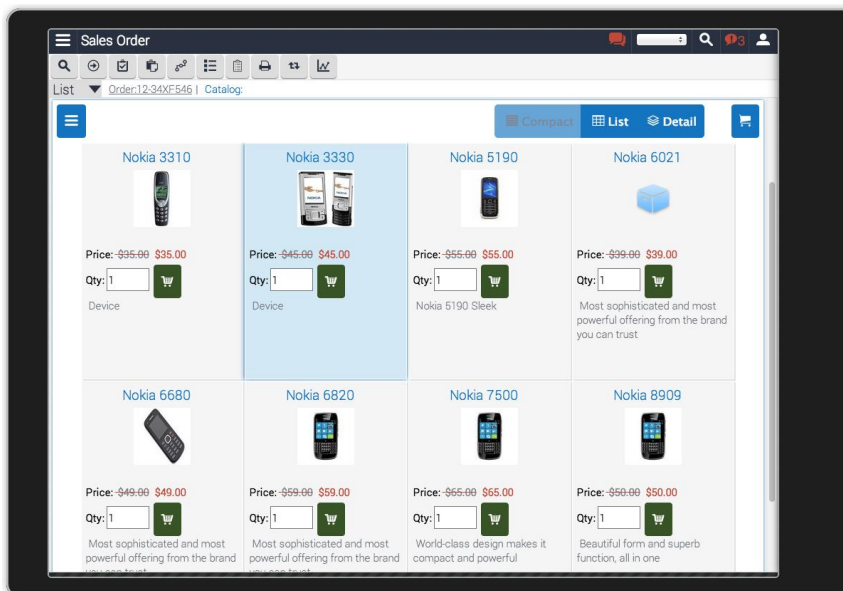


Figure 2. Using the Catalog view on the tablet to complete a Sales Order.

MOBILE

The Siebel Open UI framework also allows Siebel CRM to run on multiple mobile devices, including iOS, Android and Windows based tablets

- Leverage native device capabilities such as location services, email, camera and signature capture
- Create hybrid mobile applications
- Disconnected mode support

Mobile Innovations

- New Siebel Mobile Framework allows you to easily create mobile applications for multiple devices. The responsive nature of Open UI now means you don't have to worry about the complexities of developing for multiple devices.
- With the mobile framework you can also use containers to create hybrid mobile applications for iOS and leverage the capabilities of Oracle's mobile application framework (MAF).
- Field Service. Barcode Scanning and Print invoice, highly sought after by service customers is now available in desktop and tablets
- Signature capture across all mobile devices

- The framework also includes connected and disconnected mode support, useful for when your users may not have any network signal in remote areas.
- The framework has intelligent, customizable synchronization options for improved performance.

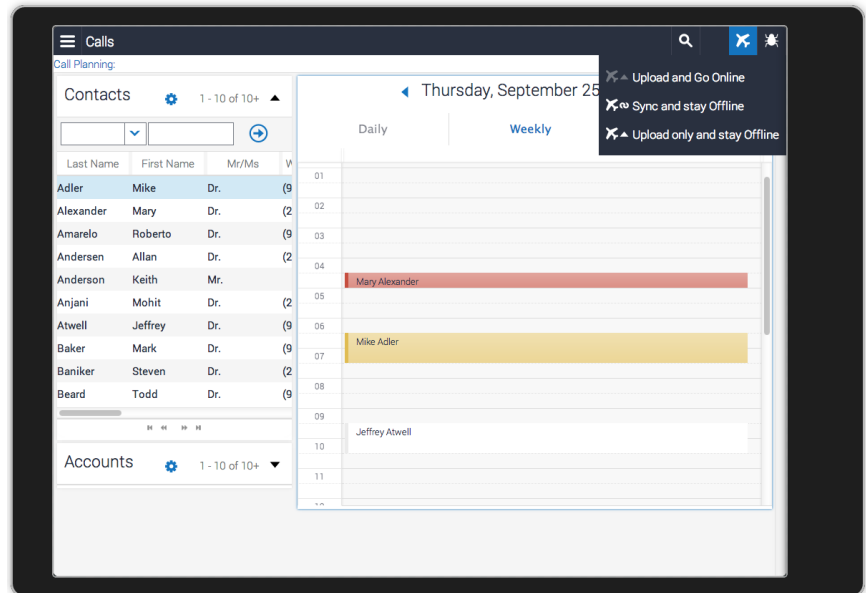


Figure 4. Mobile application on tablet showing synchronization options

CUSTOMER DASHBOARD

Designed for both desktop and tablet operation

- Quick Change Sim
- Add/Remove Bars
- Bulk Onboarding

Industry Innovations

- Financial Services Mobility application now includes Rules Based Application Capture and Needs Analysis features as part of Mobile Relationship Management and New Account Origination. Needs Analysis is built on integration to Oracle Policy Automation. Contact 360 degree views; enable the omni channel user experience, with a timeline as a visual way to display interaction history.
- Telco customer subscription process is a new feature including a customer dashboard where Communication Service Providers (CSPs) or their partners can associate a new SIM card with his/her mobile device (Quick Change Sim), Add / Remove Bars for a set of phone numbers and Bulk Onboarding which allows CSPs and their partners to quickly and efficiently onboard, in batch, a number of their customers.
- Siebel Clinical includes a new feature for monitoring trip reports, enhanced with partial data source verification and the ability to define risk based rules that reduce the effort and time for source data verification.
- Siebel's Health Sciences solution also provides a framework using web services to simplify integration to Clinical Trial Management Systems.
- New Public Sector eService portal, predominantly in the form of a citizen service portal includes Knowledge Management and Oracle Policy Automation capabilities, which can also be leveraged with all eService industry portals and not just for Public Sector.

E-SERVICE PORTAL

Streamlined user experience for citizen self-service transactions

- Searching for government program details
- Screening for services
- Reviewing case details
- Social media feed

ORACLE REAL TIME DECISIONS

Drives highly personalized, contextual, 1:1 recommendations to customers across channels to maximize the value of each customer interaction

E-DETAILING

eDetailing functionality enhances the sales application, providing the ability to present customized digital content and obtain feedback in real-time with customers.

REDUCE TCO

Reduced total cost of operation when installing Siebel Innovation Packs

- One-Step Installation process for Siebel Mobile Web Client and Tools
- Streamlined Server Configuration Flow
- Automated Siebel Patching via Oracle Enterprise Manager
- Out-of-place patching
- Improved reporting

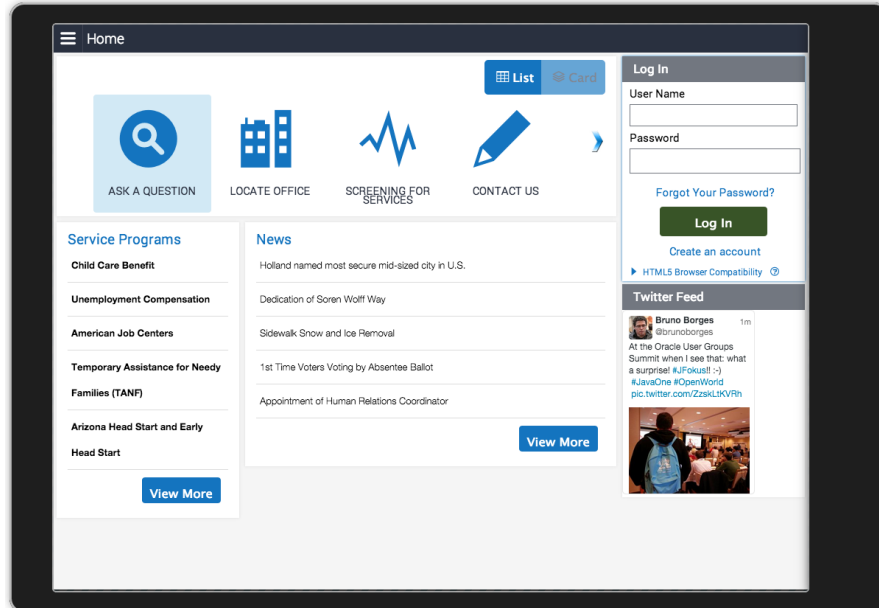


Figure 5. Public Sector eService citizens portal home page

- Siebel Next Best Action (NBA), an integration framework between Siebel CRM and Oracle Real Time Decisions (RTD) drives highly personalized, contextual, 1:1 recommendations to customers across channels to maximize the value of each customer interaction.
- Mobile eDetailing functionality for connected and disconnected Pharma. eDetailing functionality, provided in this release, enhances the sales application, providing the ability to present digital content and obtain feedback in real-time with customers. eDetailing allows you to leverage the marketing capabilities of Siebel with the Pharma Sales mobile application to provide complete closed loop marketing.

Business Agility

In this release it is easier to install and patch Siebel software to uptake new innovations. This also helps to reduce the total cost of ownership and improves the reliability of the Siebel deployment. With 1 step installation, streamlined database configuration, improved reporting, out of place patching and an automated end-to-end patching process we have delivered business agility that help customers uptake Siebel innovations to maximize their business value.

- Database Install and Upgrade is now made easier and faster.
- One-Step Installation process for Siebel Mobile Web Client and Tools to save time and effort
- Streamlined Server Configuration Flow reduces number of clicks and provides contextual help
- Automated Siebel Patching via Oracle Enterprise Manager for the entire patching end-to-end flow
- Out-of-place patching for improved reliability



CONTACT US

For more information about Siebel CRM, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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