Oracle Siebel CRM Statement of Direction

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Purpose statement

This document provides an overview of features and enhancements that are planned for delivery in upcoming monthly Oracle Siebel CRM Release Updates. It is intended solely to help you assess the business benefits and planning for the implementation of the product features described.

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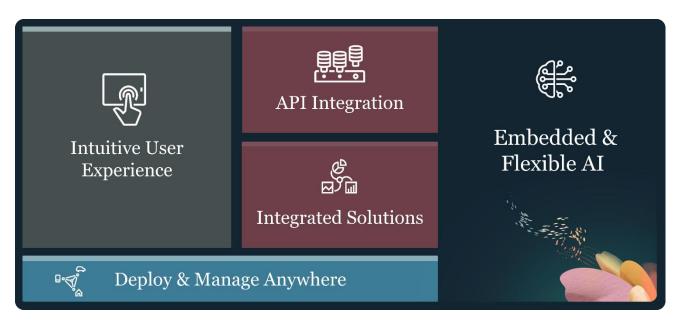
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Executive Summary

AI-driven automation and unified customer experiences are shaping the CRM and Customer Experience market, with success hinging on high-quality, compliant data and modern infrastructure. Organizations are embracing omnichannel and headless CRM strategies through cloud-native, API-first architectures to deliver consistent, integrated customer journeys and 360° customer views. Privacy, regulatory compliance, and industry-specific capabilities remain essential as platforms evolve to provide intelligent, real-time engagement and measurable business value.

Anything is Possible

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.

Vision: Autonomous CRM

Our long-term vision harnesses next-generation AI and automation to redefine how enterprises operate. Generative AI represents a paradigm shift from traditional computing and a previous era of AI by moving beyond mere data analysis to actively creating content and changing workflows by automating tasks. AI Agents will perform routine human tasks autonomously, Application development will be faster, cheaper and with less overhead. As AI and automation become essential for this new age, Siebel CRM is uniquely positioned to capitalize on decades of enterprise data and robust business processes—serving as the foundation for an AI-driven future. Our approach to capitalize on this opportunity is built on several key design principles:

- **Maximize Reusability**: Leverage extensive data and workflows in Siebel to seamlessly infuse AI and automation directly into your fine-tuned business processes.

- **Focus on Core Strengths**: Build on proven foundations like data model, automation, and knowledge graphs while maintaining openness for integration and extensibility.

- **Retain Openness & Flexibility**: Adopt Oracle solutions where they lead and support "Bring/Build Your Own" solutions elsewhere, including multi-cloud support and being LLM-agnostic.

- **Ensure Consistency**: Standardize on the Oracle Database and Linux for data and operations, embrace cloud-native practices, and propel Siebel customers to the latest releases for accelerated innovation adoption.

- **Holistic Approach**: Empower developers, operations, and business users with AI in every interaction, while maintaining the highest standards of data security and governance.

Oracle's superior, cloud-native technology stack accelerates continuous Siebel CRM modernization—delivering more innovation, minimal risk, and maximum value from your existing investments, as highlighted by a IDC research paper on CRM transformation.

Reflecting our strategy and vision, the roadmap for Siebel CRM is split into two high level, persona-based categories: Business & Applications (Users, Customers) and Platform & Operations (Developers, Architects, & Operators).

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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.

User Experience

Elevate every User Interaction, Drive Productivity, and Unleash Innovation Across the Enterprise

Our open, flexible approach to user experience (UX) empowers customers to select and shape digital interactions that best fit their unique organizational strategies. Embracing industry-leading technologies, Siebel CRM is dedicated to delivering not just an intuitive out-of-the-box interface, but also a dynamic framework for building personalized UX across devices—including a robust "headless" architecture and the inclusion of "no-code" and "low-code" options for UX development. Siebel CRM's adoption of the Redwood design system marks a bold step toward delivering modern, consumer-grade experiences that inspire end-users and empower technical teams alike.

Redwood UX

Enable Seamless and Consistent User Journeys Across Devices

Building on the success of the Redwood UX introduced in our 24.6 release, we remain committed to advancing Siebel CRM's user experience with enhancements that drive both usability and business value. Our continued goal is to ensure a truly unified, intuitive interface across all devices—helping customers maximize productivity and engagement wherever their teams work. We anticipate the following benefits and business value:

- Increase user productivity and accelerates onboarding with faster, more natural user interfaces.

- Enable users to personalize their navigation style to match their workflow preferences.

- Drive higher user satisfaction, making Siebel CRM a more attractive platform for both current and prospective customers.

Key features planned for delivery include:

- **Restyled Tablet and Mobile Interface:** Tablet and mobile users will enjoy a refreshed interface that aligns visually and functionally with the desktop experience. Recognizing the unique demands of mobile usage, the redesign focuses on streamlining information and minimizing user interaction—helping users quickly access what matters most.

- **Tab Style Navigation:** Expanding navigation options, Redwood UX will introduce a new tab style navigation alongside the sidebar pattern. This intuitive system enables users to effortlessly move between sections, enhancing their ability to multitask and stay organized.

Continually refining Siebel's Redwood UX, we are dedicated to delivering a modern, device-agnostic experience that empowers users to achieve their best work—anytime, anywhere. These innovations help organizations streamline operations, reduce friction, and unlock increased value from their Siebel CRM investment.

Process-Driven Guided UX

Empower Users with Clarity and Confidence

Leveraging the power of the Redwood UX, our Process-Driven Guided UX initiative reimagines how users move through complex workflows—both within Siebel CRM and in external applications utilizing embedded Siebel guided flows. Our goal is to deliver an intuitive, modernized experience that eliminates uncertainty and reduces friction, enabling users to

complete processes more efficiently and with greater confidence. We anticipate the following benefits and business value:

- Accelerate user adoption by reducing complexity and cognitive overload, resulting in a shallower learning curve for new and existing users.

- Boost accuracy and compliance with guided, step-by-step flows that encourage process consistency and minimize user errors across varied business scenarios.

- Enable agility and integration by making the same guided experiences available both natively within Siebel and in other applications—enhancing overall process coherency.

Key features planned for delivery include:

- **Enhanced Step Visibility**: Users will have clear visual cues indicating which steps in a process have already been completed, reducing confusion, and helping them track their progress at a glance.

- **Seamless Navigation**: Navigation between steps—whether moving forward, backward, or revisiting incomplete tasks—is designed to be effortless, allowing users to quickly access the information or actions they need.

- **Process Overview**: Where feasible, users gain clarity on the total steps required to complete a given process, along with their current location in the flow. This transparency helps users manage expectations and prioritize their tasks, even as workflows dynamically branch based on business logic.

With Process-Driven Guided UX, organizations can ensure that users at every level are empowered to complete their work efficiently, driving higher productivity and greater satisfaction with Siebel CRM.

Web Component Framework

Accelerate Modern UI Development with Redwood and Oracle JET

Open UI Web Component Framework marks a significant leap forward in enabling organizations to deliver rich, modern user experiences. By combining the power of the Redwood UX design system with Oracle JET components, the framework empowers integration partners and customers to rapidly develop intuitive, employee-facing interfaces directly on top of Siebel Open UI. We anticipate the following benefits and business value:

- Accelerate innovation with shortened development cycles and faster feature deployment, keeping pace with evolving business demands.

- Lower Total Cost of Ownership through reduced reliance on custom coding and legacy UI tooling, minimizing maintenance overhead while maximizing reuse of standardized components.

- Improve user satisfaction and adoption rates by ensure all user-facing applications deliver the consistent, unified Redwood experience.

- Foster agility and strategic differentiation with both internal teams and integration partners able to rapidly customize and extend Siebel UIs.

Key features planned for delivery include:

- **Rapid UI Development**: The framework will enable developers to quickly build and deploy high-quality user interfaces using Redwood UX templates and Oracle JET, dramatically reducing time-to-market for new business features and applications.

- **Seamless Applet Integration**: Out-of-the-box bindings to make it easy to connect Siebel applets to Redwood OJET components and templates, enabling a smooth transition to modern UI paradigms without costly redevelopment.

- **Extensive Redwood OJET Library**: Access to a comprehensive catalog of Redwood OJET components, UI patterns, and templates, reducing development cost for new UIs.

- **Streamlined Customization & Extensibility**: The framework is designed for flexibility, allowing businesses to adapt and extend their UIs to meet diverse requirements, all while lowering the barriers to innovation.

With the OJET Web Component Framework, Siebel CRM customers and partners can move confidently into the future—equipped to deliver next-generation experiences that support productivity, engagement, and continual transformation.

Open UI

Limitless Customization Meets Modern Usability

Siebel CRM's Open UI empowers organizations to craft uniquely tailored user experiences, providing the versatility needed to align with diverse business requirements and user expectations. Our continued investment in Open UI focuses on delivering fast, intuitive, and modern interfaces—enabling users to work smarter and faster, while positioning IT teams to meet any future UX need. We anticipate the following benefits and business value:

- Accelerate user adoption and reduces training time, lowering TCO and accelerating time-to-value.

- Boost employee productivity, driving measurable gains in operational efficiency.

- Maximize flexibility and future-readiness by supporting both custom and best-in-class third-party technologies.

Key features planned for delivery include:

- **Superior UI Responsiveness**: Simultaneous and parallel loading of applets—within dashboards or across parent/child views—enabling users to benefit from faster access to information, reducing lag and improving productivity.

- **Adaptive Loading**: Lazy loading ensuring that critical information appears when needed, so users stay focused and efficient without unnecessary delays.

- **Advanced Hierarchy Editing**: Enhanced support for editing complex hierarchies—like households, contacts, and related entities—in a unified view that will include both vertical and horizontal scrolling for effortless navigation and management.

- **Extensible Rendering Capabilities**: Open UI support for integration with leading third-party rendering frameworks such as Oracle JET, Vue, React, and Angular. This creates unmatched flexibility for organizations seeking leading-edge UI technologies.

- **File Attachments**: Users to preview file formats—such as those attached to emails, contacts, accounts, and service requests—directly within Siebel, without downloading. Multi-file downloads with a single click saving time and streamline daily operations.

- **Pinned List Views**: Frequently used list views can be pinned as defaults, ensuring that users always have instant access to their most valuable records and tasks.

- **Dynamic Data Visualizations**: Interactive, adaptive graphs that present essential information clearly, turning complex data into actionable insights at a glance.

- **Supporting Seamless Adoption and Training**: To help organizations land these innovations successfully, pre-built step-by-step training guides, product tours, and onboarding videos—making it easier than ever to introduce employees to the streamlined Redwood UX and its powerful new capabilities.

By advancing Open UI, we continue to offer our customers unmatched freedom to innovate—delivering a modern, adaptable platform that evolves alongside their business.

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Intelligent Search

Power Intuitive, Effortless Search Experiences

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. We anticipate the following benefits and business value:

- Enhance productivity and usability via a prebuilt adapter enabling a modern Siebel Search UX powered by OpenSearch.

- Improve data retrieval speed and experience with Unified Search UX with filters delivering an intuitive, user-friendly interface supporting keyword and semantic search across global business objects and file attachments.

- Ensure security and performance with enterprise-grade, scalable search handling vast amounts of information efficiently and reliably.

Key features planned for delivery include:

- **Global Search UX:** Enables the searching of business records across Siebel global objects, with filters that empower users to refine results based on specific criteria.

- **Keyword Search:** Matches the exact terms or phrases from a user's query in the text or data.

- **Semantic Search:** Retrieves information based on the meaning and intent behind a query, rather than just matching exact keywords.

- **Fuzzy Search:** Identifies close matches to a query, accommodating errors like typos or different spellings.

- **File Attachment Search:** Locates specific files attached to Siebel business objects by searching through file names, content, and metadata.

- **Auto Suggest:** Provides real-time, suggested search queries as users type, helping them find relevant results faster.

- **Search History:** Stores previous queries for quick retrieval and improved search efficiency.

- **Access Control:** Limits search results to only what users are authorized to see based on their position, organization and visibility rules.

- **AI-Empowered Intelligent Search:** Supporting Retrieval-Augmented Generation (RAG) and Natural Language Processing (NLP) to understand context effectively, providing more accurate and intelligent results.

- **Scalable OpenSearch Deployment:** Distribute OpenSearch via Siebel Cloud Manager to support Intelligent Search.

Siebel Mobile

Empower Reliable Productivity Anywhere

As organizations become increasingly mobile, empowering users to be productive wherever they are is more critical than ever. Our commitment is to deliver a Siebel Mobile framework that provides a seamless, consistent user experience across online and offline environments—while giving administrators advanced tools to diagnose and resolve device issues efficiently. We anticipate the following benefits and business value:

- Increase workforce productivity by ensuring uninterrupted access to critical business data, regardless of connectivity.

- Reduce the risk of outdated or incomplete information driving business decisions.

- Minimize IT support time by reducing the need for manual sync troubleshooting, enabling better IT resource allocation.

Key features planned for delivery include:

- **Seamless Synchronization:** The enhanced Siebel Mobile application will perform intelligent, automatic synchronization, ensuring users have the most up-to-date information on their devices—even when working offline. Data is kept fresh seamlessly, eliminating manual refresh actions and reducing user effort.

With these investments, Siebel Mobile users will experience unwavering reliability and consistency, while administrators benefit from greater visibility and control. Organizations can expect higher employee satisfaction, faster problem resolution, and improved operational agility—delivering measurable value from their Siebel CRM investment.

AI for Business Users

We have analyzed complex tasks users undertake as part of their core Sales, Marketing, and Service workflows for a wide swath of industries. With pre-configured use cases, organizations can quickly and easily adopt the latest AI capabilities to help improve productivity and decision-making, automate complex tasks and end-to-end business processes, and help reduce costs. To support unique requirements and business differentiation, Siebel also empowers customers to augment existing use cases and create new ones.

Our AI for business users features deliver intelligence, not decision-making. AI empowers people to work smarter and be more productive, but the human is always in the driver's seat.

Embedding AI into Existing Workflows

Intuitive, Embedded, and Human-Centric

AI enablement in Siebel is relatively easy to activate and use because AI services can be built 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.

Oracle Cloud Infrastructure (OCI) is trusted by leading AI providers such as NVIDIA, Cohere, and Meta for training AI at scale. This gives Siebel an inbuilt advantage with secure access to the world's best-in-class AI models, retrieval-augmented generation (RAG), and other AI services. We anticipate the following benefits and business value:

- Reduce time and effort to implement with pre-configured, AI-powered experiences woven directly into Siebel workflows across sales, service, and marketing.

- Streamline operations and let teams focus on higher-value work with automated document extraction and knowledge generation features.

Key features planned for delivery include:

- **Real-Time Transcription:** Seamlessly convert spoken words into text during live conversations, enabling accurate record-keeping, compliance, and streamlined workflows. Facilitates better customer interactions and enable actionable insights from voice communications.

- **SR Similarity Search:** Harnesses Retrieval-Augmented Generation (RAG) to find and present similar service requests (SRs) that have been resolved in the past, ensuring faster and more accurate troubleshooting, reducing response times and increasing first-contact resolution rates, and minimizing repetitive work and improving overall service efficiency.

- **Automated SR Response Generation:** Instantly drafts responses to service requests by leveraging both the SR description and relevant Knowledge Articles, boosting agent productivity and consistency in customer communication while driving higher customer satisfaction with quicker, more accurate responses.

- **LLM based Knowledge Search:** Provides users with quick, contextually accurate answers by referencing documents from the Siebel Bookshelf – improving access to critical knowledge at the moment of need.

- **Loyalty Promotion Generation:** Enables Loyalty administrators to configure compelling promotions in natural language.

With actionable insights continuously surfaced within the user experience, just-in-time intelligence is delivered seamlessly at every decision point, enhancing accuracy, speed, and customer experience while reducing change management needs and speeding time to value.

AI-Driven Conversational Experiences

Fast and Accurate Responses

Natural language queries break down barriers of unfamiliar or multi-step UIs and analysis, enabling every user, regardless of technical skill, to securely understand and act on real-time enterprise data. Querying data using natural language enables the translation of natural language prompts into SQL statements, seamlessly bridging the gap between user's input text and autonomous database interaction. We anticipate the following benefits and business value:

- Accelerate innovation and customer responsiveness by freeing teams to focus on higher-value activities.

Key features planned for delivery include:

- **AI-powered Search and Update:** Extract more value from enterprise data and improve productivity by integrating AI directly into the user interface to perform natural language driven operations. e.g., a user types a natural language query, the tool interprets it to retrieve specific records.

With natural language queries, business users can securely interact with the data in more natural paradigms, aiding adoption, understanding, and productivity and supporting AI as UX paradigms.

AI Agents

Automate Repetitive Tasks with Intelligent Agents

Siebel CRM is introducing AI agents that leap beyond traditional rules-based systems to accomplish complex tasks that previously could be done only by humans, interacting with their environments to gather data, determining the steps required to achieve a desired goal, and acting on behalf of a role or person to execute those steps. We anticipate the following benefits and business value:

- Transform the way work gets done by automating complex tasks while surfacing valuable insights efficiently, extensibly, and consistently.

- Increase user productivity and improve business consistency by reducing manual workloads and operational bottlenecks.

- Accelerate innovation and customer responsiveness by freeing teams to focus on higher-value activities.

AI Agents are planned to support a wide variety of real-world user cases as well as the tailoring and building of bespoke agents. Key features planned for delivery include:

- **Guided Sales Co-Pilot (Telecom)**: Provides Customer Service Representatives (CSRs) with intelligent prompts, real-time recommendations, configuration guidance, and natural language summaries for complex offerings.

- **Service Request (SR) Resolution Agent**: Quickly understands and resolves customer inquiries by analyzing context and surfacing actionable solutions.

- **SR Triage Agent**: Automatically classifies and prioritizes incoming requests, improving service efficiency and accuracy.

- **Offer Recommendation Co-Pilot**: Seamlessly suggests relevant offers during customer interactions for enhanced revenue generation and customer satisfaction.

With intelligent agents, Siebel CRM customers achieve faster time-to-value, improved operational efficiency, and superior customer and employee experiences—future-proofing their organizations for the AI-driven economy.

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 Siebel Universal Customer Master (UCM) continues to serve as the foundational Master Data Management (MDM) solution for customer-centric organizations. Our strategic enhancements will further empower enterprises to manage customer data with greater agility, scalability, and integration flexibility—ensuring trusted, actionable insights throughout the business ecosystem. We anticipate the following benefits and business value:

- Drive faster, more reliable customer data synchronization across applications with highly responsive MDM operations, essential for today's digital enterprises.

- Simplify MDM governance and accelerate the integration of new business platforms by minimizing integration overhead for diverse enterprise landscapes.

- Enhance data consistency and operational agility across both legacy and modern endpoints.

Key features planned for delivery include:

- **Kafka-Based Event-Driven Architecture**: UCM will support real-time data operations—such as Approve Publish, Merge Request, Unmerge, and match/cleanse processes—using a Kafka-based architecture.

- **System Registration Request Service and Approval**: Streamlines system onboarding and governance by formalizing how new systems register for and are approved to participate in the MDM environment.

- **Hybrid Publishing to Multiple Middleware Systems**: UCM will enable publishing to multiple middleware or edge systems in a hybrid mode, increasing integration flexibility and supporting complex, modern IT architectures.

Party Management

Real-Time Customer Data for High-Performance Engagement

Party Management is engineered to help organizations provide rapid access to consolidated customer data—empowering seamless, personalized, and highly responsive interactions across the enterprise. By ensuring all customer-facing functions have real-time access to trusted information, organizations can accelerate transactions, anticipate customer needs, and deliver consistently superior service. We anticipate the following benefits and business value:

- Accelerate time-to-action across sales, service, and operations by delivering immediate access to comprehensive customer data such as next best offers.

- Improve customer satisfaction and business agility by enabling consistent, personalized omnichannel engagement.

- Reduce integration complexity and operational costs by leveraging a unified microservices platform that scales with business growth.

Key features planned for delivery include:

- **Unified, Real-Time Customer Data:** Party Management enables instant access to a single, consolidated customer view across multiple systems—a critical capability for transactional speed and personalized engagement. For example, payment processing can instantly request reliable customer information, and sales associates can seize cross-sell opportunities in real time.

- **Integration with Proven MDM Solutions:** Designed to work seamlessly with Master Data Management (MDM) platforms like Siebel UCM, Party Management leverages deduplication, data cleansing, and survivorship rules to ensure information consistency, reliability, and compliance across all channels.

- **Modern, High-Performance Architecture:** Built on the advanced Helidon-based microservices framework, Party Management offers exceptional performance, scalability, and resilience. A business rule-driven caching mechanism further optimizes response times—allowing organizations to define and control which customer data subsets are instantly available at extreme scale.

With Party Management, organizations gain a real-time, trustworthy, and actionable customer data foundation— enabling the speed, scale, and personalization essential for modern digital business success.

Analytics & Reporting

Siebel customers are uniquely positioned for first mover advantages in data activation projects, as they leverage their rich master and transactional Siebel data to transform decades of proven CRM knowledge into intelligent, autonomous capabilities to scale, automate, and innovate with agents. Siebel CRM continues to be a core system for customer data, traditionally with massive transactional data volumes, and we maintain focus on helping customers deriving value from this data through various initiatives.

Turning Data into Action for Real-Time, Intelligent Business Success

Siebel CRM continues to be a core system for customer data, traditionally with massive transactional data volumes. Our long-term vision for Siebel Analytics is to activate data—transforming raw information into actionable insights that empower organizations to make informed, confident, and timely decisions. By leveraging a unified Oracle technology stack, we are committed to providing comprehensive analytics capabilities that span the full spectrum: self-service visualization, robust data preparation, enterprise reporting, advanced analytics, and AI/ML-driven auto-insights. This approach enables customers to harness the combined power of both their Siebel CRM data and diverse data sources— structured or unstructured, on-premises or in the cloud. We anticipate the following benefits and business value:

- Improve business agility and operational performance with real-time insights driving faster, more informed decision-making.

- Cut implementation time and maintenance costs through modern, unified data pipelines and no/low-code tools.

- Increase agility and scalability to adapt rapidly to new data sources, business needs, and regulatory requirements without re-architecting core systems.

- Maximize business value from every dataset with extended intelligence AI/ML and segmentation allowing organizations to move from descriptive analytics to predictive and prescriptive actions.

Siebel's Analytics capabilities are designed to flexibly support a range of deployment scenarios—on-premises, cloud, or hybrid—by seamlessly integrating with Oracle's data platforms and third-party systems. Customers can choose the best-fit deployment, bringing together federated data from across their enterprise for a single source of truth. Our

investment is focused on deriving value from this data through various initiatives. Customers can migrate from Oracle Business Intelligence Enterprise Edition (OBIEE) to Oracle Analytics Server (OAS) today.

At present, for customers who want to migrate their existing OBIEE solution to OAC our Oracle Consulting Services team has a cost-effective accelerator service.

Oracle Analytics Cloud

Integration for Siebel CRM

Siebel CRM remains the foundational hub for customer data, supporting massive transactional workloads across industries. Our investment is now centered on empowering organizations to unlock actionable insights from this data—quickly, securely, and at scale. To achieve this, we are prioritizing seamless migration and smart integration with Oracle's next-generation analytics platforms. We anticipate the following benefits and business value:

- Accelerate time-to-insight with prebuilt analytics assets and seamless integration.

- Drive better business outcomes faster while lowering total cost of ownership through expanded self-service and augmented analytics across the organization.

Enabling the Analytics Journey

- Customers can today transition from Oracle Business Intelligence Enterprise Edition (OBIEE) to Oracle Analytics Server (OAS), leveraging continuity and improved performance.

Accelerators and Rapid Adoption

- We will offer a white paper and an Oracle Consulting Services accelerator to assist customers migrating existing OBIEE solutions to Oracle Analytics Cloud (OAC), ensuring a cost-effective and guided migration.

- Our planned delivery of downloadable white papers and artifacts—including pre-built data visualizations, semantic models, and ETL scripts—will empower organizations to accelerate their analytics journey. These analyses and reports will enable customers to quickly deploy comprehensive business insights, saving time and reducing resource requirements for analytics implementation.

Key Capabilities of OAC Integration

- **Self-Service Analytics:** Empower business users to independently explore data and derive insights, lowering reliance on IT.

- **Augmented Analytics with Machine Learning:** Enhance analytics with embedded ML for proactive insights and predictive intelligence.

- **Business Scenario Modeling and Visual Analysis:** Enable decision-makers to simulate scenarios, visualize outcomes, and test strategies in an interactive, intuitive environment.

- **Enterprise Reporting:** Deliver robust, scalable, and governed enterprise-wide reporting to meet diverse stakeholder needs.

- **Self-Service and Natural Language Analytics:** Oracle Analytics AI Assistant empowers users to build, refine, and interact with analytics by simply asking questions in natural language, lowering barriers to insight.

With Oracle Analytics Cloud, Siebel CRM customers can fully capitalize on modern, collaborative cloud analytics—enabling real-time, data-driven decision-making that supports today's dynamic business needs and future growth. For more information, refer to Oracle Analytics Cloud.

Here's an overview of the various analytical platforms, including the migration path.

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Table 1. An overview of the analytical platforms, OBIEE, OAC, and OAS, and their migration path

	OBIEE	OAS	OAC
Integration with Siebel	Yes (Certified)	Yes (Certified)	Not Certified (Roadmap)
Key features supported	Reporting Analytics with Segmentation	Pixel Perfect Reports Self Service Analytics Other Features & OBIEE Comparison Segmentation using OAS Analysis Feature (Roadmap)	Governed Analytics (Dashboards & Reports) Self Service Analytics Augmented Analytics Segmentation using OAC Analysis Feature (Roadmap)
Cloud / On-Premises Solution	On-Premises	On-Premises	PaaS/SaaS
Release Versions & Support Dates	OBIEE Versions and Support Dates	Oracle Lifetime Support Policy for Oracle Fusion Middleware Guide	OAC Product Updates
Proposed Migration Path	Migrate to latest OAS/OAC	Upgrade to latest OAS version Migrate to OAC	N/A

For latest versions supported with Siebel CRM, refer to the certification matrix on My Oracle Support.

We are working on publishing a white paper along with which we plan to ship pre-built data model, RPD and ETL artifacts for customers to import into their OAS or OAC solution, thereby enabling pre-built data visualizations and dashboards in Siebel.

Customer Experience

Enable exceptional user outcomes with intuitive and adaptable prebuilt business process solutions.

Carving a balance between out-of-the-box applications and solutions tailored to the needs of your specific enterprise is a challenge, and one that Siebel is uniquely positioned to aid in. With comprehensive functional support across the full scale of enterprise CRM and tailored industry-specific solutions for 22 industries, all of which are configurable to the unique needs of your business, Siebel is ready to help you meet the edge of innovation.

Customer Order Management

Accelerate Fulfillment and Personalization at Scale

In today's fast-moving markets, organizations must deliver exceptional, tailored customer experiences while ensuring speed and efficiency in order processing. Siebel's upcoming enhancements to Customer Order Management focus on optimizing performance, scalability, and business agility—empowering companies to capture more orders, lower costs, and innovate at the speed their customers demand. We anticipate the following benefits and business value:

- Reduce time-to-quote and time-to-order, accelerating revenue capture and improving customer satisfaction.

- Empower business teams and IT to collaborate efficiently with enhanced flexibility for product and promotion management.

- Ensure consistently performant user order journeys with scalable, high-performance order management built for the demands of digital transformation.

Key features planned for delivery include:

- **Concurrent Processing of Sub Processes:** Enable parallel execution of critical workflow steps, decreasing order handling times and supporting higher transaction volumes without compromise on accuracy or reliability.

- **Comprehensive Promotion Caching for Fast Performance:** Store bundle promotions in the Siebel file system and leverage Coherence caching for Customizable Products and Bundle Promotions—delivering instant access and a seamless experience for both end-users and administrators.

- **Enhanced Edit Promotion UI:** Incorporate advanced pagination and intuitive product search, enabling users to locate, review, and modify promotions swiftly - improving productivity and customer responsiveness.

- **Configurator Tools for Product Optimization:** Introduce a Product Model Analyzer, empowering teams to assess and optimize product models for configurability, accuracy, and efficiency.

- **Modern Integration with REST APIs:** Deliver RESTful APIs for the Product Configurator, simplifying integration, enabling omnichannel scenarios, and supporting digital business models with ease.

- **Rapid Offer Design and Order Delivery (RODOD) Evolution:** Align with the latest advancements in the Rapid Offer Design and Order Delivery framework, driving next-generation digital business experiences. For more information, refer to Communications – Digital Business Experience.

With these innovations, Siebel Customer Order Management is poised to deliver increased speed, deeper personalization, and operational excellence—fueling growth, loyalty, and a future-ready customer experience.

Loyalty

Drive Lasting Engagement in Evolving Market Dynamics

Oracle's Siebel Loyalty continues to set the standard as a robust, enterprise-grade platform designed for performance, scale, and flexibility—empowering organizations across industries to design, manage, and optimize loyalty programs that drive customer acquisition, engagement, and retention. Whether deployed on-premises, via OCI, or enhanced with Oracle CrowdTwist for experiential engagement, Siebel Loyalty is built to adapt to your unique business needs and evolving market dynamics. Siebel Loyalty continues to provide long term business value:

- Drive higher member engagement, advocacy, and retention through intelligent, tailored experiences.

- Increase loyalty program efficiency, agility, and compliance with simplified administration and actionable analytics.

- Support scalable growth, rapid deployment, and seamless integration with existing enterprise systems.

Key features planned for delivery include:

- **Event-Based Reward Triggers:** Automatically recognize and reward members for key milestones such as birthdays, anniversaries, referrals, or redemptions, driving personalized engagement and deepening brand loyalty.

- **Intelligent Loyalty Promotion Generation:** Harness generative AI to configure compelling promotions in natural language - reducing time, effort, and complexity for loyalty administrators, and enabling continuous innovation in member engagement strategies.

- **Member Referral Program:** Empower members to generate and share referral links, seamlessly enrolling new contacts and boosting program reach while rewarding loyal advocates.

- **Point Expiry Notification:** Proactively notify members of pending point expirations, encouraging timely engagement and redemption activity.

- **Advanced Loyalty Promotion Features:**

  - **Promotion Frequency Cap:** Prevent misuse by capping rewards on repetitive activities within customizable timeframes.

  - **Promotion Effectiveness Analytics:** Gain real-time insights into promotion impact, enabling data-driven campaign optimization.

- **Seamless Promotion Migration:** Easily migrate tested promotions across environments with streamlined, one-click export/import flows.
- **Enhanced API Integrations:**
  - **Member Merge REST API:** Programmatically consolidate member accounts for cleaner data management.
  - **Member Association/Disassociation REST API:** Flexibly manage member relationships with households or corporate accounts to support dynamic program models.

Siebel Loyalty's ongoing innovations enable organizations to respond dynamically to changing customer expectations—delivering memorable, rewarding loyalty experiences while maximizing operational efficiency and program performance.

Siebel Marketing

Modern Campaign Management and Segmentation with Oracle Analytics Server

Siebel Marketing continues to evolve as a powerful solution for campaign management and segmentation. With the transition from Oracle Business Intelligence Enterprise Edition (OBIEE) to Oracle Analytics Server (OAS), we are modernizing the segmentation capabilities—enabling organizations to drive smarter, faster, and more effective marketing initiatives.

Key features planned for delivery include:

- **Advanced Segmentation with OAS Analysis:** Ability to create detailed analyses to define and segment marketing targets, select campaign data columns, and leverage these outputs for efficient campaign load and list exports. The segmentation functionality in Siebel Marketing will feature intuitive screens and views built on the latest OAS analysis methodologies.
- **Improved Performance and Flexibility:** Oracle Analytics Server offers rapid query performance, an intuitive user interface, and robust sharing/export capabilities - empowering marketing teams to act quickly and collaborate effectively. Segmentation results can be seamlessly integrated into Siebel Marketing for immediate use.
- **Designed for New and Existing Customers:** The updated solution is tailored to both existing users migrating from OBIEE and new Siebel Marketing customers, ensuring continued innovation and support for dynamic marketing strategies.

By leveraging Oracle Analytics Server for segmentation, Siebel Marketing delivers next-generation campaign management—empowering organizations to optimize targeting, boost campaign ROI, and stay agile in an ever-changing marketing landscape.

Siebel Email Marketing

Expanding Security with OCI Email Delivery Service

As digital marketing evolves, organizations need robust, flexible, and secure email delivery infrastructure to maximize engagement and campaign success. Siebel Email Marketing is advancing with new authentication capabilities, ensuring seamless integration with Oracle Cloud Infrastructure (OCI) Email Delivery Service and broader compatibility with modern SMTP standards.

Features planned for delivery include:

- **Modern Authentication Flexibility:** The Email Sending Daemon (ESD) in Siebel Email Marketing will support the AUTH PLAIN authentication mechanism, in addition to the existing AUTH LOGIN method. This enhancement broadens SMTP compatibility and enables direct integration with OCI Email Delivery Service for outbound marketing campaigns.

- **Adaptable Authentication Scenarios:**

  - When SMTP server supports only AUTH PLAIN, AUTH PLAIN will be used for authentication.

  - When SMTP server supports only AUTH LOGIN, AUTH LOGIN will be used for authentication.

  - When SMTP server supports both AUTH LOGIN & AUTH PLAIN, AUTH LOGIN will be used for authentication.

With expanded authentication support and integration with OCI Email Delivery, Siebel Email Marketing empowers organizations to deliver effective, secure, and high-volume email campaigns on the latest cloud infrastructure—enhancing marketing reach and operational flexibility.

Scheduler Appointment Booking

Empower Seamless Self-Service Experiences

Modern customer and employee expectations demand the ability to book appointments anytime, anywhere, across any digital channel. With Appointment Booking APIs, Siebel Scheduler extends its robust scheduling capabilities to every touchpoint—enabling organizations to deliver a consistent, real-time, and highly convenient appointment experience as part of any customer or employee-facing application. We anticipate the following benefits and business value:

- Boost customer satisfaction with convenient, 24/7 self-service scheduling.

- Reduce operational overhead by minimizing manual scheduling and administrative burden.

- Improve resource utilization and appointment fill rates through real-time visibility and automated matchmaking.

- Accelerate digital transformation initiatives by enabling rapid integration and innovation for customer-facing processes.

Features planned for delivery include:

- **Omnichannel Self-Service Integration:**
  Expose powerful scheduling APIs that can be easily integrated into web, mobile, and partner applications, delivering seamless self-service appointment capabilities to both customers and employees.

- **Comprehensive Scheduling Functionality:**

  - **Resource Search:** Enable users to find available resources in their desired service region.

  - **Availability Checking:** Instantly display open timeslots and matching resources for specific activities.

  - **Appointment Booking and Cancellation:** Allow users to book or cancel appointments directly, without manual intervention.

  - **Industry-Specific Experiences:** Support ready-to-use user experiences tailored to various industry requirements, accelerating deployment and time-to-value.

With Siebel Scheduler, organizations unlock new opportunities to provide frictionless appointment experiences—empowering customers and employees to engage effortlessly while driving operational efficiency and business growth.

Industry Solutions

Powering Next-Generation, Industry-Driven Digital Excellence

Siebel CRM stands as a gold standard for industry CRM platforms, distinguished by its extensive applications, robust data models, and business processes refined through decades of industry experience. As customer expectations, CX strategies, and technology stacks advance, our commitment is to lead customers through this evolution—delivering

modernized, scalable industry solutions that seamlessly connect enterprise front- and back-office operations. We anticipate the following benefits and business value:

- Accelerate time-to-value with out-of-the-box best practices and compliance.

- Achieve operational agility and regulatory confidence more rapidly with field-proven business processes.

- Maintain future readiness by adopting new technology and digital workflows as industry demands evolve.

Key Differentiators:

- **Industry Best Practices, Proven at Scale:**
  Siebel CRM incorporates extensive, industry-specific workflows and domain models, built to support complex business scenarios and regulatory requirements—ensuring organizations can deploy quickly and operate with confidence.

- **Full-Stack Modernization and Interoperability:**
  Our ongoing investments in architecture, APIs, and cloud integration provide customers the flexibility to modernize at their own pace. Seamless interoperability allows you to orchestrate end-to-end business processes across your technology landscape—blending Siebel's industry depth with Oracle's broader CX and ERP portfolio.

- **Future-Ready Innovation:**
  We continue to expand and enhance our industry solutions with new digital capabilities—ranging from AI-driven insights and automation to omnichannel engagement. Customers benefit from industry-specific accelerators, compliance features, and continuous updates that keep solutions both current and competitive.

With Siebel CRM Industry Solutions, organizations are equipped to lead their markets with trusted, modern, and fully interoperable digital platforms—laying the foundation for sustainable growth and customer-centric innovation.

Communications

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.

Key benefits include:

- Accelerate time-to-market for new offers with intuitive, intelligence-driven design tools and productized integrations.

- Drive proactive, tailored engagements at every stage of the journey with 360° customer and product data, advanced analytics, and GenAI.

- Unlock operational agility & efficiency through unified omnichannel processes that leverage modern, cloud-native tools and optimized resource allocation.

- Ensure business resiliency and scalability by adopting a full-featured, configurable solution that seamlessly integrates with emerging technologies and evolving business models.

Leveraging proven, communications-specific capabilities and built on industry standards, Digital Business Experience integrates:

- **Launch Experience** as a centralized, open product catalog for dynamic, enterprise-grade offer design and lifecycle management—enabling rapid, low-code modeling and instant, synchronized publishing to ordering and monetization systems.

- **Siebel CRM** as the omnichannel transaction engine, enabling seamless, guided customer engagement and accurate, unified quote-to-order capture across assisted and unassisted channels.

- **Order Service Management (OSM)** for agile orchestration of order fulfillment, with real-time validation and resource reservation to ensure seamless delivery.

- **Billing and Revenue Management (BRM)** to monetize any business or billing model—from prepaid subscriptions to complex, event-driven billing—across all network generations.

- **Open Digital Architecture** to deliver seamless business process integration, leveraging open TMF APIs and TMF ODA-aligned architecture for unmatched extensibility and interoperability.

Key features planned for delivery include:

Insight-Driven B2B Sales Experience: Quote-to-Order

- **Sales Dashboard Screen:** Comprehensive, real-time dashboard providing sales teams with actionable insights, including pipeline status, recommended next steps, and goal tracking all in one consolidated view.

- **Smart Lead & Opportunity Management:** AI-driven lead scoring, predictive forecasting and Gen AI insights. Analytical 360-degree view of sales data with conversational dashboards to drive informed decision-making and accelerate growth.

- **Conversational User Experience:** Intuitive, insight-driven experience for B2B sales teams, with smart actions, semantic product search, intelligent CPQ, contextual recommendations, and mobile-first design for remote productivity.

- **Modern Search and Analytics:** Advance global search across all objects, RAG and 23ai vector search, plus search videos and images, and seamlessly integrate with reporting and analytics for data-driven insights.

- **Agentic AI:** AI agents for Opportunity Management, CPQ, Proposal, and Ordering. Anchor your Gen AI agents in domain intelligence with Siebel's expert model.

AI Sales Co-Pilot for Autonomous Agent Selling

- **AI Agent Guided Sales Journey**: AI Co-Pilot that proactively leads the order capture process on behalf of the CSR, presenting recommended actions and collecting agent input and validation at each step to ensure accuracy and efficiency.

- **Automated Customer Insights**: AI surfaces relevant customer information, preferences, and history in real time, prompting the agent only when review or input is needed for personalized engagement.

- **Real-Time Offer Recommendations:** Co-Pilot that continuously analyzes data to suggest the most relevant products and services, presenting options to the agent for quick validation, maximizing upsell and cross-sell potential with minimal manual effort.

- **Seamless Workflow Integration:** Agentic AI to manage end-to-end workflows including catalog browsing, add-to-cart and order capture, engaging the agent for essential decisions, input, or exceptions, significantly reducing manual workload and enabling faster customer responses.

Intuitive Subscription Management for Agent Productivity

- **Customer 360:** Get a unified Customer 360 snapshot in one glance, including key account information, interaction history, preferences, subscription details, billing information, and order history.

- **Seamless Subscription Management:** Easily initiate and manage Move, Add, Change, and Disconnect subscription requests through an intuitive conversational Redwood UX designed to reduce manual effort and order cycle time.

- **Data-driven Personalized Insights:** Get tailored recommendations that enable agents to resolve inquiries efficiently and effectively, backed by intelligent insights on key customer metrics, including: CLTV, Churn Score and Credit Rating.

- **End-to-End Process Automation:** Accelerate order delivery with automated workflows that ensure accurate order validation, provisioning, and billing fulfillment - potentially reducing errors and rework across the MACD lifecycle.

Oracle Communications Digital Business Experience gives CSPs the unified, intelligent, and scalable foundation needed to meet the demands of today's hyper-competitive marketplace—accelerating growth, deepening customer loyalty, and maximizing operational excellence from concept to care.

Life Sciences

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.

Key benefits:

- Maximize operational agility and site productivity while reducing compliance risks.

- Enhance CRA efficiency and effectiveness through real-time, flexible reporting—online or offline.

- Support timely, informed strategic decisions using data-driven trial oversight and analytics.

Siebel CTMS differentiators:

- **Comprehensive, Integrated Trial Management**
  Standardizes and automates workflows for planning, monitoring, and managing clinical trials, resulting in operational efficiency and real-time oversight across multi-site studies.

- **Actionable, High-Quality Data**
  Delivers configurable workflows to support specific customer processes, ensuring data consistency, audit readiness, and support for diverse study designs.

- **Seamless Analytics and Reporting**
  Integrates with advanced analytics platforms, delivering timely, fact-based insights to guide informed decision-making and drive trial success.

- **Site Visit and Trip Report Excellence**
  Offers robust site monitoring and trip reporting features, supporting Good Clinical Practice (GCP) requirements and maximizing productivity for clinical research associates (CRAs).

Key enhancements include:

- **Enhanced Mobile Trip Report Capabilities**
  New online and offline features for trip reporting, including attendee and comment capture, embedded SmartScript logic for dynamic questionnaires, subject status snapshots, and streamlined navigation.

- **Reliable Offline Access**
  Ensures CRAs can complete site visit trip reports regardless of Wi-Fi or cellular connectivity—whether onsite at remote clinics or in transit, ensuring continuous productivity, data completeness, and regulatory compliance.

- **Modern Usability**
  Ongoing adoption of the Siebel Open UI framework and Redwood UX delivers a richer, more intuitive user experience on all devices, accelerating both new user onboarding and daily operational efficiency.

With Siebel CTMS, organizations gain a powerful, end-to-end platform to standardize, optimize, and future-proof clinical trial management—ensuring faster, higher-quality, and more compliant research from study start to finish.

For more information on Siebel Clinical Trial Management, refer to Siebel Clinical Trial Management System.

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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.

Developer Experience

Siebel CRM now provides a modern developer experience to configure, manage, and deploy the application, at the same time enabling parallel, collaborative, and distributed team development. It is coupled with a built-in, simple-to-use test automation suite that provides automated, lights out testing, saving time and money. A key part of our roadmap is to improve developer experience and productivity by enhancing our Web Tools integrated development environment (IDE) and embracing new open-source technologies.

Web Tools & Workspaces

Empower the Next Generation of Siebel Development

Our commitment is to deliver a robust, modern Web Tools environment that replicates and surpasses the full functionality of traditional Siebel Tools. As Web Tools matures, we are focused on enhancing the developer experience, enabling rapid, low-risk innovation, and supporting seamless configuration management—all while minimizing operational downtime. We anticipate the following benefits and business value:

- Increase developer productivity and reduce learning curves with intuitive, modern tools.

- Minimize configuration and migration risk, ensuring business continuity and accelerated time-to-market.

- Enable Agile and DevOps best practices for accelerated transformation and continuous delivery.

Web Tools Developer Experience enhancements:

- **Applet Editor Usability:** Streamlined, more intuitive Applet Editor accelerates configuration and reduces errors.

- **Visual Workflow Comparison:** Simplify the resolution of changes with side-by-side visual comparisons of Workflow Processes and Tasks—making integration of customer and Oracle updates faster and less error-prone.

- **Natural Language Configuration ("Developer Assist"):** GenAI-powered natural language configuration to help developers work faster, allowing them to describe requirements and receive suggested configurations or code.

Workspaces enhancements

- **Workspace Enablement:** Expanded support for Manifest Administration, Expressions, Predefined Queries, EAI Data Maps, and Responsibility management will ensure developers and administrators have unified, flexible tools to manage configurations at scale.

With these innovations, Web Tools & Workspaces will become the hub for future-ready Siebel CRM development—delivering flexible, intelligent tooling for teams to build, manage, and migrate solutions faster and with greater confidence.

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AI for Developers

Supercharge Developer Productivity and Quality

Accelerating innovation while maintaining high code standards is essential for modern enterprises. We believe AI will play a crucial role in reimagining the overall implementation and developer experience for Siebel – reducing cycle times, improving time to market for changes, and unlocking operational efficiencies for developers and IT teams. We anticipate the following benefits and business value:

- Boost developer productivity by accelerating the identification and resolution of critical issues.

- Lower the risk of production incidents with improved application stability and performance.

- Reduce maintenance costs with enhanced code consistency and reliability across projects.

Key features planned for delivery include:

- **Co-Pilot for Siebel Web Tools:** An AI-powered assistant for Siebel Web Tools that lets Siebel implementors and developers explore, plan, and modify their Siebel configurations using natural language. The Co-Pilot will transform the Siebel development experience, helping users to understand existing configurations, generate and validate change plans, and seamlessly execute approved updates.

- **Siebel eScript Memory Leak Detector**: Quickly identifies potential memory leaks in eScript code, reducing the time and effort required for manual code reviews and troubleshooting.

By embedding intelligent assistance directly into the development workflow, the AI Code Companion empowers teams to deliver high-quality enhancements and features at greater speed—helping your organization stay competitive and agile.

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. We anticipate the following benefits and business value:

- Reduce production issues and post-deployment support costs with higher quality for every release.

- Increase development agility by embedding automated testing earlier and more deeply in the software lifecycle.

- Accelerate time-to-market while minimizing risk by enabling rapid, reliable innovation.

Key features planned for delivery include:

- **Conditional Looping:** Repeat sets of test steps based on dynamic conditions or maximum iterations, increasing test script flexibility and accuracy.

- **Guided Flow Testing:** Out-of-the-box integration to test new Guided Flows, multi-step processes, custom Open UI features, and REST APIs—ensuring end-to-end application quality.

- **Comprehensive Functional Testing:** Build functional test cases for inbound WS-Security web service calls (with session management and task reuse), and enable REST API test scripts with OAuth authentication.

- **DevOps & Cloud-Native CI/CD Support:** Seamless execution of automated tests across Oracle Enterprise Linux, Kubernetes CI/CD pipelines, and Windows, supporting continuous integration and rapid delivery.

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- **AI/ML-Driven Test Efficiency:** Incorporate artificial intelligence and machine learning to streamline test script creation, reduce failure analysis effort, and advance smart test maintenance.

With ongoing innovation in the Open UI Test Automation framework, Siebel CRM empowers organizations to confidently scale agile, test-driven development across their enterprise—delivering high-quality software, faster and at lower total cost.

Enterprise AI

The ability for organizations to leverage market leading AI capabilities with Siebel CRM is of paramount importance to capitalize on competitive advantages that may arise from such disruptive technology. Our approach for AI enablement in Siebel CRM is to provide simplicity and flexibility, layered across an existing reliable tech stack, enabling organizations to pivot quickly to meet new business opportunities with no cumbersome implementations or tricky integrations to manage.

Siebel CRM delivers these capabilities without sacrificing our commitment to scalability, performance, and data sovereignty, leveraging the OCI platform to provide high performance and flexibility for AI model training and inference and Oracle's distributed cloud strategy to ensure you choose where your data resides. Sensitive data can stay in your data center, ensuring compliance with regional laws. These choices of distributed architecture, cloud infrastructure platform and the most sophisticated database open up a wealth of opportunities for using AI with your Enterprise CRM.

With OCI Generative AI Service, no customer data is shared with large language model (LLM) providers or seen by other customers. In addition, an individual customer is the only entity allowed to use custom models trained on its data. To further protect sensitive information, role-based security is embedded directly into Siebel workflows that only recommends content that end users are entitled to view.

Agentic AI

Build, Deploy, and Orchestrate Agents

Agentic AI represents a transformative advancement in the Siebel platform's role as trusted guardian of enterprise data. Acting as orchestrator of intelligence, our platform enables customers to safely expose the right data and actions to AI Agents then design, operate, and scale single-agent workflows or multi-agent autonomous teams with full control. With the introduction of an **AI Agent platform** for Siebel, IT and partners will have the ability to selectively expose Siebel data & processes, compose agentic workflows, and operate them with enterprise-grade governance – leveraging Oracle's AI stack, and continuing to enable the extensibility, interoperability, and security that is foundational to Siebel CRM. We anticipate the following benefits and business value:

- Lower cost to deploy and orchestrate agents with seamless interoperability, scalability, and extensibility within our technology stack.

- Enhance speed to deployment and operational efficiency with dynamic orchestration of complex tasks across business processes leveraging existing Siebel metadata, services, and workflows.

Key features planned for delivery include:

- **Configuration Plane (MCP + Open Integration):** Allow organizations to define the data and processes exposed as governed tools and developers to easily implement declarative catalogues that describe these tools. Each tool is versioned, enforced by clear policies, and aware of tenant boundaries.

- **Agent Authoring & Orchestration:** Let developers build, customize, and run single agents or multi-agent workflows. The platform handles planning, tool selection, approvals, rollbacks and is built leveraging services from the broader Oracle's AI ecosystem.

- **Interoperability:** Extend Siebel data and agents to external agent systems for smooth enterprise integration. Tools, events, and policies can be published and subscribed across your broader ecosystem.

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- **Governance, Guardrails, Observability:** Access Control rules, PII redaction, rate limits, human in-the-loop reviews and approval gates. Every action is recorded for a full audit trail. Ability to capture detailed telemetry on prompts, tool calls, errors, and costs.

As the authoritative system of record enriched by industry & domain-driven processes, Siebel will enforce deterministic governance at the tool boundary, not in prompts, and remain open by design with clean integration to Oracle AI and third-party runtimes without lock-in. This will allow customers to build and deliver AI use cases faster with controlled, policy-bound exposure of data and actions, strong operational safety, and end-to-end auditability making Siebel the backbone for your enterprise's intelligent execution layer.

AI Infrastructure

Unlocking Next-Generation AI and Search for Siebel CRM

With Oracle 23ai Database, Siebel CRM customers are empowered to realize the full potential of modern artificial intelligence and data management—seamlessly integrated within their enterprise architecture. Oracle 23ai is designed as a converged database platform, providing native support for all modern data types—including vectors—enabling advanced semantic search, analytics, and AI-augmented workflows without the need for complex data movement or additional infrastructure. Key benefits and business value include:

- Accelerate insight extraction from all enterprise data sources with rapid, precise semantic queries.

- Eliminate the cost, complexity, and risk of deploying and integrating specialized vector databases.

- Democratize data access across the business without extensive SQL training.

- Improve agility and decision-making through AI-augmented self-service analytics.

- Reduce operational overhead while maintaining enterprise-grade control and compliance.

- Empower teams to enhance LLMs and AI models using their proprietary business data.

Key features for Siebel deployments include:

- **Native AI Vector Search:** Oracle 23ai introduces vectors as a native data type, with robust support for vector indexes and vector search SQL operators. Siebel CRM users will be able to store and search the semantic content of documents, images, and unstructured data in real time—directly alongside their core business data.

- **Converged Database Architecture**: Oracle 23ai supports structured, unstructured, and vector data side-by-side—with integrated identity, security, scalability, and high-performance capabilities.

- **AI-Powered Natural Language Access to Your Siebel CRM Data:** The "Siebel Genie" concept brings AI to your existing Siebel CRM—if you are operating Oracle Database 23ai for your Siebel Enterprise, there's **no need to migrate your data to another third-party system** or disrupt your established governance model. All of your queries happen within the secure walls of your Siebel environment, maintaining compliance with your organization's data policies.

By leveraging Oracle 23ai and Autonomous Database within Siebel CRM, organizations maximize the value of their existing data—unlocking new levels of efficiency, search intelligence, and AI-driven personalization without additional infrastructure or migration challenges.

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.

Rest API

Enhanced Control, Performance, and Extensibility

Siebel REST APIs offer easier, faster, and more flexible integration with other enterprise systems, mobile apps, and cloud services, while providing better performance, scalability, and security. They play a foundational role in modernizing Siebel CRM and enabling digital transformation.

Features planned for delivery include:

- **Customizable HTTP Error Codes:** More granular control over the response codes returned from inbound REST requests empowers customers to tailor integrations and error handling to their operational needs.

Event Pub / Sub Framework

Real-Time, Flexible Enterprise 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.

Features planned for delivery include:

- **Advanced Event Management:** Upcoming enhancements include native support for Kafka partitions and failover, Avro serialization, and seamless integration with Confluent Cloud.

- **Open Integration Alignment:** The Event Pub/Sub infrastructure is being further aligned with Siebel Open Integration, enabling flexible publish/subscribe interactions with any event format and tight binding to Siebel CRM's native events—including both runtime and synchronous method invocations.

As industry CX becomes increasingly data driven and customer-centric, APIs allow for greater versatility, innovation, and openness. By advancing its REST APIs and event-driven frameworks, Siebel CRM ensures secure, performant, and future-proof connectivity across the enterprise—supporting rapid change, robust ecosystems, and lasting competitive differentiation.

Siebel Open Integration

Empowering Omnichannel, Headless, and Modern Digital Transformation

As digital enterprises embrace omnichannel experiences and cloud-native architectures, Siebel CRM is evolving to align with MACH (Microservices, API-first, Cloud-native, Headless) principles. The new Siebel Open Integration framework is at the heart of this evolution—making Siebel a truly open, flexible, and headless platform that empowers organizations to orchestrate seamless, differentiated customer journeys through modern APIs and microservices. We anticipate the following benefits and business value:

- Reduce integration and customization effort with open, model-based options to extend, connect, and securely expose enterprise logic wherever it is needed.

- Drastically reduce technical debt while ensuring consistency and governance by allowing existing business rules and processes to be consumed or reused.

- Unlock intelligent, AI-augmented automation by providing direct access to Siebel's trusted data and workflows for next-gen digital solutions.

Key features planned for delivery include:

- **Omnichannel and Headless Enablement:** Expose robust REST APIs that mirror Siebel's deep business logic, allowing customers to create custom interfaces, digital channels, and app mashups—well beyond the original Siebel Open UI framework.

- **Maximum Reuse of Business Logic:** Open Integration leverages existing applets, views, business services, and workflow processes (both delivered and customized artifacts) as REST endpoints. Business rules and UI-level processes developed over years are now accessible outside Siebel UI—without re-coding or accruing technical debt.

- **API-Driven Process Interoperability:** Easily compose, transform, and orchestrate Siebel business processes as APIs. Support for industry-standard transformations (e.g., TMF APIs for Telecommunications) and business event-based orchestration drives agile integration with any partner or system.

- **Operational Excellence and Developer Agility:** Offers metadata-rich APIs that help developers scaffold new UIs or apps using Oracle's low-code/no-code tools (Visual Builder, APEX), reducing effort and increasing flexibility. Built on Helidon, the framework is cloud-native, lightweight, fast, and observability-ready (health checks, metrics, tracing, logging), simplifying deployment and scaling in enterprise or microservices environments.

- **Real-Time and Event-Driven Integration:** Seamlessly supports event publication and consumption (including Kafka, Pub/Sub, IoT, and runtime triggers) alongside synchronous and asynchronous REST callouts, maximizing architectural flexibility.

Siebel Open Integration sets a new standard for digital flexibility, enabling customers to accelerate their modernization journey, deliver seamless omnichannel experiences, and maximize the strategic value of core Siebel CRM investments for years to come.

Deployment & Operations

The Siebel CRM application is now easier than ever to maintain and update, with deployment choices and tooling to manage Siebel CRM in the cloud while embracing cloud native platform technologies. Our continued focus on agility enables enterprises to adapt to business challenges quicker than ever.

We continue to reduce downtime by providing capabilities to make all manner of updates to the application in real time. Our roadmap supports the ability to operate Siebel CRM as a modern standalone application or as part of wider industry cloud solutions with the same architecture and operational efficiencies at extreme scale. Siebel will also transform from a 32-bit application to a 64-bit application, enabling access to the memory, performance, and security enhancements of 64-bit execution. We align to cloud native principles and best practices to enhance application operations and reduce TCO across all functions of DevOps - continuous integration and continuous delivery (CI/CD).

Siebel Cloud Manager

Delivering Cloud-Native Agility, Resilience, and Efficiency

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. SCM delivers the following benefits and business value:

- Minimize infrastructure costs and support business growth on demand with dynamic scalability.

- Proactively minimize risk and reduce manual intervention with built-in monitoring, recovery, and update mechanisms.

Key features planned for delivery include:

- **Auto-Scaling with Kubernetes**
  Auto-scaling of Siebel CRM deployments benefits customers managing mission-critical business processes for enterprise scale loads, particularly while ensuring that user experiences do not suffer under demand surges. The auto scale-up of Siebel servers is achieved when deployed with Siebel CRM running in a Kubernetes cluster. In the future we plan to include templates for automated dynamic scaling.

- **Seamless Rolling Updates**
  Your Siebel CRM deployment on Kubernetes will be enhanced to allow for rolling updates seamlessly with minimal to zero downtime by gradually replacing old application server pods with new ones in a controlled manner, ensuring that the mission critical Siebel CRM system remains available to users throughout the process; SCM will also ensure that rollback capabilities are built-in in case of failures and manageable by minimizing disruptions, and allowing for safer, incremental deployments rather than all-or-nothing updates.

- **Observability & Analysis**:

  Siebel CRM offers cloud native observability for metrics and logging, which is deployable across platforms with the use of SCM. It supports OCI OKE, on-premises Oracle Cloud Native Environment, and any CNCF-compliant Kubernetes distribution, providing flexibility in deployment.

  In future releases, the Siebel CRM observability stack will support on-premises or OCI deployments (on virtual machines (VMs) or Kubernetes) that are not managed by SCM. SCM will be used solely to set up the observability stack, with on-premises deployments connecting to observability either locally or via OCI.

  You will also be able to generate metrics and visualization from your data, business or system, using the Observability stack enabling you to keep track of the state of business at any time, or for never missing changes in your data pipeline.

  The observability stack uses best-of-breed tools, such as Prometheus, Grafana, OpenSearch, Fluentd, OCI Services, and so on. It will align the Siebel CRM architecture with more additional CNCF-based foundation criteria for cloud native deployment best practices (even in an organizations data center). Additionally, this stack will help with automatic decision making for dynamic scaling of a Siebel CRM deployment, early detection of potential failures (deterministic/AI-based/probabilistic/other strategies), automated corrective actions for large-scale deployments, and so on

- **Enhanced Monitoring**: Using queries of own choice by connecting to tables in the database.

With Siebel Cloud Manager, organizations are fully equipped to run Siebel CRM as a modern, cloud-native application—achieving resilience, flexibility, and speed at scale, all while streamlining operations and maximizing ROI in a dynamic business landscape.

Below are common customer deployment options:

Table 2. Deployment use cases that Siebel Cloud Manager will aim to manage and deploy.

Use Case/Requirement	Planned Offering
Customers operating Siebel CRM on-premises deployed in their data center.	Enhancing present deployment by connecting to an observability stack, which is deployed using SCM. This in turn will be compatible with any CNCF Kubernetes distribution such as OpenShift or Oracle Cloud Native Environment (OCNE).
Customers hosting Siebel CRM on a VM-based deployment on OCI.	Enhancing present deployment by connecting to an observability stack, which is deployed using SCM.
Customers hosting Siebel CRM on OCI and wants to modernize operations by using Kubernetes.	Siebel CRM "Lift & Shift" to OCI OKE (Kubernetes) – Lifting from on-premises data center and deploying it on OKE cluster using SCM, with monitoring and logging through an observability stack, and auto-scaling of Siebel servers.
Customers hosting Siebel CRM on OCI and wants to modernize operations by using Kubernetes. In addition, wants to use the Kubernetes-based platform tooling to build, deploy and operate Siebel CRM services alongside other microservices.	For customers moving to OCI, "Lift & Shift" to OCI OKE (Kubernetes) – Lifting from on-premises data center and deploying it on OKE cluster. For customers deploying on-premises, "Lift & Shift" to relevant Kubernetes distribution (OpenShift or OCNE) – Lifting from present deployment and deploying on Kubernetes Cluster, with monitoring and logging through an observability stack. Each Siebel CRM service instance to be deployed natively on Kubernetes as an independent pod, and thus scaled up or down using native Kubernetes mechanisms.

Customers hosting Siebel CRM on any CNCF Standards-compliant cloud.	Using SCM to deploy and manage Siebel CRM, along with a cloud native modern observability stack, by leveraging BYOR in the respective cloud environment.

As enterprises demand increasing agility and resilience from mission-critical applications, Siebel CRM is modernizing its operational platform to fully leverage cloud-native technologies. With advanced Kubernetes capabilities, organizations can achieve unprecedented scalability, high availability, and deep operational visibility, ensuring Siebel CRM scales dynamically with business needs while maintaining performance and continuous uptime.

Siebel Cloud Manager enables organizations to modernize, operate, and future-proof their Siebel CRM environments—achieving superior agility, efficiency, and value in a cloud-centric world, all while reducing operational risk and embracing scalable, secure cloud-native practices.

Upgrades & Updates

Ensuring Continuous Innovation, Security, and Compatibility

In a rapidly evolving digital landscape, keeping enterprise applications current is essential for security, compatibility, and ongoing innovation. Oracle's commitment to Siebel CRM customers is to simplify upgrades and updates—reducing cost, risk, effort and business disruption while maximizing the benefits of new features and ongoing compliance. We anticipate the following benefits and business value:

- Increase uptime and business continuity by adopting new features and critical fixes without interrupting business operations via downtime.

- Reduce TCO for long-time customers by reducing the risk and complexity of Upgrades from older releases.

Key features planned for delivery include:

- **Continuous Monthly Updates—with Zero Downtime:**

  - Accelerated feature adoption is enabled by minimizing conflicts during Repository object imports supporting new features—cutting the time and effort required to stay current and take advantage of new product capabilities.

  - Innovations in schema maintenance eliminate the need for planned outages during migrations or updates, keeping your environment available and your teams productive.

- **Streamlined One-Time Upgrades from Pre-IP2017 Versions:**

  - Enhanced upgrade/IRM merge logic and safer conflict resolution reduce the risk and complexity of one-time upgrades from older versions.

  - Upgraded, targeted training resources to help customers understand major changes in Siebel CRM's architecture and development process, empowering teams to confidently embrace the transition to modern releases.

- **Azure SQL Database Server Support**

  - Updates have been made to the database installation scripts to support Azure SQL Database Server, allowing customers who have standardized on the Azure platform to the benefits available to them.

  - Official certification ensures that you will be supported when running on the Azure platform just as you are on the On-Premises Microsoft SQL Server platform,

With these enhancements, Siebel CRM delivers a future-ready upgrade path that ensures organizations remain secure, compatible, and on the leading edge of digital transformation—today and into the future.

Data Archival

Intelligent, Secure, and Flexible Data Lifecycle Management

As data volumes in Siebel CRM continue to grow, effective archival is essential for sustaining high performance, reducing storage costs, and meeting data governance requirements—without sacrificing data accessibility or security. Our enhanced data archival approach uses advanced automation, AI, and flexible archival destination options to help organizations optimize their data lifecycle with confidence. We anticipate the following benefits and business value:

- Sustain application performance and scalability as data grows.

- Reduce storage and infrastructure costs with targeted, intelligent data management.

- Enhance data security, compliance, and business agility through AI-driven archival and flexible retrieval options.

Key features planned for delivery include:

- **Flexible Archival Modes:** Choose between Archive and Direct Delete, with customizable job scheduling and flexible execution time windows to align with business and compliance needs.

- **Comprehensive Archival Options:** Archive not only business data but also related attachments, and select your preferred storage destination—including database, file system, or cloud storage (such as OCI Object Storage).

- **Runtime Retrieval and Visibility:** Seamlessly view and retrieve archived data within the Siebel Application at runtime, ensuring quick access to historical records when needed.

- **AI/GenAI-Powered Automation and Security:**

  - Generate detailed archival summaries (field-based or AI-derived).

  - Identify and mask personally identifiable information (PII) during archiving.

  - Enable data translations for multilingual deployments.

  - Continuously improve archival efficiency through AI that learns from retrieval patterns.

With advanced data archival features, Siebel CRM customers can ensure their systems remain responsive, cost-effective, and compliant—while retaining effortless access to essential historical data and maximizing the value of their enterprise information assets.

Platform & Certification Updates

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.

Upcoming Certification Enhancements include:

- **Security and Feature Updates:**
  Integration of the latest certified third-party technologies delivers improved features, hardened security, and ongoing compliance.

- **Document Server Dependency**

  Reduce platform proprietary dependencies, such as Microsoft Windows-specific dependencies, including use of Component Object Model (COM) for the Document Server.

- **Expanded Platform Support:**

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- **Open JMS 2.0 (JSR343) certification** increases flexibility for messaging and event-driven integrations.

- **Azure SQL and Google Cloud Platform certifications** allow Siebel CRM to operate in multi-cloud and cross-cloud strategies, meeting customers where their infrastructure resides.

Through ongoing certification and platform innovation, Siebel CRM continues to enable organizations to adapt, scale, and thrive in a rapidly evolving technology landscape—safe, secure, and future-ready.

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Oracle Support & Services

Oracle's Support Value

Oracle's Siebel CRM is a sophisticated, highly scalable, flexible, reliable, and mission-critical application for large enterprises across diverse industries. With strong adoption and continued innovation over the years, Siebel CRM enables customers to innovate to keep up with the latest trends in customer experience and adopt new technology.

Only Oracle can provide the product support and development expertise your business-critical Siebel CRM deployment demands. As such, it is important not to underestimate the value of continued Oracle Support for your business-critical Siebel CRM implementation.

Key benefits include:

- Monthly updates packed with new features, enhancements, and cumulative bug fixes.

- Security patches, fixes, and configuration-specific update recommendations.

- Lifetime support and 24/7 access to Oracle Software experts.

- Technical resources, alerts, and proactive support tools.

- Software support across the complete stack.

If you are looking to get the most out of your Siebel CRM support investment, a great place to start is with the "Get Proactive!" page (Doc ID 432.1) on My Oracle Support.

Further, if you have any queries about Siebel CRM, such as long-term roadmap, new releases, patches, enhancements, or licensing, please do not hesitate to contact the team now on +1 (888) 545-4577. Alternate regional contact numbers are available here: Oracle Global Support Contacts.

Lead with Cutting-Edge Siebel CRM Advancements

Oracle's "Applications Unlimited" is a testament to our dedication since 2007 to consistently elevate and innovate our application suites, including Siebel CRM.

Driven by a visionary approach to Siebel CRM innovation, Oracle continually delivers ongoing, substantial enhancements in easily consumable cumulative updates, enriching Siebel CRM with new functionalities, module expansions, and features inspired by valuable customer feedback. Users of Siebel CRM 8.1.1 or 8.2.2 base release, including subsequent point releases, benefit from these Siebel CRM Monthly Updates, ensuring they are always at the forefront of the CRM technology.

Oracle's Siebel CRM Support Timelines for Releases in Premier Support

For information regarding older releases and the support extension for Siebel CRM versions with the base code line 8.1/8.2, refer to the Lifetime Support Policy for Oracle Applications on My Oracle Support.

For more information on Premier Support, refer to Oracle Premier Support. Special attention should also be given to the Oracle Siebel CRM Error Correction Policy (Doc ID 1313941.1), which outlines the specific patches for releases that are available within the Premier Support timeline.

Staying Informed

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).

Siebel Infoportal

The [Siebel CRM Infoportal](link) is designed to be the go–to resource for Siebel CRM customers and partners, providing all vital information in one place. By providing a centralized location we hope it will be easier for our customers and partners to access essential information, for example:

- Events & Webcasts - A calendar of all Siebel events and webinars on a single page.

- Customer Advisory Board - Simple steps to get connected across our email lists, Cloud Customer Connect platform and LinkedIn forum.

- Implementation Partners - Find recognized Siebel experts to help with deployment and optimization.

- Customer Success Innovators - Find likeminded customers who are innovating with Siebel CRM for real-world results.

- Center of Excellence - Find out what solutions have been bought to life by the Siebel CRM Center of Excellence team. Engage with them and collaborate on your own innovative solutions.

- Siebel Roadmap & Innovations - Easily search for new innovations that have been released. Locate the latest roadmap or Statement of Direction.

- Features and Functionality - Learn about each of Siebel's key industry focus areas and core functionality.

- Cutting-Edge Technologies - Discover how Siebel CRM integrates the latest advancements, including AI, to enhance automation, analytics, and customer experience.

Training & Certification

The latest, up to date Siebel CRM training curriculum is now available on the Oracle University. The new [Siebel CRM Cloud Learning Subscription](link) contains over 150 hours of training content, covering development, administration, UI, and business solutions. So, whether you're a developer, administrator, or business user, these courses provide the skills needed to optimize and manage Siebel CRM applications effectively. In addition to the new training, [Siebel CRM Associate Foundations](link) and [Siebel CRM Professional](link) certifications are now available allowing you to demonstrate your expertise.

Joining the Siebel CRM Customer Advisory Board

The Siebel CRM Customer Advisory Board (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 30 years. We welcome all customers and partners to join our CAB regardless of size or industry. [Click here](link) for more information about the Siebel CRM CAB program.

Join the CAB in just three simple steps:

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

Oracle Customer Services

A variety of services and offers are available from Oracle Customer Success Services and Oracle Consulting to assist Siebel CRM customers with their implementations.

Oracle Customer Success Services

Oracle Customer Success Services (CSS) provide a variety of high value services for Siebel CRM customers. "Run and operate" services are a powerful element of what CSS offers. CSS helps you run and operate your IT environment at peak efficiency by providing the hands-on assistance you need to execute infrastructure, database, and application initiatives successfully.

Oracle Consulting Siebel CRM Accelerator Services

Oracle Consulting provide the following accelerator services for Siebel CRM customers to fast-track adoption of high value innovations.

Table 5. Accelerator services and the ROI.

Accelerator	ROI
Upgrade	Upgrade accelerator designed to save 76% of manual effort through automation
UX Productivity	Rapid UX improvement with plug and play productivity boosters for Open UI
CI/CD Pipelines	DevOps and Automation, including customer setup, integration, and handover
Test Automation	Services to accelerate Siebel test automation setup, test script development training, and test management using Jenkins
AI Services	Add AI to Siebel with OCI AI Services across a variety of use cases
AI/ML Services	Accelerator for business insights (patterns & correlation), prediction, tracing, and so on across multiple vertical industry use cases. Built on Oracle's modern data platform, combining multiple data sources
Analytics Cloud	Prebuilt data model, extract, transform, and load (ETL) flows, presentation layer that saves 100 man-days

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