



ORACLE

Siebel CRM

Sophisticated, Enterprise CRM with Multicloud and AI

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Safe harbor

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.



Agenda

Introduction

Highly sophisticated
Enterprise CRM

Strategy

Go faster with the new
Siebel CRM

Innovation

Key product areas of core
strength

Customer Success

Our focus on customer
success

Summary

Anything is Possible

Sophisticated. Open. Intelligent.

An illustration of a cheetah in mid-stride, running across a dark, silhouetted hill. The cheetah is yellow with black spots and is moving towards the upper left. In the background, there is a stylized sun or target with concentric circles and a central orange circle. The sky is a solid teal color.

The world's most flexible
and configurable Enterprise
grade CRM...

...combined with the
world's most powerful and
adaptable platform

Siebel CRM Innovation is
Accelerating with AI and
the Oracle Cloud

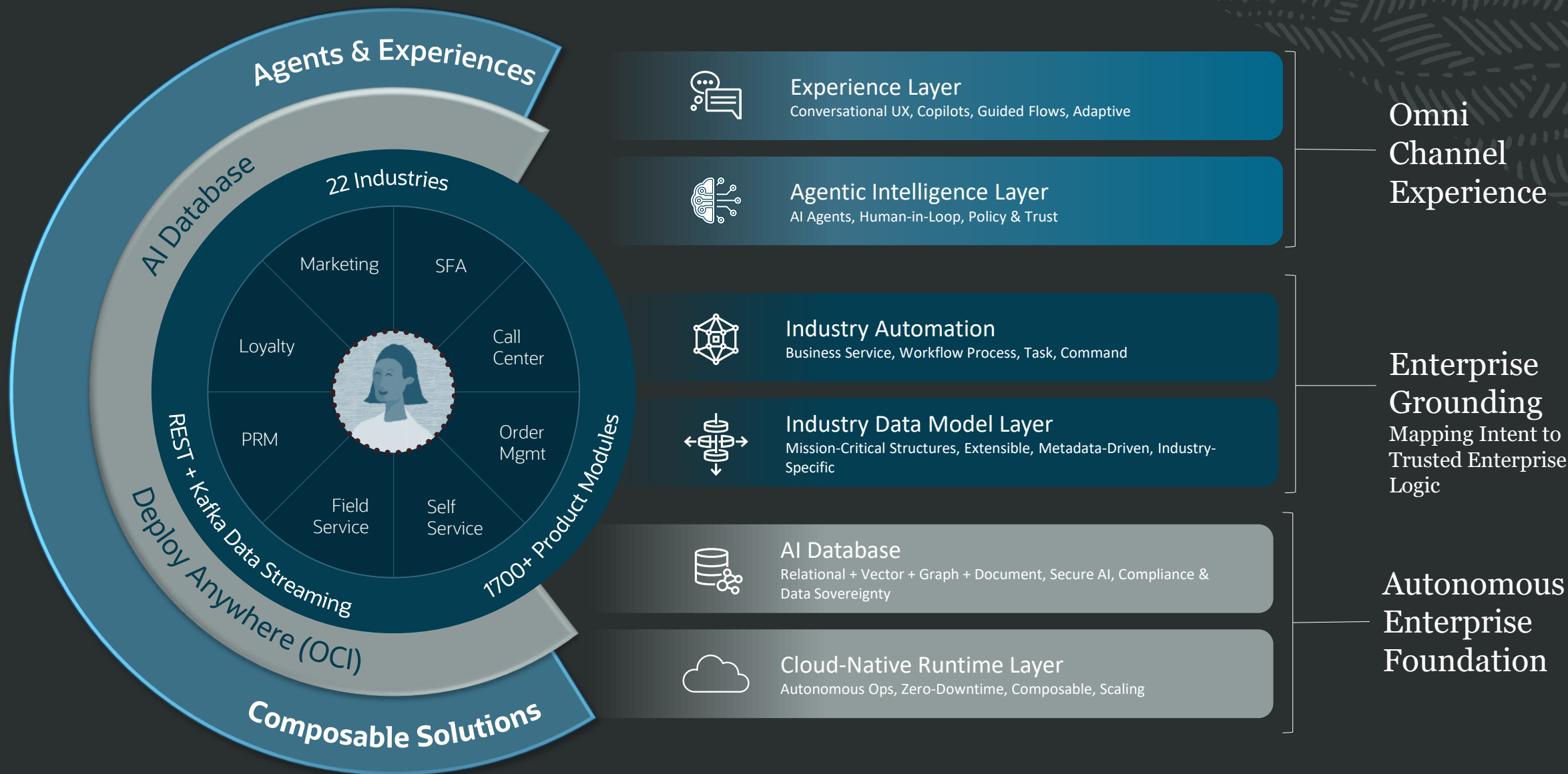
Siebel

Highly Sophisticated Enterprise CRM

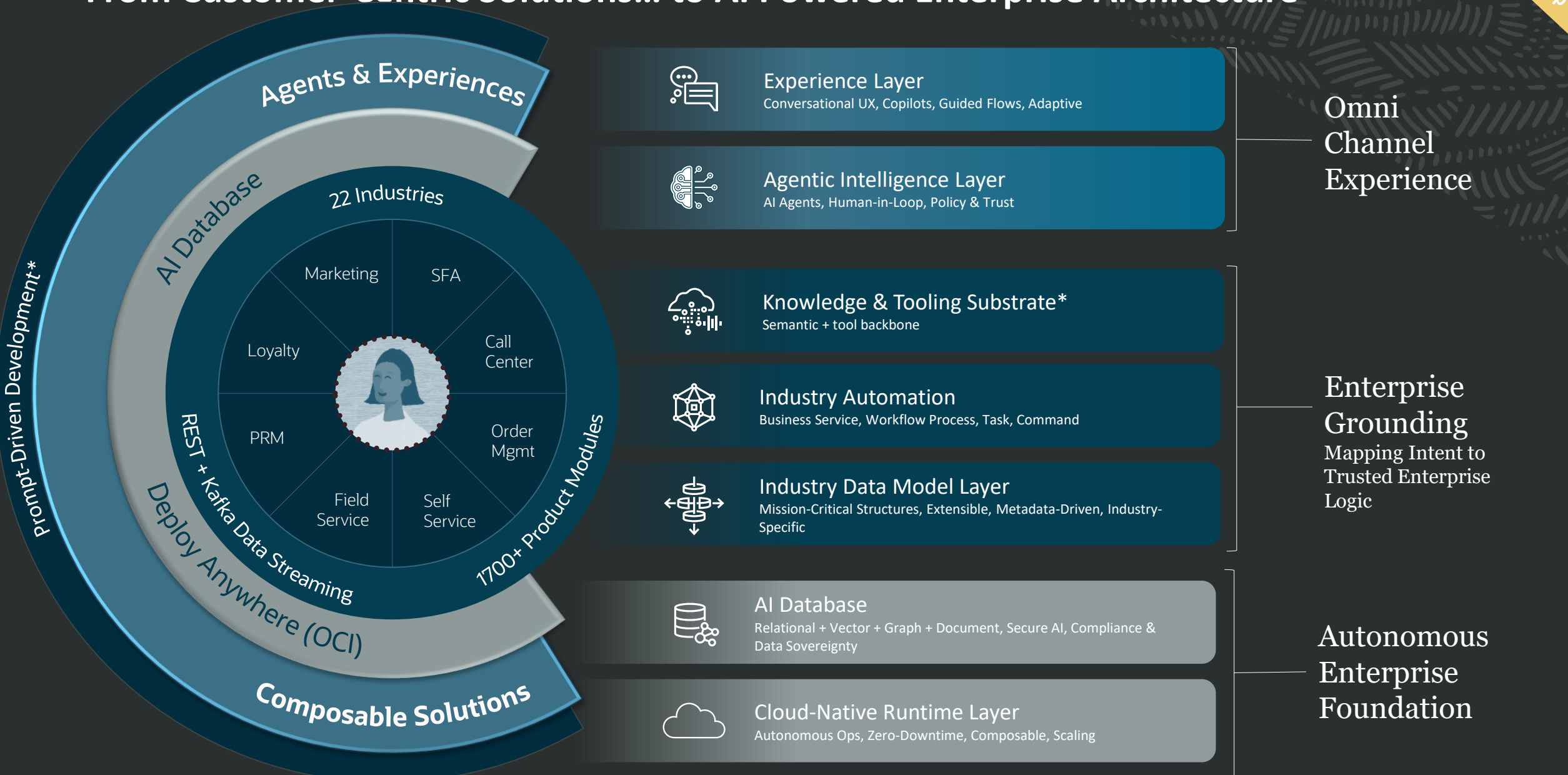


- **Gold standard** data model and Industry solutions, designed on best practices, 1700+ product modules.
- **Highly scalable and configurable**, constantly evolving, delivering more economic value and ROI
- **Open standards-based architecture**, always evolving, leverage Oracle's best of breed technology.
- **Simple updates**, easier than ever to keep Siebel current with the latest release. No more expensive upgrades.
- **In-place AI modernization**, evolve from "system of record" to "system of intelligence", no rip & replace
- **Thriving** after 3 decades of IT hypergrowth and disruption. Proven customer success.

From Customer-Centric Solutions



From Customer-Centric Solutions... to AI Powered Enterprise Architecture



Market Leading Platform

Best Technology



Highest performance

Built-in security

Lowest complexity, lowest risk

Chosen by leading LLM providers

Superior Database



Industry-first self-driving
Autonomous database

AI Vector Search, Select AI

Flexible deployment choices

Bring the AI to your data—
not the data to the AI

Flexible, Enterprise AI



Oracle AI services – Generative AI
and Cognitive AI services

The most powerful AI
infrastructure at the best price

Fastest time to value

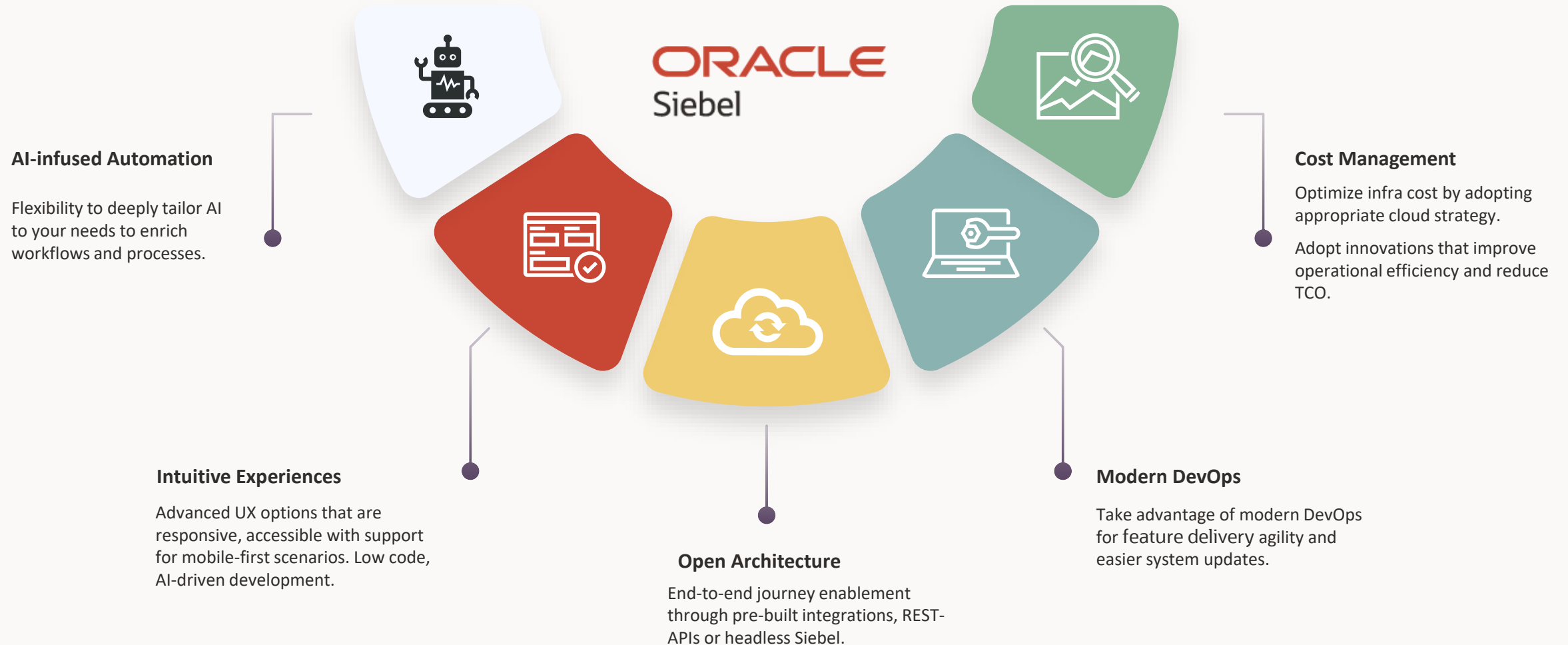
Enterprise-grade guardrails

Accelerating Modernization



Go faster with the new Siebel CRM

Siebel in 2026 delivers on CIO Priorities



Evolution vs. Revolution

What Can't be Sacrificed

Mission-critical application

Bulletproof reliability

Revenue generator

Security, compliance & regulation

What's Needed

Increased productivity

Business friendly experiences

Low cost of operations

Deployable anywhere



Simple Updates, No more Upgrades

Leaner & Faster	Streamlined Content	Faster Uptake	Minimal Retrofitting
Our monthly Siebel CRM Release Updates now have a smaller payload. • Smaller package • Faster to install	We only ship the “True Delta” of changes from previous releases. • By only shipping things that have specifically changed there are less conflicts to resolve – <i>if any!</i>	Focused payload • Clear focus for Developers as they can see exactly what has changed • Reduction in testing effort - you only need to focus on the changed areas that you’re using.	No need to waste time and resources reworking previous changes
10% Improvement	67% Improvement	90% Improvement	100% Success

Increased Productivity, Faster Updates, More Innovation, Less Risk, Easier to Stay Updated!



Updating Siebel – Now Easier than Ever

Example # conflicts from customized Account Screen 200,000
changes to ... ZERO

Example Customer: old RepositoryUpgrade
Five days/month

Example Customer: new RepositoryUpdate Only
Three Hours!!! (7.5% of previous effort)



Updated Statement of Direction

AI driven pace of innovation spawns a more dynamic roadmap

Read SOD



User Experience

Conversational UX to interact with Agents without leaving the Siebel application



Siebel AI Connector

Standard, governed mechanism for exposing Siebel artefacts to enterprise AI systems using the Model Context Protocol (MCP)



Intelligent Search

Unified Search and Action experience including AI-powered Search and Update based on RAG components



AI Services

Value-add services for support paying customers to assist Developers and Operators



NLP Agent and Siebel OJET Design Assistant Studio

Guided UI where developers can review agent-proposed configurations for OJET UIs



AI Assistants

Intelligent AI Assistants for all types of roles improving productivity and automation



Siebel Monitoring & Diagnostic Console

Next-gen monitoring and diagnostics solution across all modes of deployment



Sample Applications

Accelerate innovation with sample applications that you can easily extend and configure

Introducing Intelligent Sample Applications for Siebel

Gain Agility & Maintain High Quality

- Keeping pace with rapidly evolving AI technologies.
- Sample Apps are the vehicle to quickly validate new solutions.
- In some cases, the Sample Apps will be release agnostic, so no need to Update.
- Your feedback is important for continued development.
- Aim to fine-tune and deliver as GA features in the product.



Innovation



Key product areas of recent innovation

Enabling Excellence with Delivered Experiences



Intuitive User
Experience



API Integration



Integrated Solutions



Deploy & Manage Anywhere



Embedded &
Flexible AI



Siebel UX

Using an **open framework** with intelligence to deliver Oracle Redwood UX as standard, but with the ability to tailor a bespoke UI for your organization, across all form factors, including the possibilities of natural language interaction.

Intuitive, Next Gen UX

- **Redwood UX** for Siebel CRM, aligned with CX Industry & Cloud applications
- Built on Open UI framework but it's more than just a theme
- Neutral colors, sleek icons, and contemporary fonts in line with Redwood design philosophy
- Emphasis on clarity, consistency, and modern aesthetics
- More user-friendly by reducing unnecessary elements
- **UX choices** - customers can still create their own bespoke UX using Open UI or with Open Integration

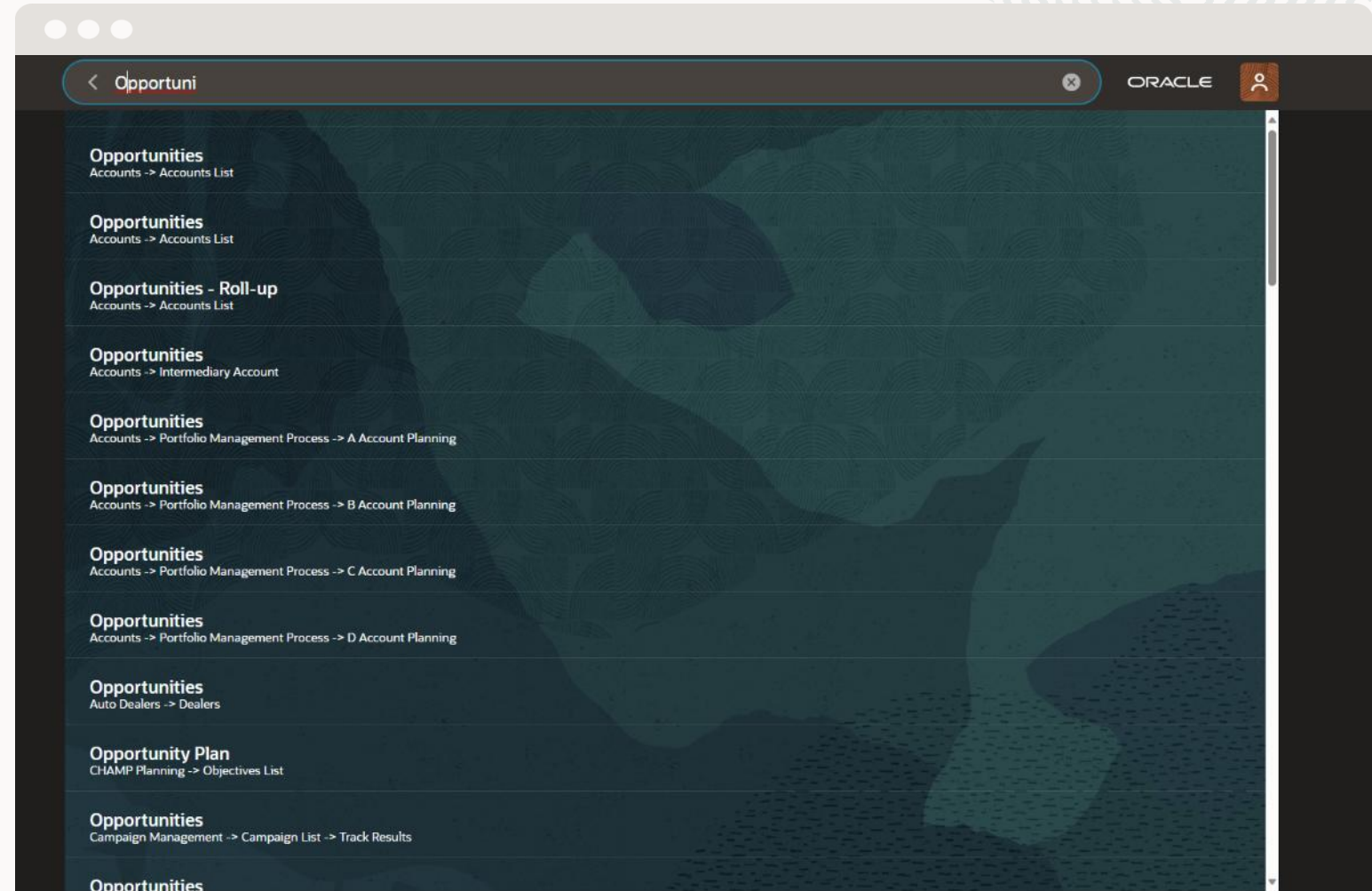


Image shows the Redwood UX for Siebel CRM



Web Component Framework

Accelerating Redwood UX innovation with Oracle JET

Faster Innovation

- Rapid UI Development
- Redwood OJET Library Usage
- Faster assembly of new user experiences

Lower Total Cost of Ownership

- Low-Code Extensibility
- Seamless Metadata Integration
- Reduced reliance on custom JavaScript code and maintenance effort

Future-Ready

- Supports B2C, B2B, and AI-driven assisted experiences
- Reusable component model (OJET)
- Flexible, composable UI architecture

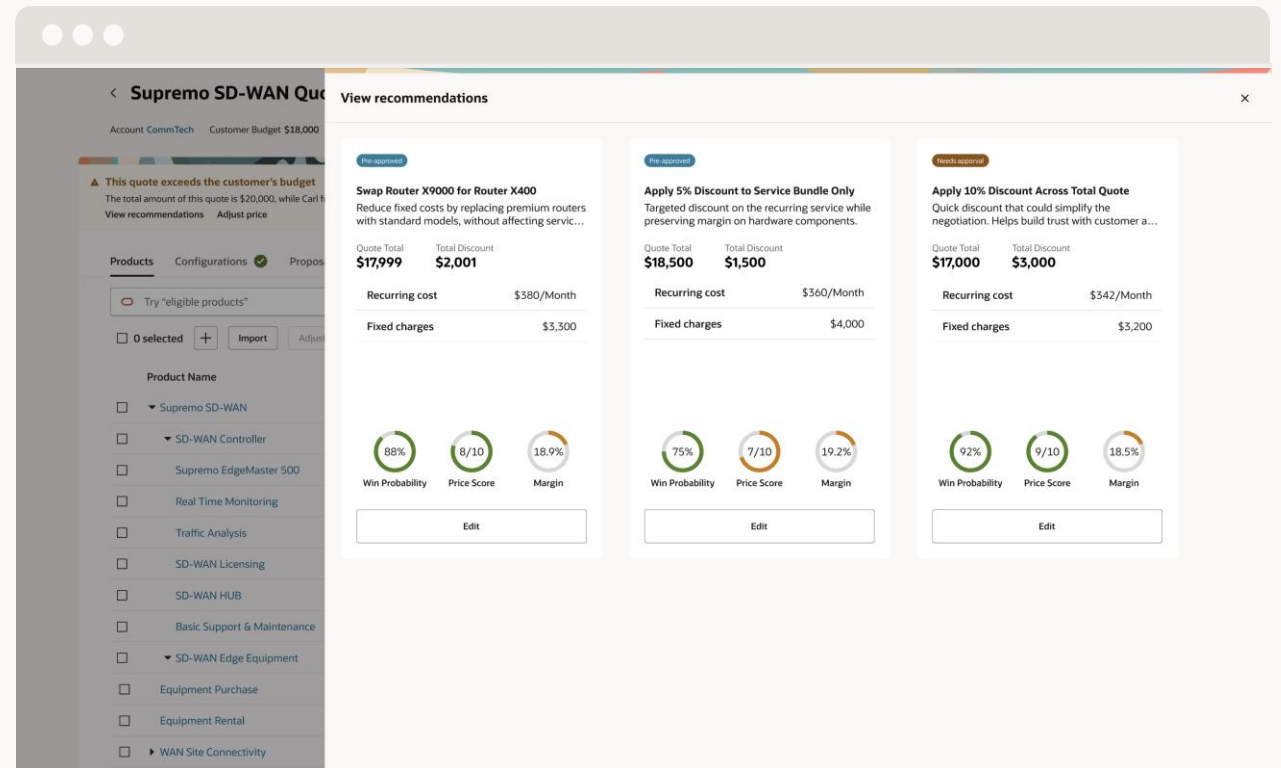


Image shows UX example with Oracle JET components

Intelligent Search

Efficient & Fast Data Retrieval

Enables users to quickly find relevant information across Siebel business entities via OpenSearch.

Unified User Experience

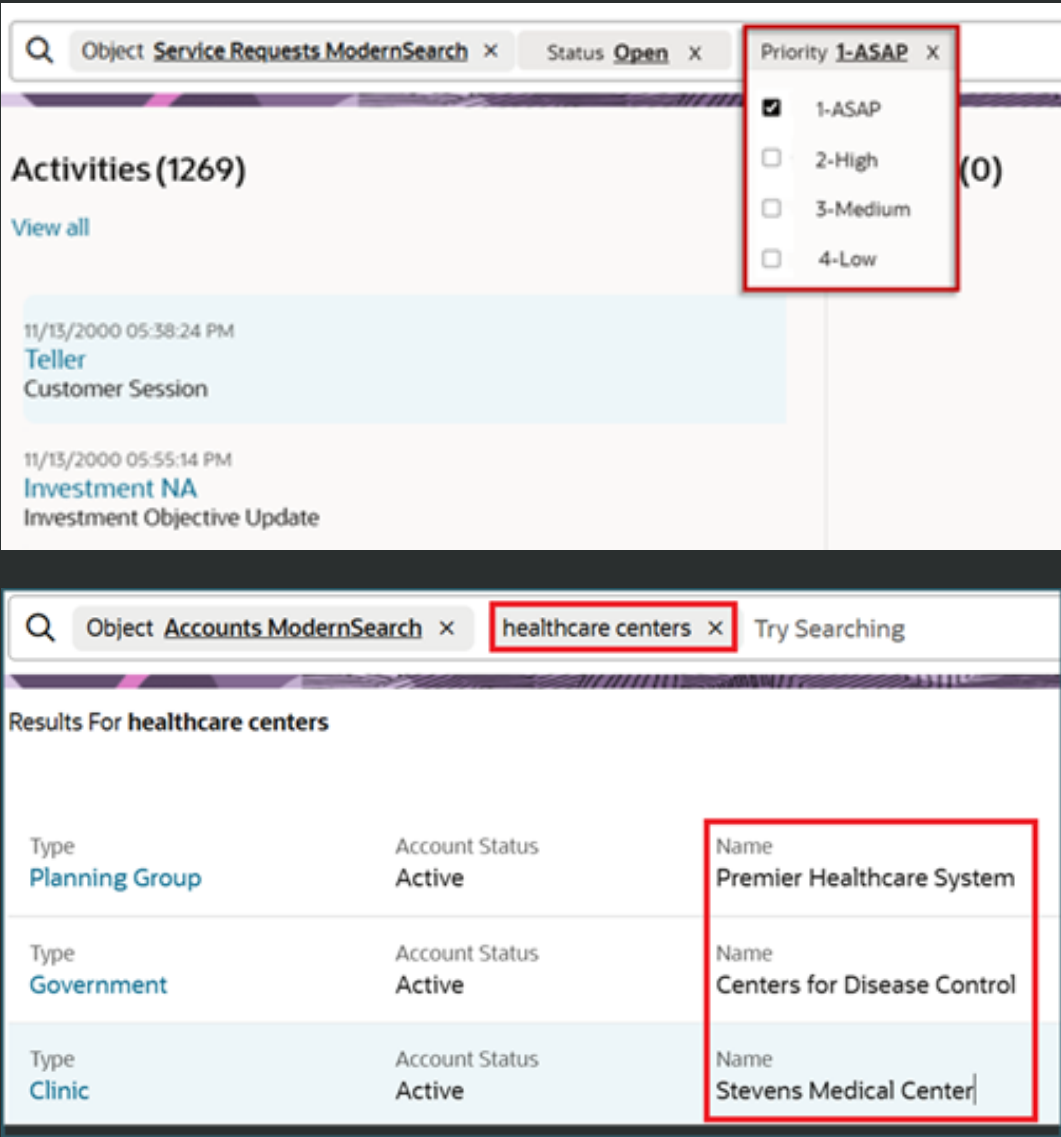
Offers an intuitive, user-friendly search interface that supports keyword and semantic search.

Access Control

Provides tailored search results based on user roles and visibility rules to ensure data access security.

Enterprise-Grade Performance

Supports fast, reliable search and analysis across large data volumes.



Talk to Your Data

Unlimited possibilities with the Oracle AI database

- Empower Super Users or Senior Leaders with simple to use, natural language apps
- Results returned as Tables or Graphs for easy visualization
- Accelerate delivery of business insights and KPIs, where custom reports or analytics isn't necessary
- Run Siebel CRM on Oracle 26ai database, no ETL or Dashboarding required. No need to replicate your data anywhere.
- Customized Siebel CRM – no problem
- Embrace your mission-critical CRM, improve user adoption and application perception with AI interaction paradigms

How many Jobs are Past Due?

What was the biggest order from our largest customer?

How much credit does customer XXX have?

How many employees have more than 10 sick days this year?

When does customer XXX warranty expire?

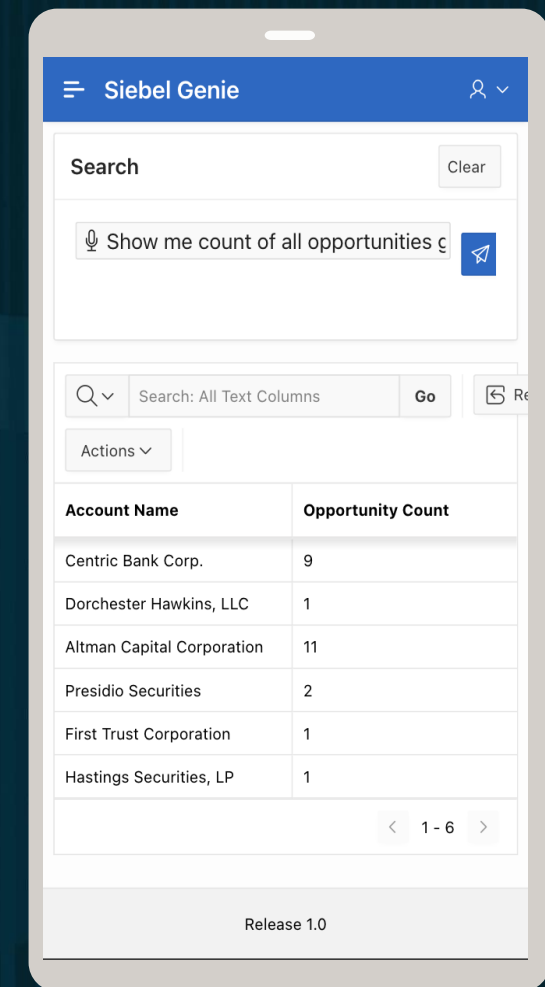


Image shows Siebel Genie in mobile device form factor

Siebel 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.

Leverage standards and tools your architects are familiar with - capable of operating at extreme scale.

Choose the Integration that meets your requirement

Web Services

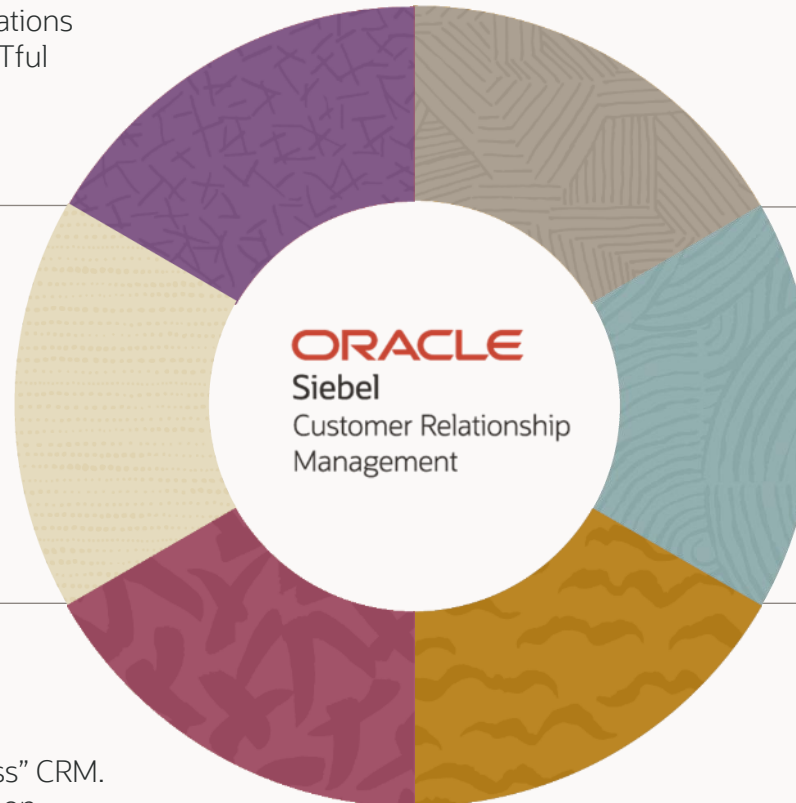
- Expose Siebel functionality to external applications via REST/SOAP by using a standardized RESTful interface to access Siebel business objects, business services, and repository objects.

Event Driven Architecture

- Enables publish-subscribe (pub-sub) model for asynchronous communication between Siebel components and external systems, leveraging Kafka enabling scalability and fault tolerance.

Open Integration

- Complete, open interoperability of a “Headless” CRM. Maximizing re-use by generating APIs based on customized Siebel artifacts of Applets, Business Components (BC), Business Services and Workflows etc..



Oracle Integration Cloud

- Middle integration using Platform as a Service (PaaS) offering that provides a suite of tools for connecting applications, data, and processes, both in the cloud and on-premises.

Connectors & Adapters

- Offers pre-built adapters for communication with external popular applications and services, making it easier to connect to systems.

Custom Integration

- Build custom integrations in Web Tools using Low code / No Code with Integration Objects, Business Services and Workflows.

Siebel Open Integration

One Enterprise Engine. Use for Every Experience.

Enablement of Agentic AI experience

Build agents, assistants and intelligent experiences without changing Siebel's proven business logic.

Headless CRM

Siebel processes, data, and rules are securely exposed via APIs and reused across all channels.

Innovate faster, with lower risk

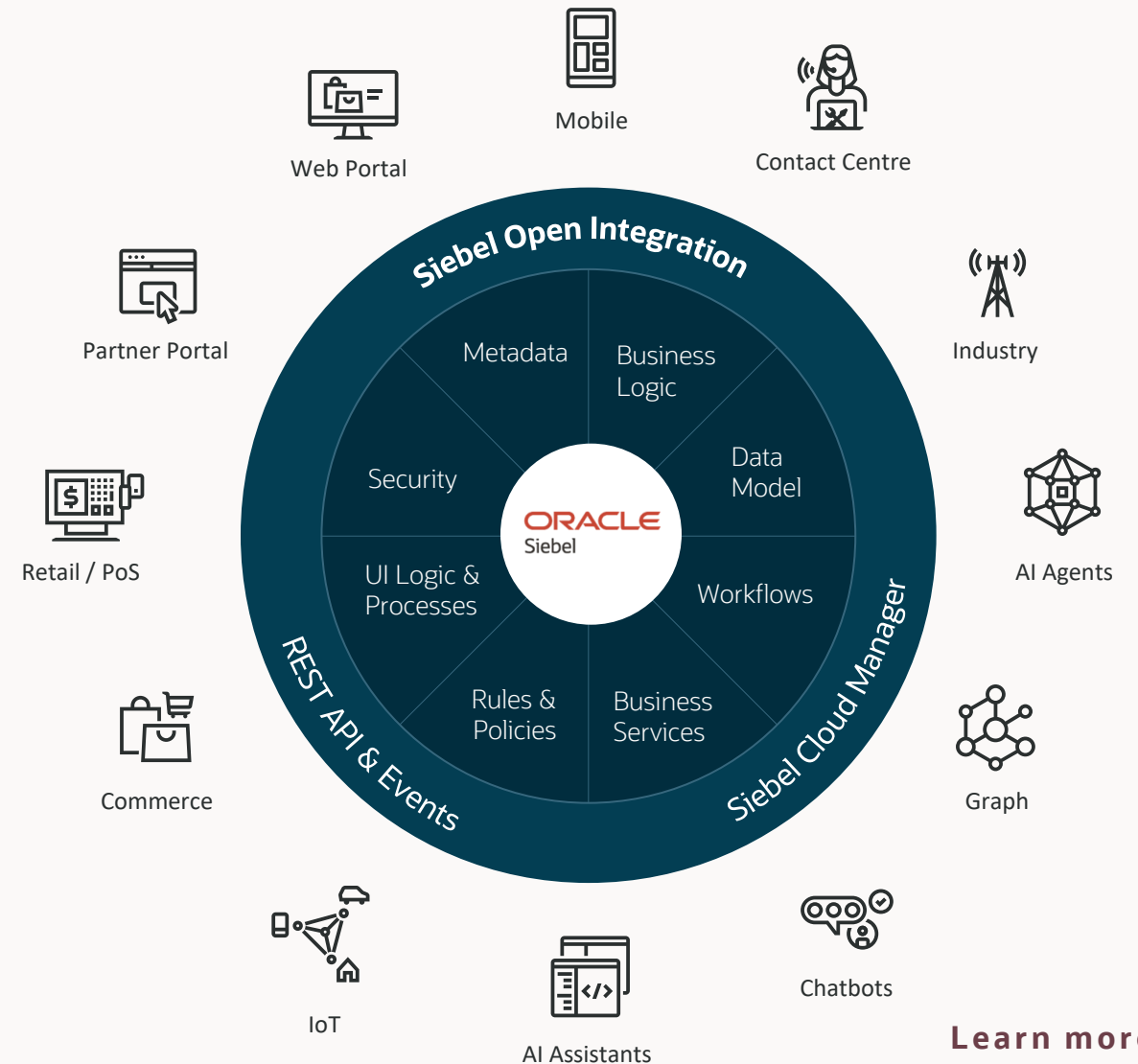
Digital-first UX, channels, and bespoke interfaces can be created independently of the CRM core.

High value from existing investment

Extend and modernize Siebel CRM without rip-and-replace or large-scale re-implementation.

Future-ready by design

Supports AI-driven UX processes, industry apps, IoT, and channels that don't yet exist.



Learn more



Siebel Open Integration - Use Case Themes



Modern UI / Headless Experiences

Build new interfaces (self-service, brand-specific front ends, mobile apps, React / Angular UIs) on top of Siebel data & logic

Headless = complete open access to Siebel for AI, Customer, Partner, Employee...



Omnichannel Integration

Orchestrate processes across channels and drive consistency (web, call centre, self-service, partner/dealer, IoT events)



AI & Cognitive Automation

Enable AI systems to call Siebel processes as APIs at any level (not just through business objects) and drive AI-assisted agents and robotic process automation



Third-Party Systems & Cloud Apps

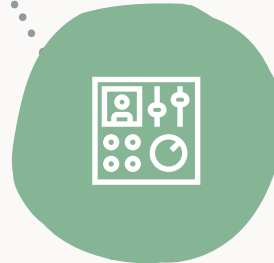
Connect Siebel to modern cloud services (CX, ERP, Billing, HCM, OCI services) via REST APIs

Integration
Flexibility &
Adaptability
= higher ROI



Headless CRM

API access to key components of the Siebel application for true “headless” interoperability, powering Agentic AI, microservices, advanced UX...



Low Code/No Code

Simplified application integration by using visual interfaces and pre-built components, reducing the need for extensive coding. Build integrations, faster and more efficiently.



Highly Performant & Scalable

Proven linear scalability, high performant Siebel REST APIs continue to drive digital transformation for customers



Democratization of Data & Business Process

Making data and business insights accessible and usable by everyone in an organization, regardless of their technical expertise, instead of limiting it to specialized teams or individuals.

Siebel CX

Combining mission-critical Enterprise CRM with the ever evolving best of breed Oracle CX applications. A “Better Together” strategy to **accelerate growth** without starting all over again.

Blending the best of both worlds to create a better path forward

Combine Siebel CRM Industry applications as a core, open, interoperable platform with targeted Fusion CX solutions

Cost effective, complete control, tailored solutions

Flexibility to continue to reshape and reconfigure the solution to **meet your needs as they evolve over time**



Knowledge Management

- Integration with Oracle Knowledge enhances Service Management
- Provides easy access to knowledge for Call Center agents, Case Workers etc.
- Create a knowledge repository of articles managed with keywords
- Siebel application user experience:
 - Search the most appropriate article
 - Read, rate, and suggest changes to the article
 - View related articles, modify the search if needed
 - Link the searched article to the SR
- Efficient knowledge management can lead to significant cost savings for service organizations

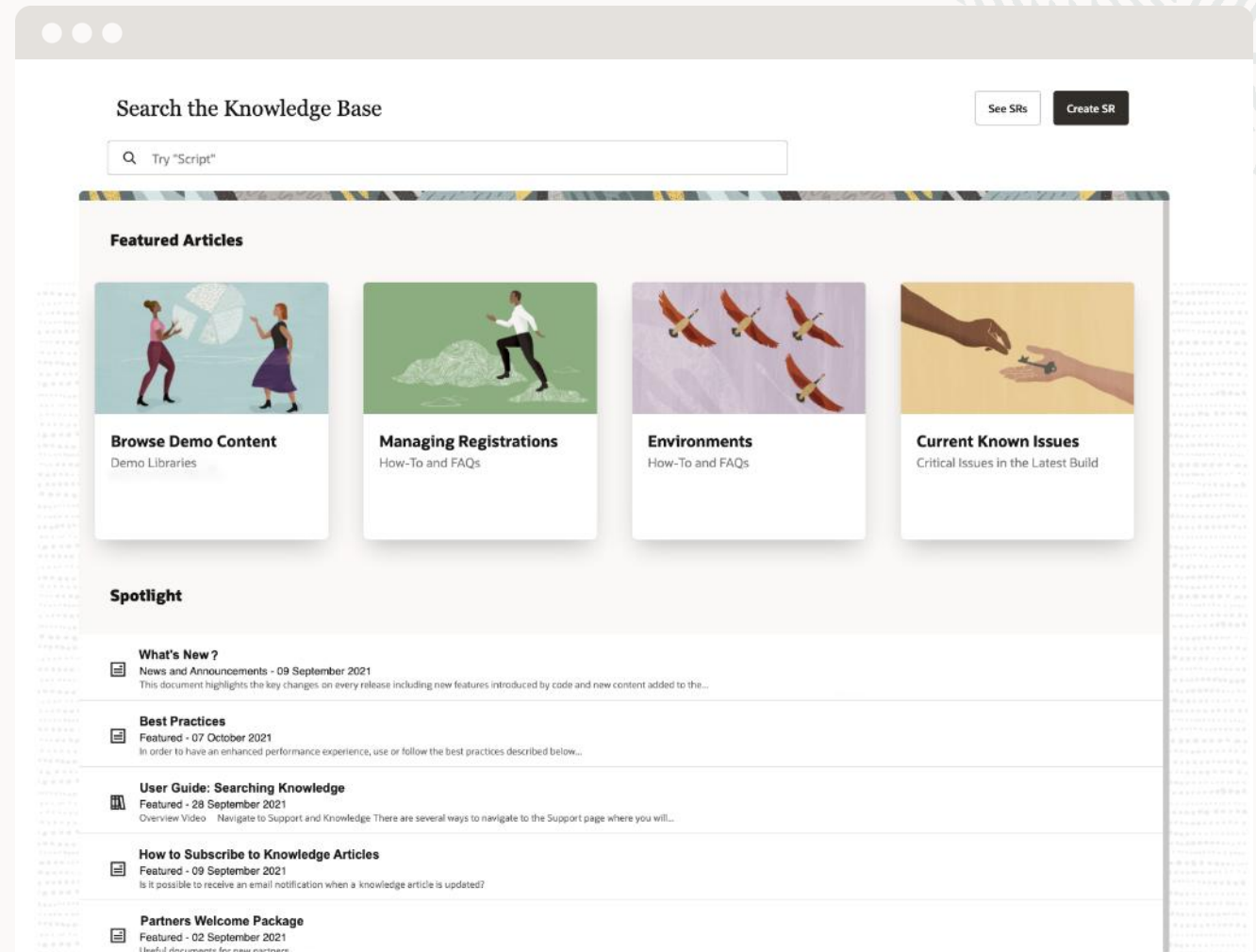


Image showing Oracle Knowledge Management



Enhance Customer 360 with Oracle Unity

What is Oracle Unity?

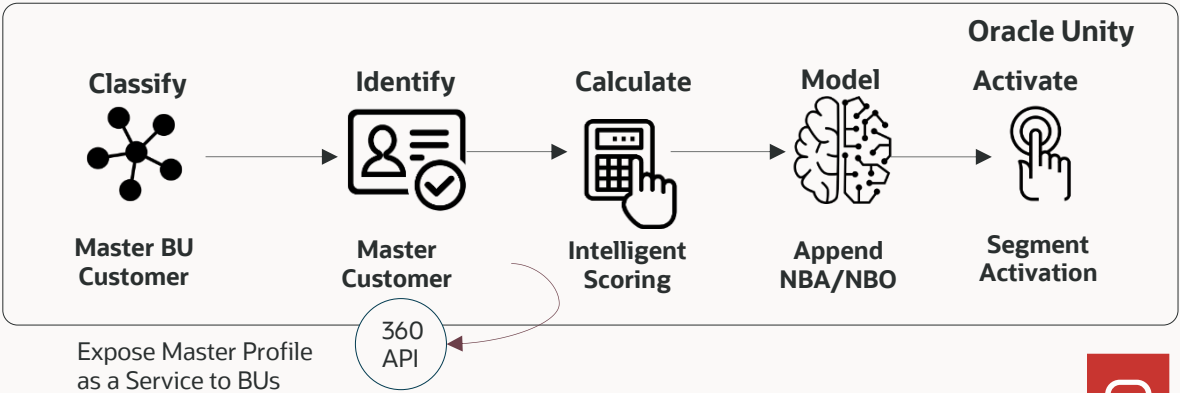
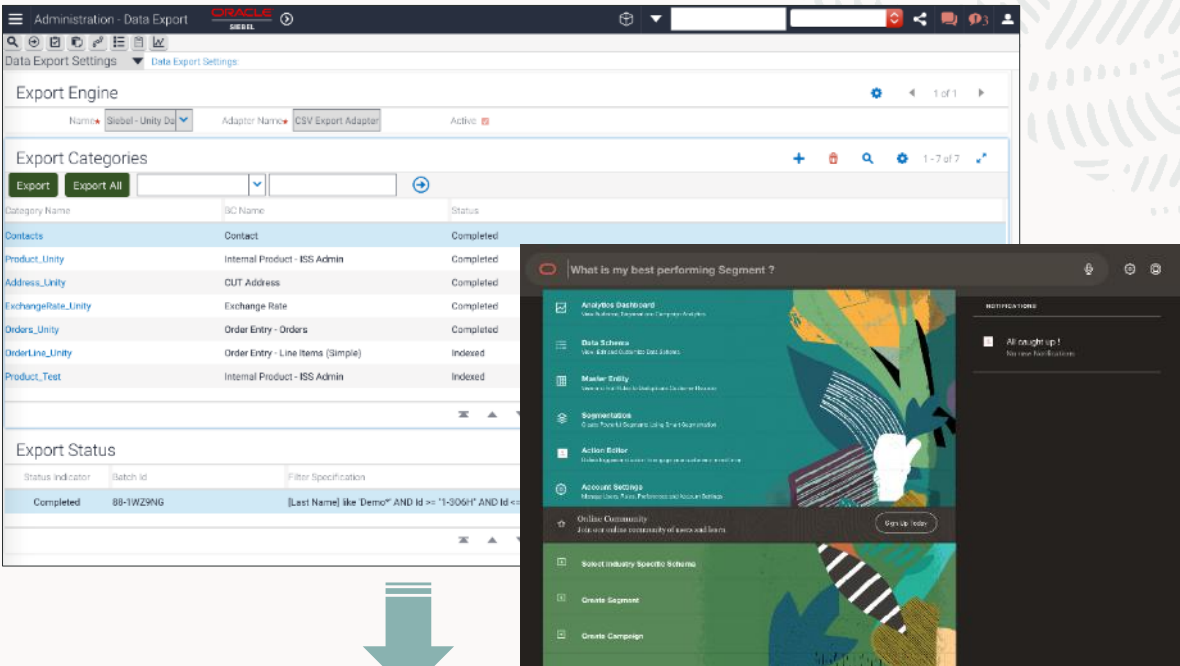
- Siebel customers can enhance their Customer 360, with AI-enabled customer profiles, for enhanced segmentation and customer analytics features.

What are the use cases?

- Combine customer data from online, offline, and third-party sources to create a single, dynamic, real-time view of each customer.

Value to Customers

- Many organizations use Siebel as their Customer Master, can now enhance Customer 360 intelligence with Unity
- Customers using Siebel & OBIEE for segmentation can perform advanced segmentation with Unity.
- The Unity integration is ideally suited for any Siebel customer looking for segmentation / analytics features.



Sophisticated Industry Innovation

- **Oracle's Gen2 Cloud infrastructure** makes it easier for Siebel CRM Industry applications to co-exist with other Oracle technologies.
- All the services you need to build, run, scale and innovate in complex industries with the flexibility to adapt to future disruptive market shifts.

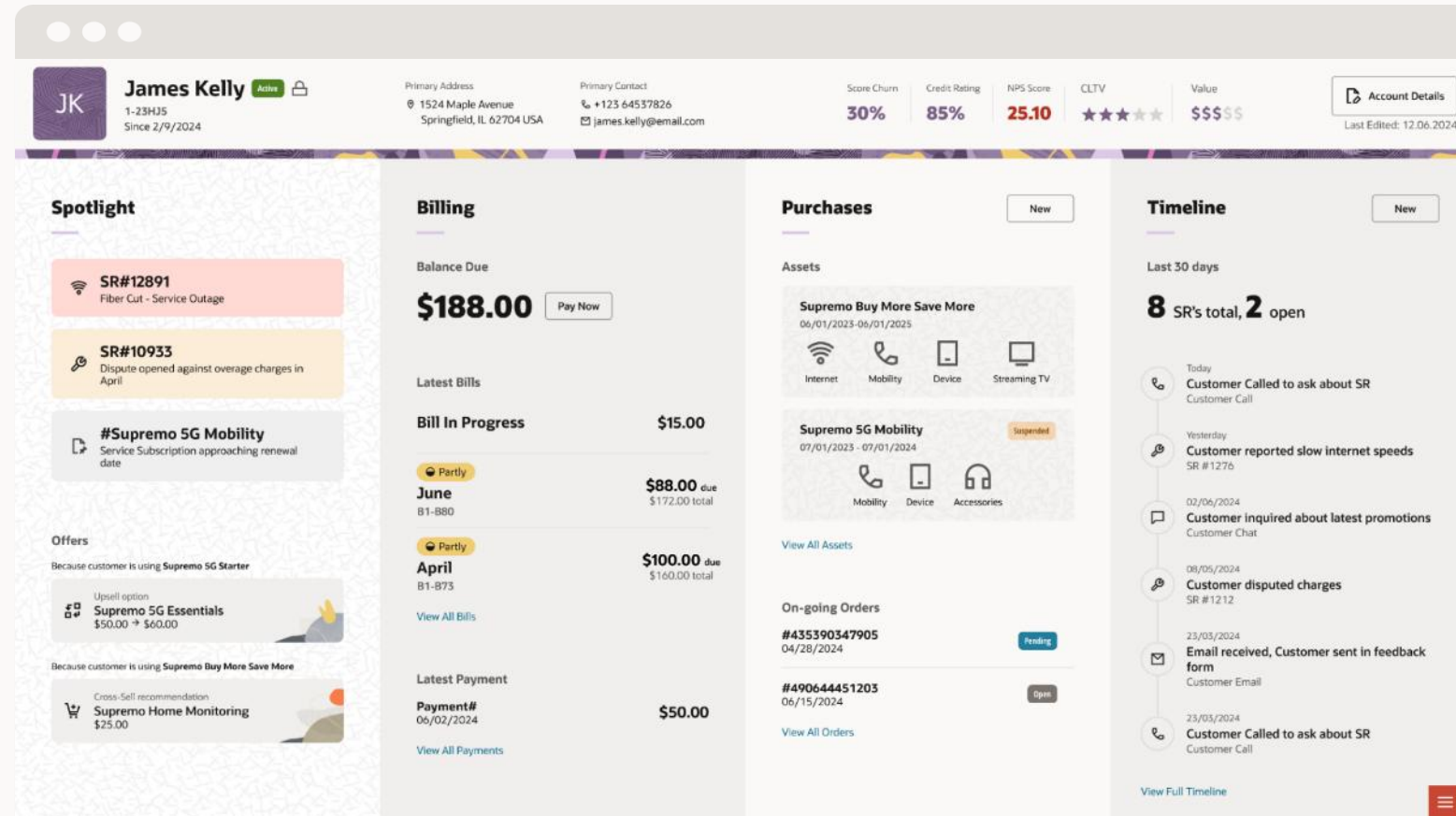


Image showing Oracle Digital Business Experience powered by Siebel CRM



Siebel AI

Evolve from “system of record” to a “**system of intelligence**” with our open and flexible platform approach to leverage full stack AI directly within Siebel CRM.

Activating Enterprise Intelligence with Siebel

AI grounded in decades of industry-specific enterprise knowledge



Siebel's true value is the enterprise knowledge encoded in each implementation & its flexibility to support Industry-specific solutions



What Enterprises need..

AI grounded in enterprise knowledge – not bolted on



The Transformation..

From traditional systems of record to AI powered systems of intelligence



The Approach..

- *Ground AI in enterprise knowledge – data, process & configurations*
- *Expose capabilities as controlled & governed AI-consumable actions*
- *Ensure compliance and domain constraints by design*
- *Enable hybrid execution for on-premises & cloud*

AI-Assisted Experiences



Developers



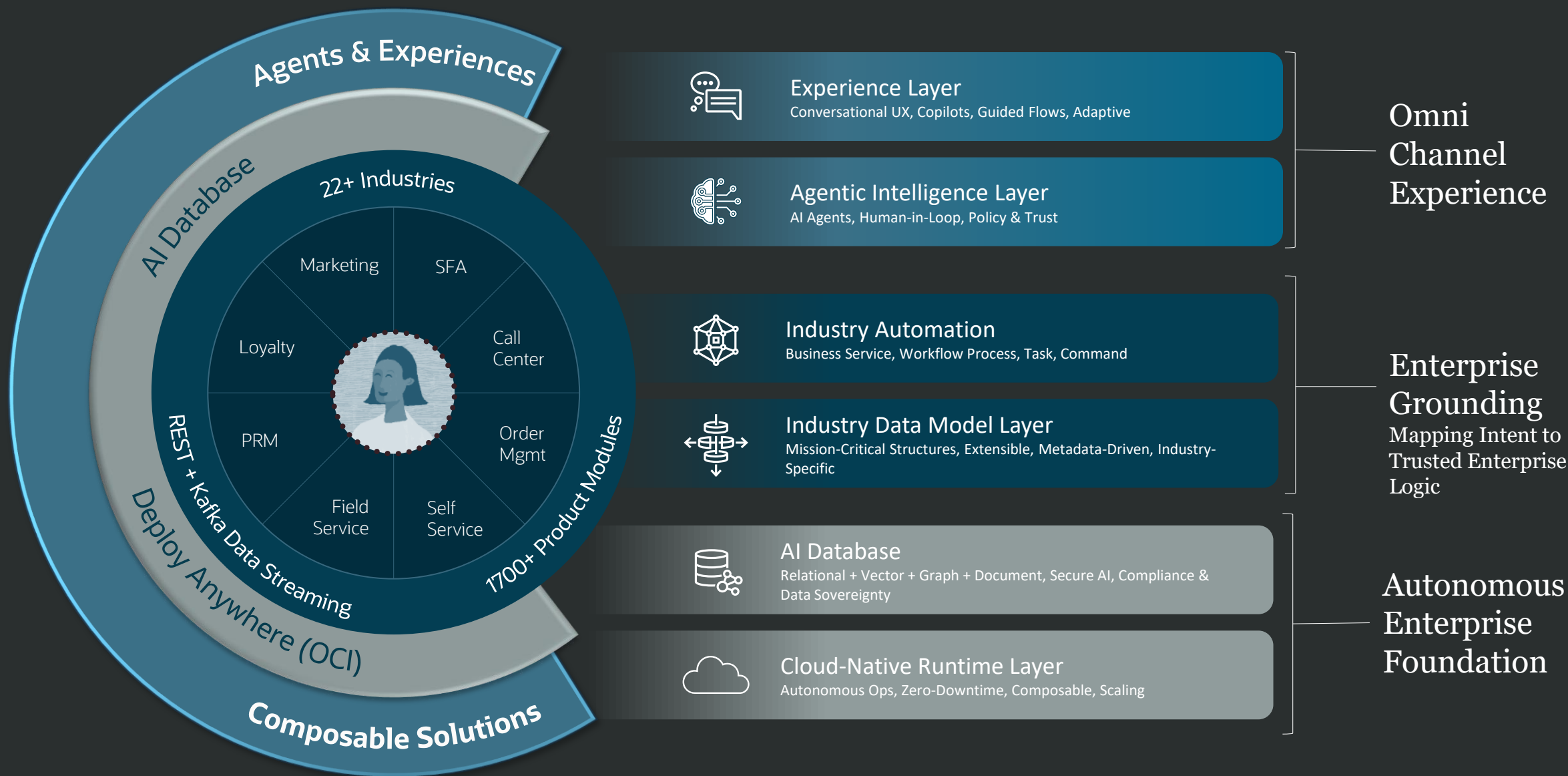
Operators



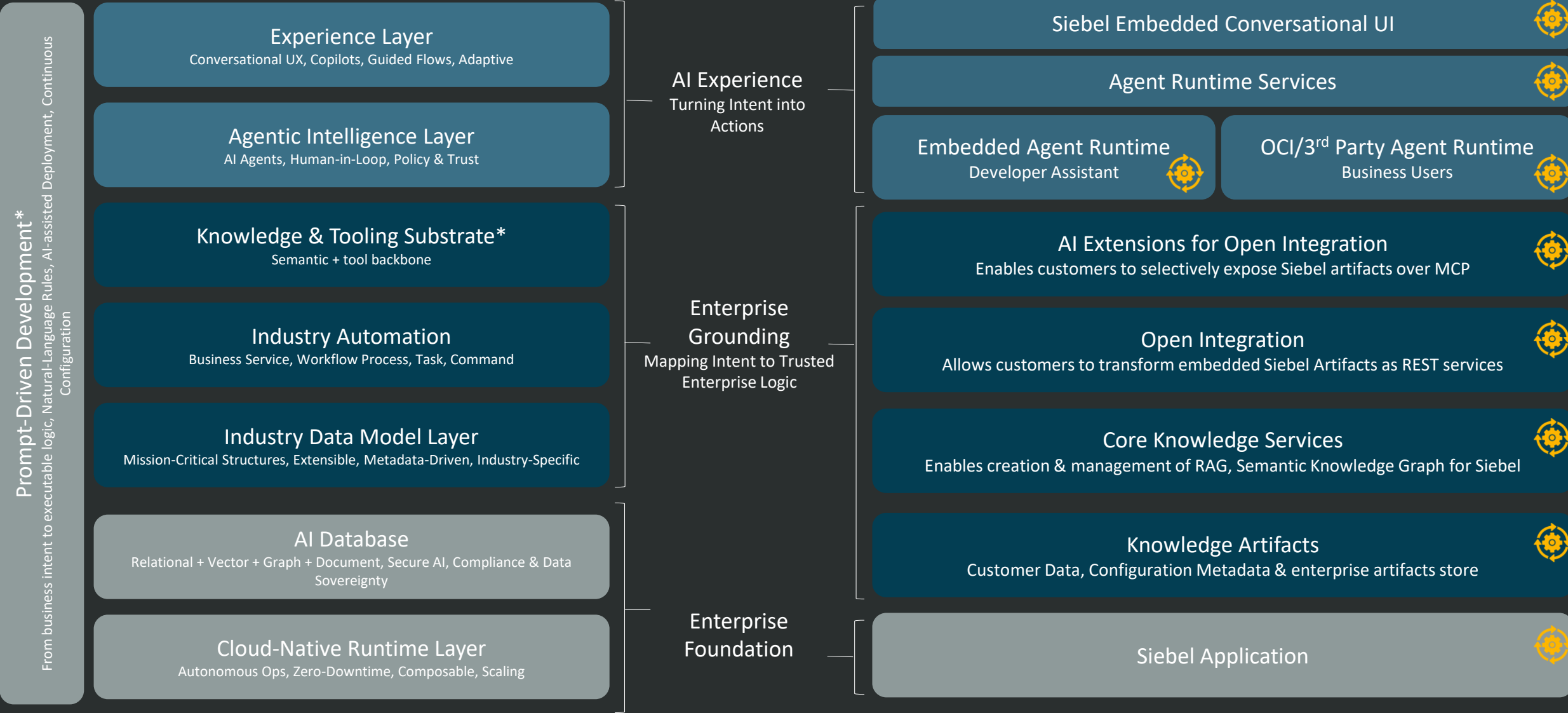
Business Users

Consistent, domain-aware AI experiences across all personas

From Customer-Centric Solutions



From Customer-Centric Solutions... to Your Autonomous Front Office



Why Siebel AI

Enabling organizations to focus on scaling outcomes

Enterprise AI Adoption Today

- ❖ AI initiatives often begin as isolated pilots
- ❖ Scaling requires deep integration with enterprise data and workflows
- ❖ Moving to production demands **continuous investment in rapidly evolving AI capabilities**
- ❖ This can slow down iteration and delay business impact

The challenge is not starting AI – but scaling it efficiently and sustainably

Siebel AI allows teams to focus on business outcomes – not underlying AI infrastructure

Where Siebel Adds Value

- ❖ Builds on existing enterprise knowledge and workflows
- ❖ Provides a **stable foundation for AI integration & execution**
- ❖ Abstracts the complexity of evolving AI building blocks
- ❖ Enables controlled, compliant, and consistent AI adoption

What This Enables

- ❖ Faster transition from pilots to production
- ❖ Rapid iteration of AI-driven use cases
- ❖ Consistent and governed execution across the enterprise
- ❖ Reduced operational overhead in managing AI capabilities

Siebel absorbs the complexity of evolving AI foundations – so you can focus on delivering business value faster

Embed AI Services Into Existing Processes

AI and Generative AI use cases configurable in Siebel today

Analysis

Classification

Summarization

Writing Assistance

Service

Speech-to-Text Transcription*

Detect Personally Identifiable Information*

Detect Private Health Information*

Mask Personally Identifiable Information*

Mask Private Health Information*

Replace Personally Identifiable Information*

Replace Private Health Information*

Remove Personally Identifiable Information*

Remove Private Health Information*

Service Request Classification*

* Pre-configured

Case Classification

Chat Summarization

Customer Feedback Summarization

Case/Incident Summarization

Summary of Equipment Maintenance

Email/Service Request Translation

Image Classification

Generated Satisfaction Score (GSAT)

Generate Knowledge Based Article from Service Request

Complaint Attribute Generation

Identify Tables, and Key Values

Sales

Win Stories from Won Opportunities

Meeting Notes Summarization

Draft or Revise Sales Pitch Emails

Meeting Follow-Up Email

Marketing

Generate and Refine Campaign Email Content

SMS Push Assisted Authoring

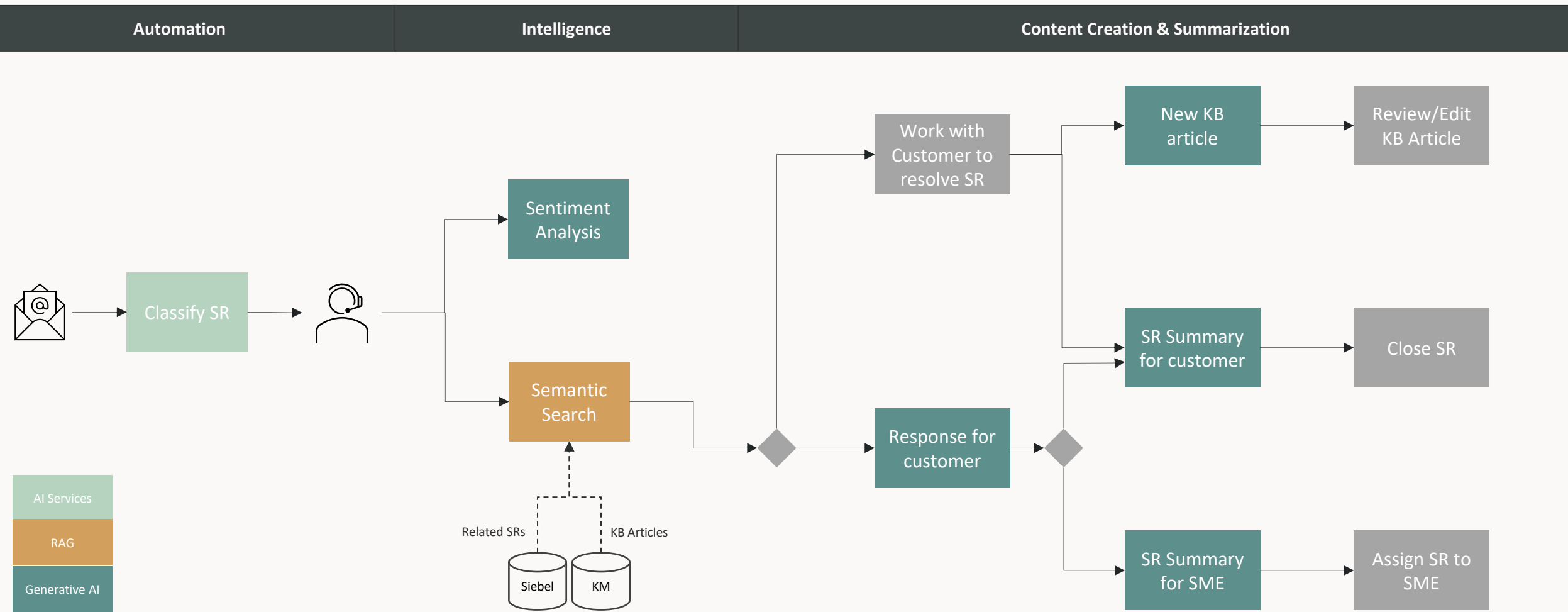
Email Subject Line Generation

Opportunity Scoring Model

...and many more

Addressing the end-to-end needs of enterprise customers

Example Service flow embedding AI into existing workflows



ROI Potential for AI

A single use-case:



1 agent spends **1 hour per day** summarizing SRs and call activity (after call work)



1 hour per day, for 240 workdays per year, equals 240 hours / **10 days per year**



This represents a productivity gain for just **1 single use-case** for **1 agent** in service



With a workforce of **100 agents**, imagine the possibilities of **1,000 extra days** per year?



Bring GenAI to Your Data with Oracle database 26ai

- Build AI powered bots that enable **Business Users** to query Siebel data using natural language.
- **Accelerate decision making** through instant query generation.
- **Reduced IT administrative costs** for building customized reporting tools & dashboards.
- **Traceability** - validate & verify correctness of the AI generated query.
- **Increased workforce productivity** by reducing upfront training for new employees.
- Using Select AI with RAG, enable LLMs to understand your data model and generate SQL queries for natural language questions.

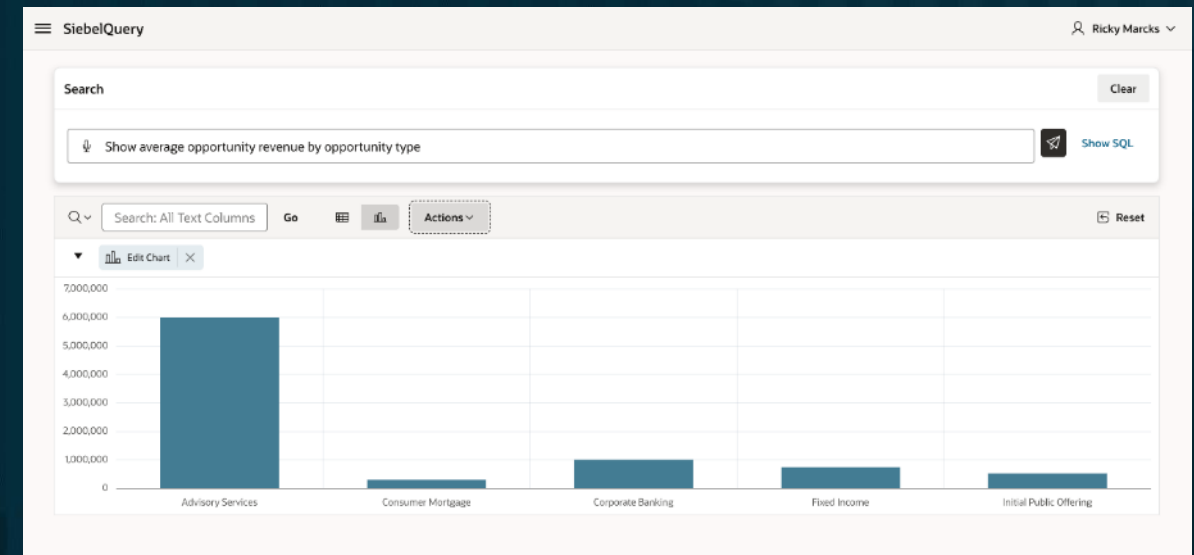
SiebelQuery Ricky Marcks

Search Clear

🔍 Show me all accepted opportunities and associated account name Show SQL

Q Search: All Text Columns Go Actions Reset

Opportunity Name	Account Name
North America SMB Tradeshow - Jack Nichols	Fast Track Career Consulting
Honeywell Automation Master SLA Renewal 2008	Honeywell International
Marriott Single Drive: 48x CD-RW Drive - 2500 units	Marriott International HQ
Wireless Keyboard and Optical Mouse	Marriott International HQ
Honeywell Aerospace 200 2400 Desktops	Honeywell International
2008 Year End Loader purchase	Capitol Construction
Wireless Keyboard and Optical Mouse	The Dial Corporation
Puma Sports - Canon Powershot 5500 Digital Camera	Puma Sports, Inc.



Siebel CRM and **Oracle AI Database** runs everywhere

Read more



On-Premises



Exadata



Database Appliance



Your Hardware

Hardware of your choice

- The performance, scale, availability of Exadata

Cloud@Customer



Exadata
Cloud@Customer



Dedicated
Region

Location of your choice

- Full cloud automation, features, and performance in your data center

Public Cloud

ORACLE
Cloud
OCI



Azure



Google Cloud



Amazon

Leading cloud of your choice

- Full Exadata Cloud capabilities
- Sub-millisecond latency
- Use existing cloud vendor credits

AI for Everyone, AI Everywhere

Helping everyone accomplish more with Agents & Assistants

Users & Customers

Use applications to sell, market, service, and transact.

- Faster, 24/7 customer service
- Optimized sales processes
- Enhanced personalization
- Automated convenience
- Automated and intelligent marketing
- Enhanced analytics and forecasting

Developers & Architects

Build, extend, configure, and maintain applications.

- Automated code & repository generation
- Enhanced productivity
- Improved code quality
- Automated testing
- Data-driven decision-making

Operators

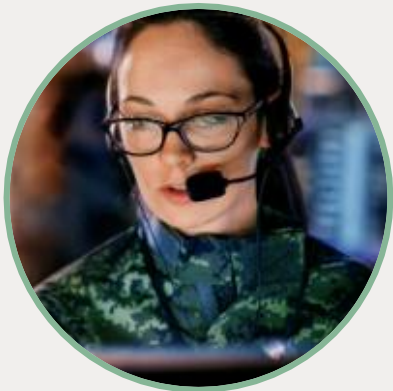
Run and manage the Siebel platform 24x7x365.

- Crash detection & performance resolution
- Predictive failure prevention
- Upgrades & updates
- Disaster recovery
- Enhanced security and threat detection
- Reduced operational costs
- Automated routine tasks
- Capacity planning

Guided Sales Assistant

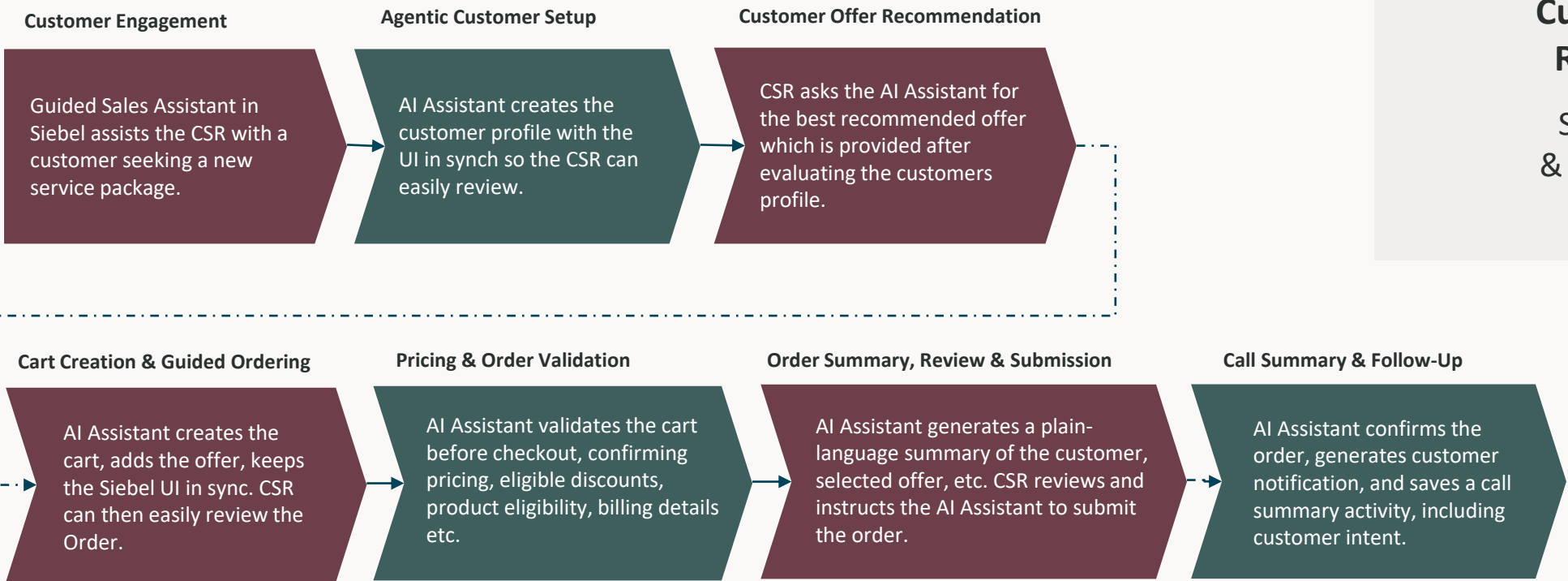
Agentic Sales Journey for the Contact Center

- Goal:**
Identify resolution and enact changes.
- Outcomes:**
 - ✓ Ask AI to identify best product recommendation.
 - ✓ Use AI to guide the CSR through the sales process.



Customer Service Representative

Seamless Service & Order Experience



[View Demo](#)



Guided Sales Assistant

- AI Assistant automates the end-to-end sales journey, with the CSR acting as a **human-in-the-loop**.
- **AI Assistant drives the flow** - contact creation, product discovery, cart creation, configuration, pricing, and order finalization.
- **Conversational UX** with natural language interaction to trigger actual system actions (search catalog, add to cart, configure offers, apply discounts).
- **Context-aware orchestration** - Assistant understands customer context, journey stage, and prior actions to drive next best action.
- **Intelligent recommendations** - offers, bundles, and configurations without requiring manual exploration.
- **Dynamic UI** automatically adapts in real time based on the current step in the agentic journey.

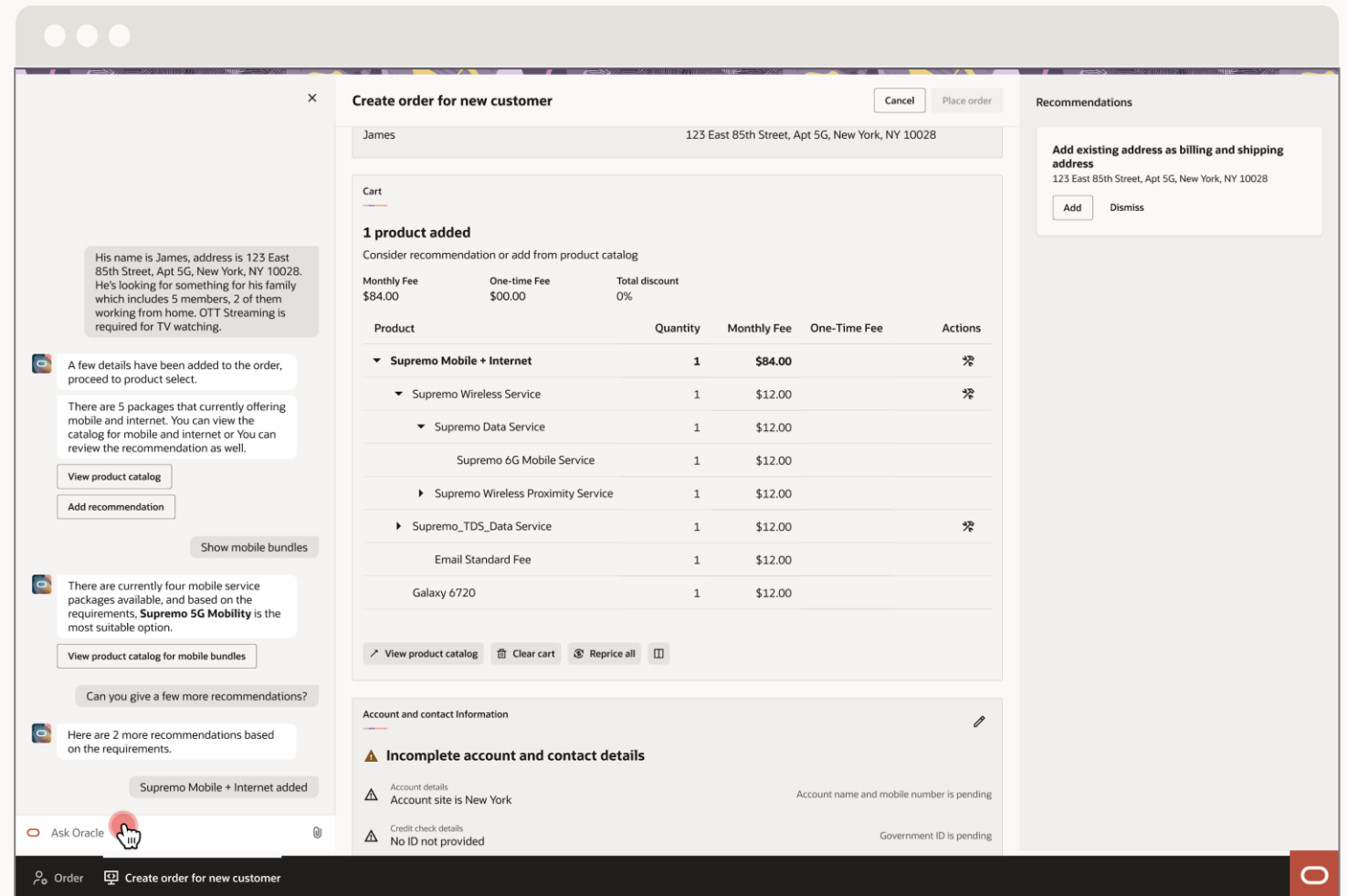
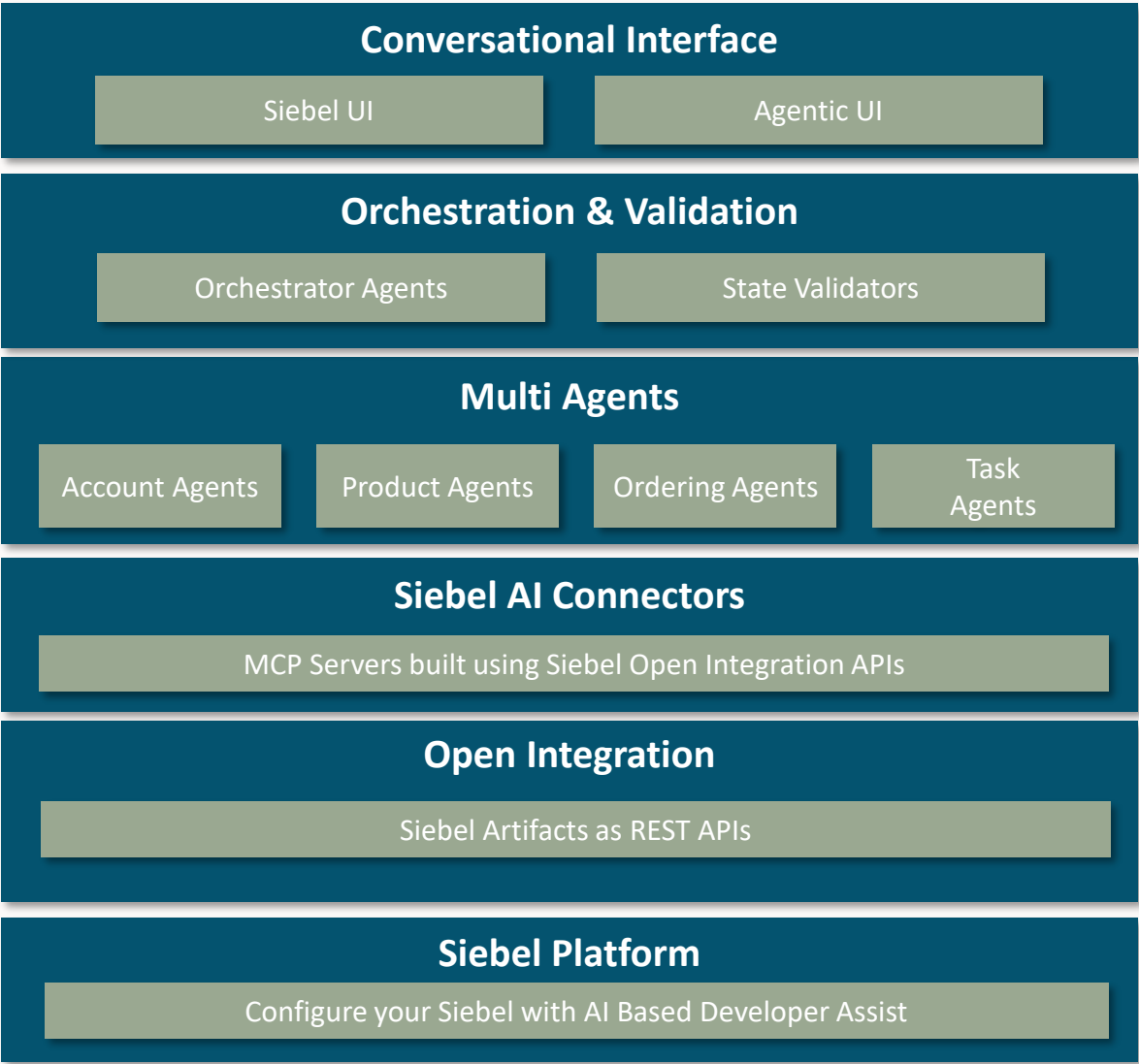


Image shows UX example with Oracle JET components

Guided Sales Assistant

- Autonomous execution of end-to-end Siebel process with Human in the Loop when needed
- Built in Intelligence to provide recommendations
- Natural language interaction
- Context-aware orchestration
- Closed-loop agentic bi-directional UI

Autonomous Siebel CRM in Action – Foundational Blocks



Conversational UI

Framework for launching, coordinating, and scaling AI assistant experiences inside Siebel.

- Access to Siebel context
- AI Assistant context – which, what & when?
- Bi-directional context exchange between Siebel UI & AI Assistant
- “Human in the Loop” to ensure accuracy
- Sessions & History

The screenshot displays the Siebel Sales Assistant interface, which is a conversational UI for managing customer data. The interface is divided into two main sections: a left sidebar for account details and a right pane for the assistant's conversation.

Left Sidebar (Account Details):

- Search:** A search bar with the text "* All Accounts/Co".
- Navigation:** A gear icon, a back arrow, "1 of 1+", a forward arrow, and a refresh icon.
- Account Type:** Residential (dropdown menu).
- Account Class:** Customer (dropdown menu).
- Status:** Active (dropdown menu).
- Account Team:** SADMIN (with a magnifying glass icon).
- Organization:** Default Organization (with a magnifying glass icon).
- Currency:** USD (with a magnifying glass icon).
- Price List:** Master Price List (with a magnifying glass icon).
- Records:** A section showing "No Records" with a gear icon and a refresh icon.
- Table:** A table with columns "file", "Service Point #", and "Service Descript".

Right Pane (Siebel Sales Assistant):

The right pane is titled "Siebel Sales Assistant" and contains a conversation with the assistant. The assistant's messages are in a light blue box, and the user's input is in a white box.

Assistant's Messages:

- Welcome. Let's start customer order creation. I'll guide you through the steps.
- Create account Eric Richards
- Account 'Eric Richards' has been created successfully.
- Create contact Eric Richards
- Contact 'Eric Richards' has been successfully created and associated with the account 'Eric Richards'.
- Associate address to the account 1543 Alamosa Dr, Allen, TX, 75013, USA
- Address '1543 Alamosa Dr, Allen, TX, 75013, USA' has been created successfully. Address ID: 88-4AJP18.

User's Input:

Create billing preference with bill type as detail and payment method as credit card 44441

Siebel AI Connectors

Building the enterprise agent contract for Siebel

Whilst REST connects systems, Agents need curated actions, schemas, descriptions, boundaries, and runtime mapping.

Open Integration gives

- Endpoints, methods, and payloads
- System-to-system integration
- Technical resource semantics

The Missing Layer

- What business actions are safe?
- What inputs should the agent collect?
- Which rules constrain execution?
- How is runtime behavior governed?

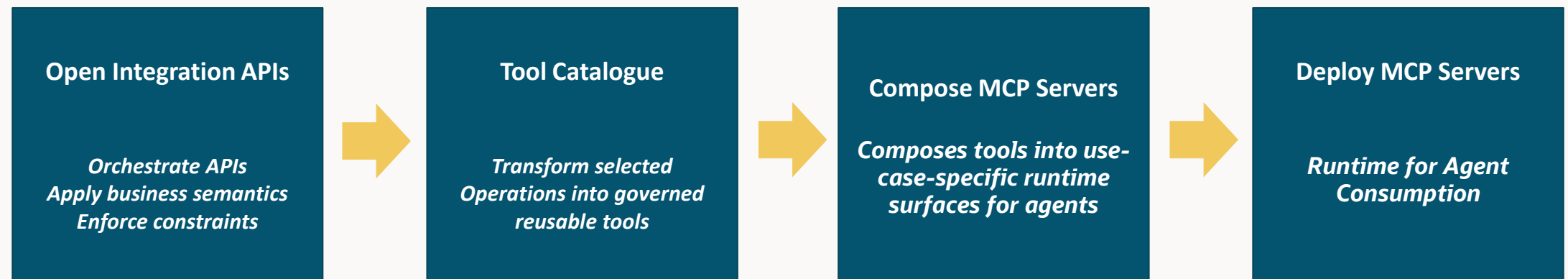
What Agent needs

- Agent-readable descriptions
- Input and output schemas
- Governed boundaries
- Tooling to interact with Siebel

Siebel AI Connectors

Framework to convert Open Integration APIs into MCP Tools

- Siebel provides the agent-ready enterprise action layer.
- Customers and partners choose the agent experience on top.



Benefits

Faster Time to Value

Controlled AI Access

Reuse at Enterprise Scale

Flexibility to choose your Agent Runtime

Siebel AI Connectors

Agentic AI & MCP Framework Demonstration

Sarah Mitchell is a frequent flier Eazy Fly wants to win. The business goal is simple: make loyalty enrollment, transaction review, and issue resolution feel immediate without bypassing enterprise rules.

Use Case

Sarah wants to enroll, opt into a promotion, and make sure her miles are correctly credited.

Eazy Fly needs loyalty to become a relationship engine while it expands across new geographies.

Her first loyalty moments shape trust in the brand.

Today: slow handoffs

- 1 Customer asks for help**
Portal SR or phone CSR interaction
- 2 Loyalty CSR reconciles**
Queue, assignment, eligibility review
- 3 Resolution arrives later**
24-48 hours, sometimes 5 days

With AI: faster outcomes

- 1 Sarah asks once**
Enroll, check miles, resolve the issue
- 2 Agent uses context**
Profile, transactions, eligibility, rules
- 3 Agent acts in Siebel**
Approved action creates outcome

Question: How do developers integrate Eazy Fly's Siebel capabilities into an AI agent, which enables seamless customer journeys for Sarah?

Context-Aware AI with Retrieval Augmented Generation (RAG)

Siebel RAG Framework

- RAG package for Siebel with deployment scripts, setup UI, and prompt configuration
- Enables search and retrieval across structured and unstructured enterprise data

Service Request Similarity Search with RAG

- Identifies previously resolved SRs similar to the active SR
- Computes similarity using AI across standard and custom SR fields
- Searches historical SRs and the Fusion Knowledge Base
- Agents can review and associate matching resolutions

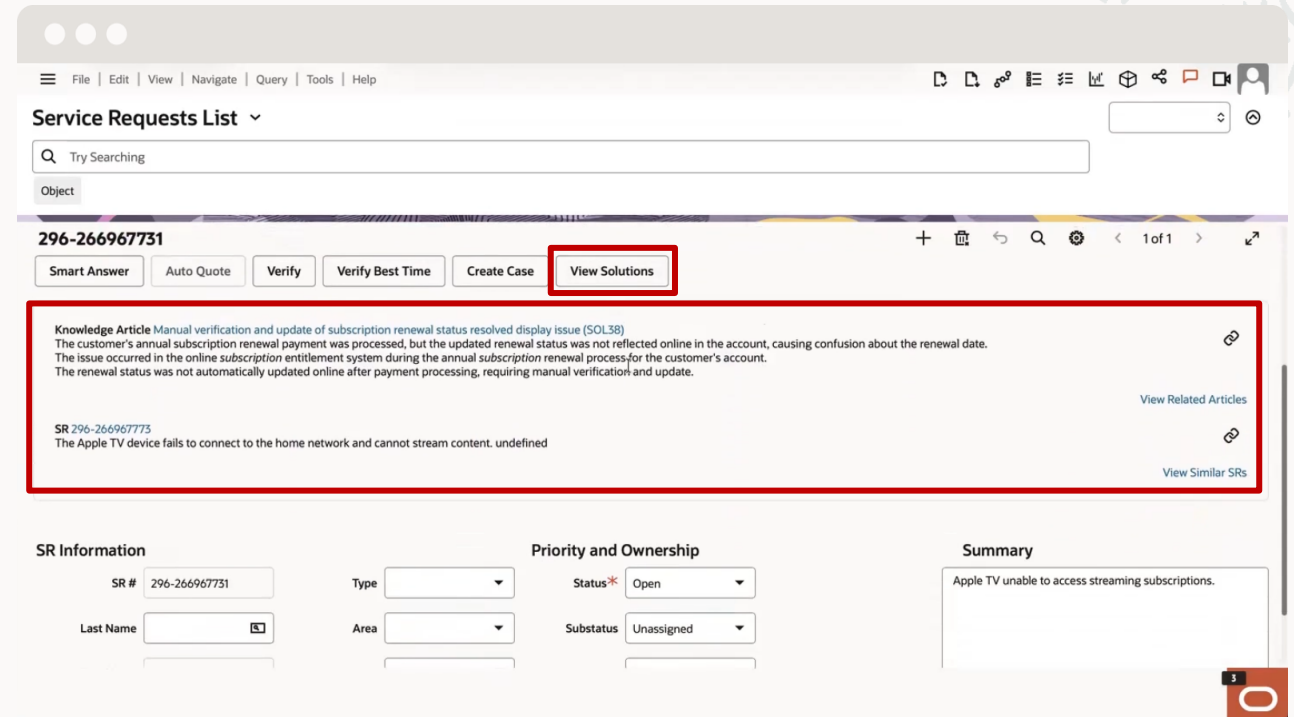


Image shows SR Similarity Search functionality in Siebel CRM

View Demo

Siebel Developer Assistant

Combine Siebel expertise with AI agents

Discover

Find relevant repository objects & understand their relationships & dependencies.

Document

Explain current configurations & capture reusable development context.

Plan

Turn developer intent into an inspectable implementation plan.

Configure

Apply repository changes through governed Oracle tooling.

Human
Review

Governed
Changes

Active
Workspace

Traceability

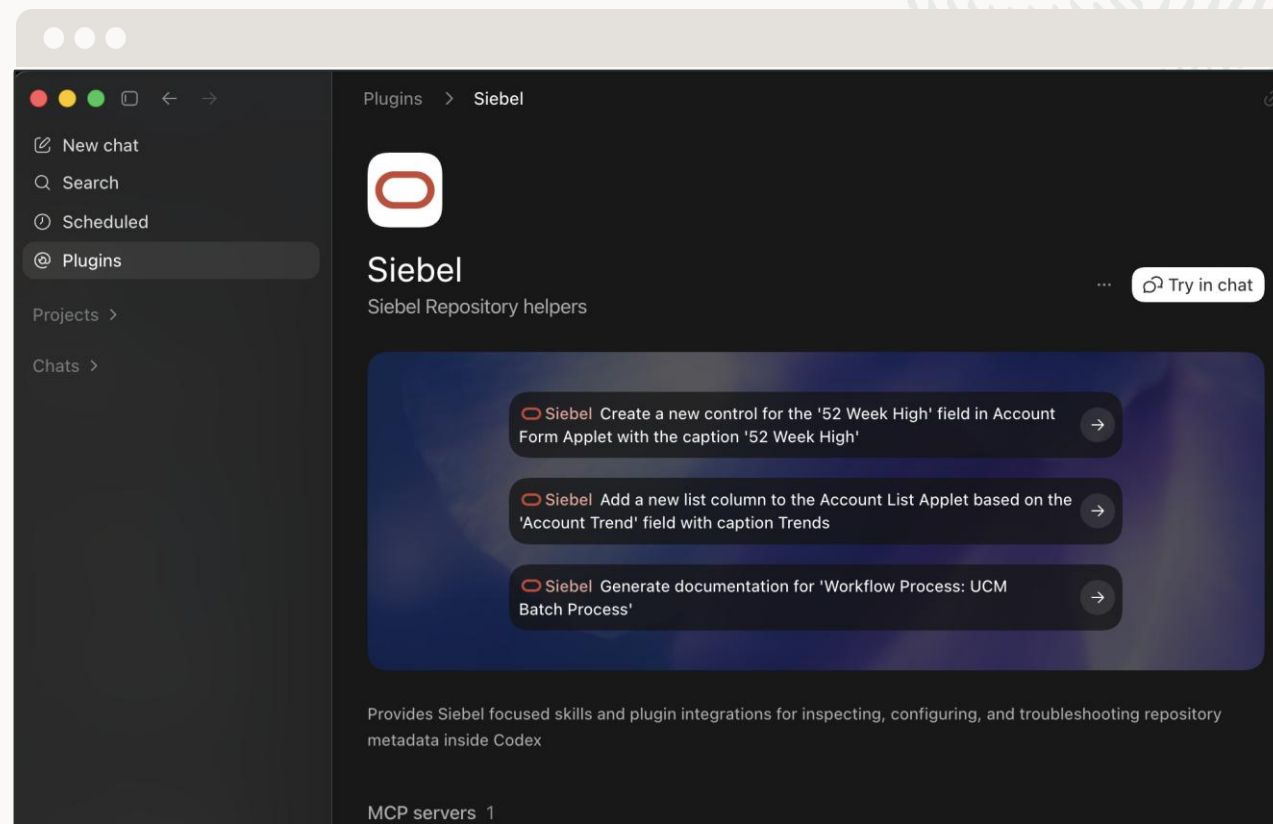


Image shows SR Similarity Search functionality in Siebel CRM

View Demo



Transform the way you configure Siebel CRM

Faster Speed to Market, Improve Delivery Confidence

What makes the assistant Siebel-aware and enterprise-ready?

Three complementary layers guide the agent, provide application context, and govern execution



Siebel Procedural Expertise

Agent Skills & Instructions

- Object-specific guidance

Benefits

- Accurate Implementation Plans
- Consistent Development practices



Relationship Intelligence

Knowledge Graph & MCP Server

- Connected repository metadata
- Helps the assistant trace dependencies, lineage, and likely impact.

Benefits

- Faster discovery & impact analysis
- Better-informed troubleshooting



Execution Tooling

Repository MCP Server

- Named, scoped operations use explicit inputs, active workspaces, human review, and traceable results.

Benefits

- Safer repository updates
- Greater control and traceability

AI Powered Memory Leak Analyzer

Combine Siebel expertise with AI agents

Challenges

- Identifying the patterns which are bound to memory leaks
- Higher CPU consumption due to Siebel processes memory footprint
- Performance Impact
- Runtime errors

Solution

- AI Service to identify memory leak patterns
- AI powered REST API which evaluates the code and provides recommendations
- Tokenize and evaluate against the patterns available in RAG

```

i1w1Y2xpZw50X3R1bmFudG5hbWU01JpZGNZLTY5MmFiNzA1MmMxYTRiOWJlZjAwOTQ5NGRhhNjRlNmEyIiwicmVnaWY0X25hbWU01Jlcy1ja01jYV
Y3LCJpYXQiOjE3ODI0NTg1NjcsImNsaWVudF9ndWlkIjo1MWEzOTRmNTNkNGI3NGU0ZmFhNTVhMmMzY5NDQ4MDIiLCJjbG11bnRfbmFtZSI6ImV
ianRpIjo1M2Q0M2Y2YzI0MmNkNDgxYzgzODA3NTE4ZTBjNDcyNzU0LjCndHAiOiJybyIsInVzZXJfZGlzcGxheW5hbWU01JDb25uaWUgU211dSI9
iLCJhdWQ01sldXJ0Om9wYzpsYmFhc2psb2dpY2FsZ3VpZD1pZGNzLTY5MmFiNzA1MmMxYTRiOWJlZjAwOTQ5NGRhhNjRlNmEyIiwiaHR0cHM6Ly9pZ
cy02OTJhYjcwNTJjMWE0YjliYmYwMDk0OTRkYTY0ZTNhMi51cy1jaG1jYWdvLWlkY3MtMS5zZW50aWU01Jlcy1jaG1jYWdvLWlkY3MtMS5zZW50aWU01J
nRvbnRfbiI6ImV4dHVzZXItZG9tYWluLTEiLCJjbG11bnR8bHBSb2x1cy16WyJbdXR0ZW50aW5hdGVkIENsaWVudCjDlCj0ZW5hbnRfaXNzIjoiaHR
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u6oXN2h1sSw_YItIkhMFwD42Loj2Wb1Xrv0B1J-XC96hro1VeElzT4vQY82IDm0qC2MNk_3Un0Z0xc0e1auPn51v9W4Y-xQYa7IJuun5ajQOPHvHwRZ
e-mac:agentChat connie$ curl --location --request POST 'https://escript-siebelgenie.oraclecloud.com/v1/escriptass
c $TOKEN' --header "X-Client-Token: OracleInternal"

>Pattern 2: Business Object Memory Leak - <font color="red">- Memory Leak Detected -</font></li>
>Code Suggestion:
code>
function SearchActivity (FieldName, FieldValue) {
  var boBusObj = TheApplication().GetBusObject("Opportunity");
  var bcOppty = boBusObj.GetBusComp("Opportunity");
  var rowId = GetFieldValue("Id");
  with (bcOppty)
  {
    SetViewMode(AllView); //This gives access to data from all Organisations
    ActivateField("Opportunity Id");
    SetSearchSpec("Id", rowId);
    ExecuteQuery(ForwardOnly);
  }
  bcOppty = null;
  boBusObj = null;
}
  
```

Image shows recommended changes to code via the eScript Memory Leak Analyzer AI service.

[View Demo](#)



95%

projected savings in effort for
analyzing Memory Leaks

Clean Codebase	Near-Zero Technical Debt	Improved Code Maintainability	Works with Any Siebel Version
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Siebel Crash Analyzer

Analyze Siebel crashes through automated, support-ready evidence capture

Detect incidents, collect evidence, analyze signals, and prepare operator-ready output.

Crash monitoring

- Detects crash events for automated collection

Artifact Collection

- Consolidates logs, core files, traces, & config data.

Crash Analyzer Dashboard

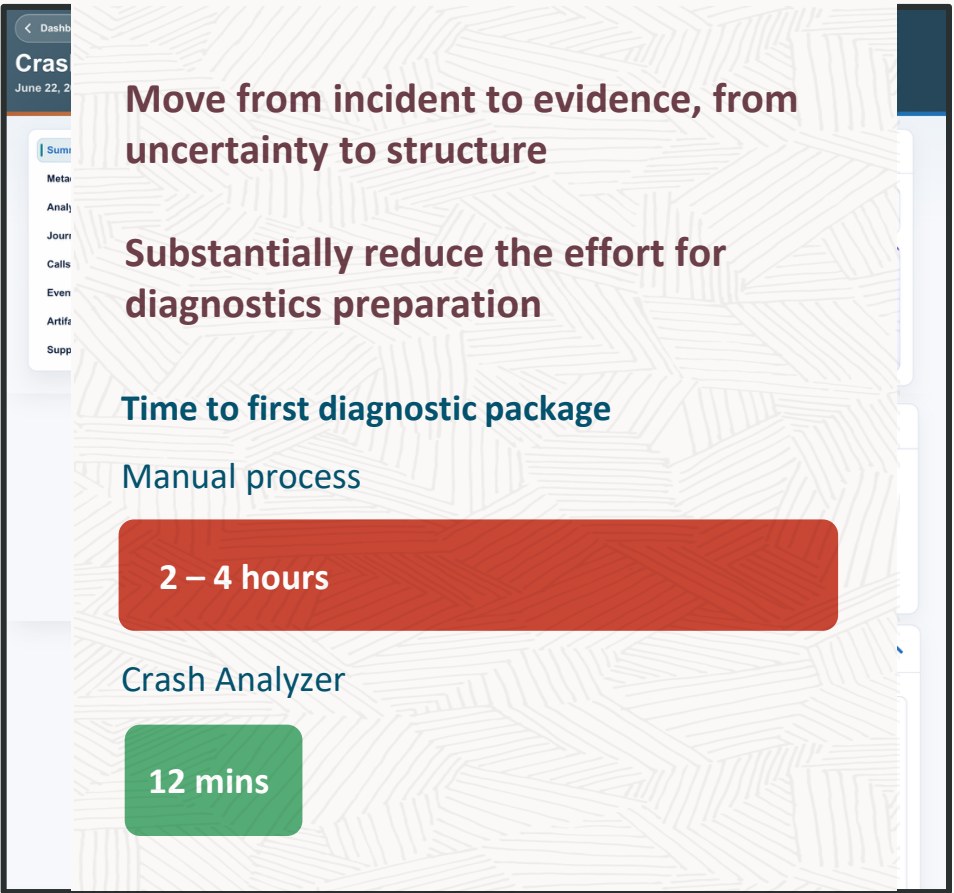
- Shows analysis results and diagnostic insights

Crash Analysis

- Identifies patterns and accelerates support review

Other Benefits Delivered:

Accelerated Root Cause Analysis	Reduced Operational Downtime	Improved Operational Visibility	Enhanced Support Productivity
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[View Demo](#) >



Data Driven Decisions

Pre-Built Artifacts which will enable Data Driven decision making with Oracle Analytics Cloud or Oracle Analytics Server for your advanced Analytical requirements.

[View Demo](#)

Pre-Built Artifacts

- Pre-Built ETL Scripts (ODI Based Mapping Scripts)
- Data Warehouse Schema (Datawarehouse Tables & Config Manager Tables)
- Semantic Models (Subject Areas, Sample Dashboards)

Implementation

- Step by Step technical white paper to leverage the pre-built artifacts with Oracle Analytics Cloud or Oracle Analytics Server

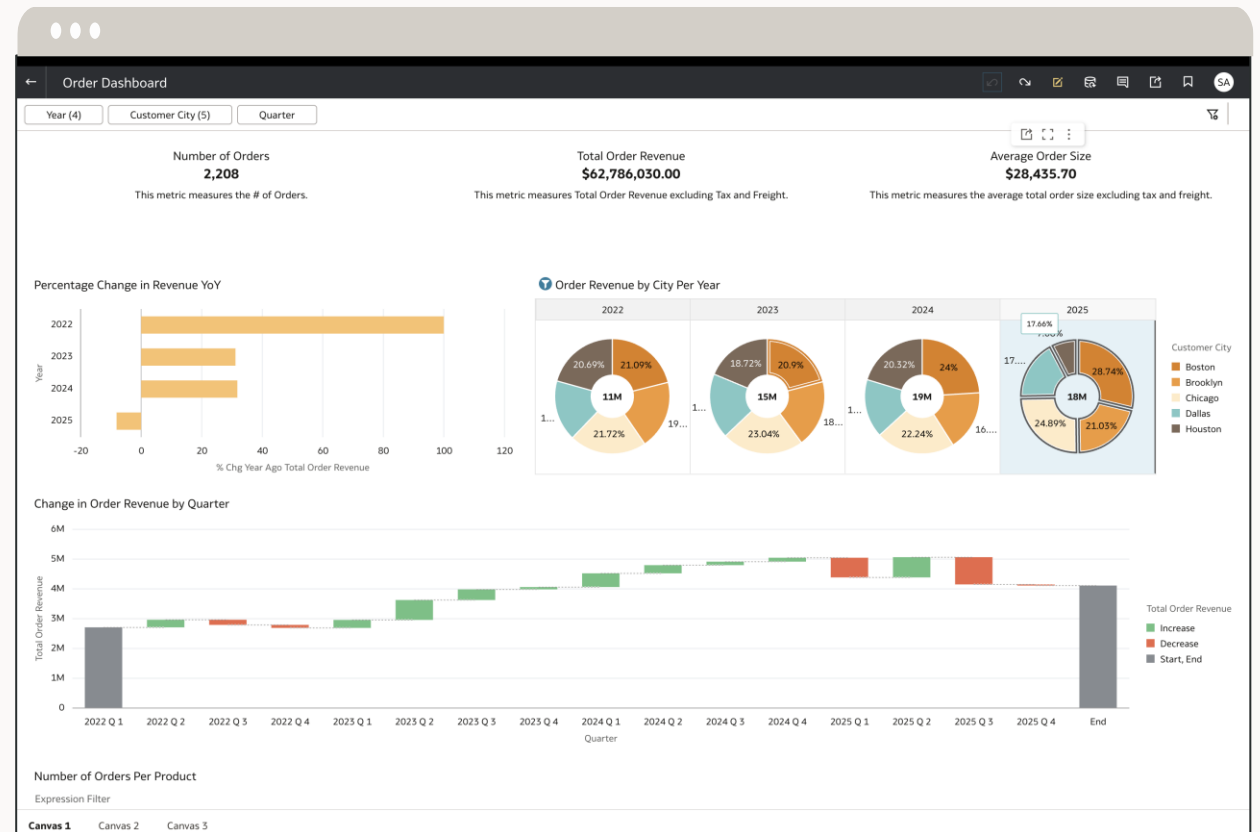


Image shows Oracle Analytics Cloud



Siebel Anywhere

Run and Operate Siebel CRM On-Premises, on OCI – or anywhere you want with by **Oracle's multi-cloud strategy** and **Siebel Cloud Manager**. Optimized for cloud and designed to meet your needs as they evolve over time.

OCI's distributed cloud offers exceptional flexibility and choice

Operate Siebel CRM On-Premises, or on OCI - anywhere you want



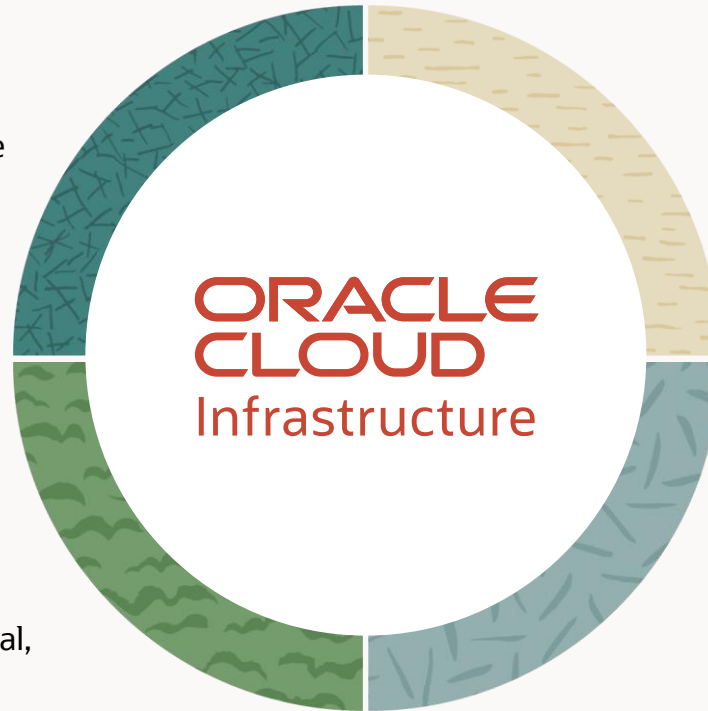
Multicloud

Our products work with your other providers, including Oracle Database Service for Azure, Oracle Interconnect for Azure, and Oracle MySQL Heatwave on AWS



Public cloud

Access cloud services in 45 global locations including Commercial, US Government, UK Government, Australian Government, US National Security Regions, and European Sovereign



Hybrid cloud

We bring cloud services to you, including Oracle Exadata Cloud@Customer, Oracle Compute Cloud@Customer, Oracle Roving Edge Infrastructure, OCI Observability and Management, and Oracle Database

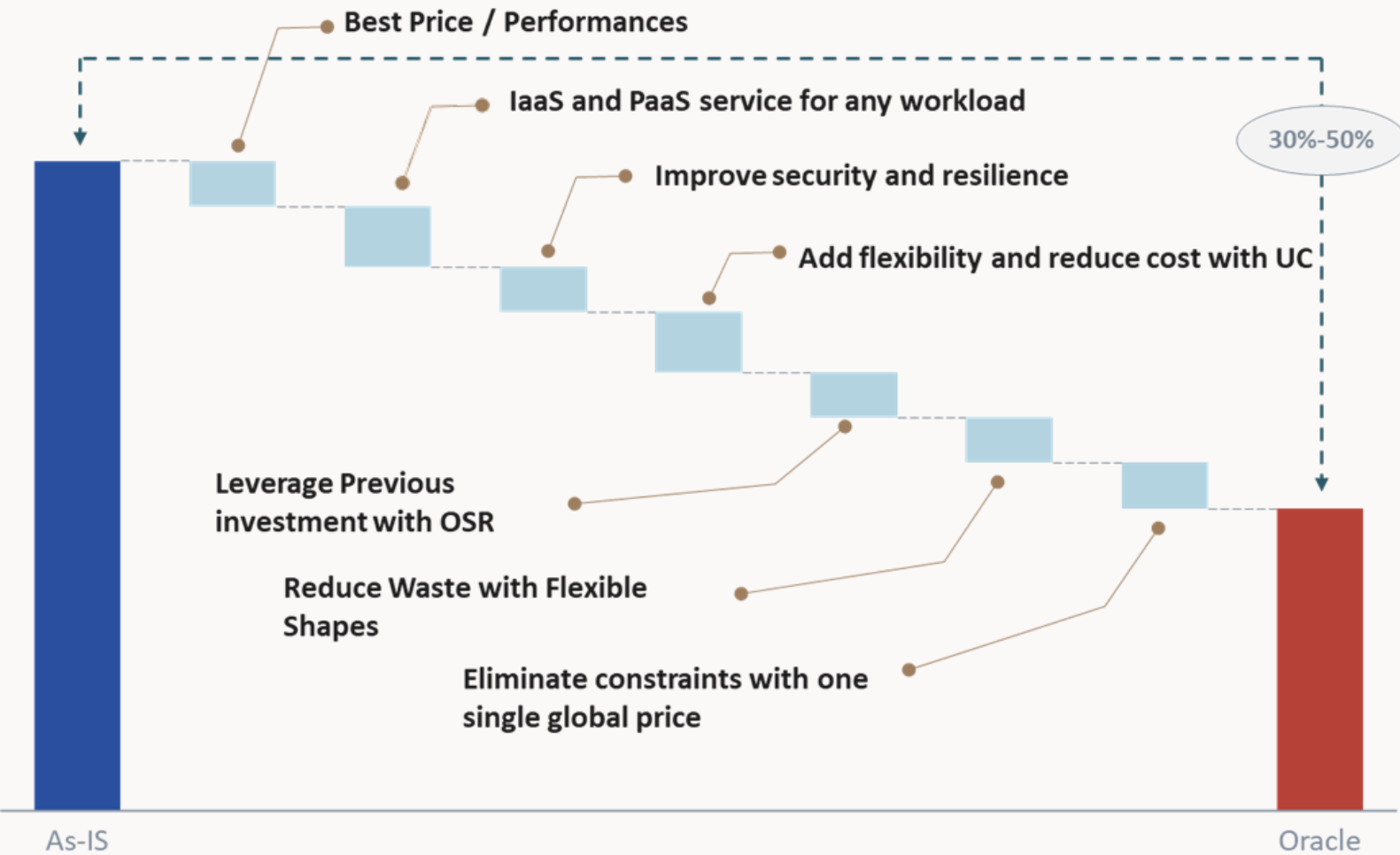


Dedicated cloud

We build a cloud just for you, with all 100+ OCI services running in customer data centers, including OCI Dedicated Region and Oracle Alloy

Moving to Oracle Cloud

Reduce your cost base and unlock funds for innovation



The expectation for our customers is to reduce substantially their cloud bills by 30% or more

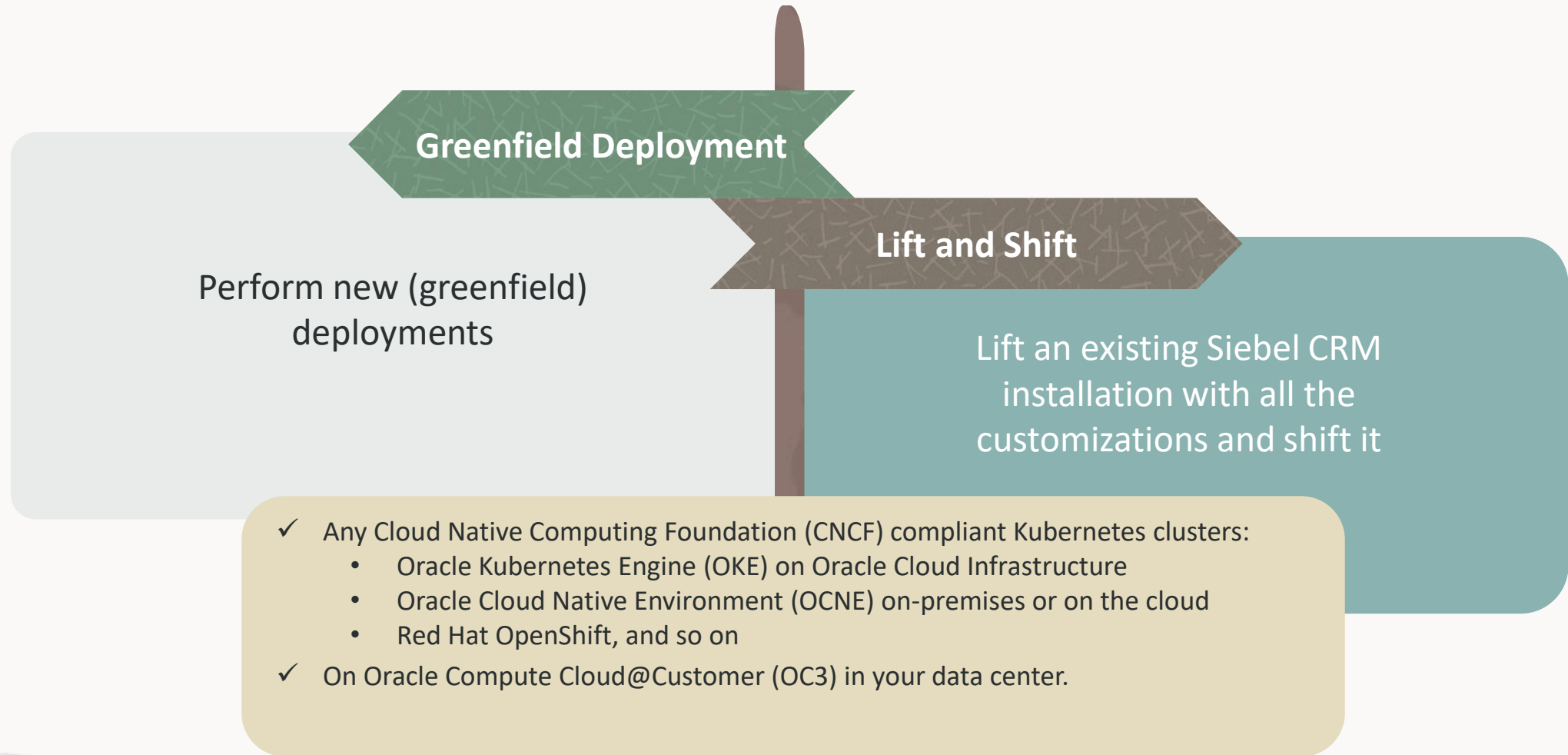
This will guarantee performances and reliability

Oracle is the ideal platform where to standardize and modernize any type of workload



Deploy Anywhere with Siebel Cloud Manager

Save time and costs with our simplified deployment platform



Siebel Cloud Manager

Cloud Native Platform Choices

On Oracle Cloud Infrastructure

Oracle Cloud Native Environment (OCNE)

Oracle Kubernetes Engine



On Multicloud

Oracle Cloud Native Environment (OCNE)

CNCF-Certified Kubernetes



On-Premises

Oracle Cloud Native Environment (OCNE)

CNCF-Certified Kubernetes



*Siebel CRM.
Kubernetes
Orchestrated.
Anywhere.*

Siebel Cloud Manager

Run Smarter, Deliver Faster



DEPLOY

Installer

- OCI Marketplace listing
- MOS download

Deployment

- Siebel Installer for cloud-native-anywhere
- Microservices deployment
- Dynamic Up-scaling
- Agentic



OPERATE

Tools Interoperability

- BYO Resources
- BYO Git and Kubernetes service

GitOps

- CI / CD
- Rolling Update enablement



MONITOR

Observability

- Metrics Monitoring
- Log analysis

Recovery

- Disaster Recovery in OCI
- AIOps, Agentic Ops

IMPACT

Reduction in infra and ops cost

Operate cloud-native, anywhere

Fewer unplanned downtimes

Faster release cycles

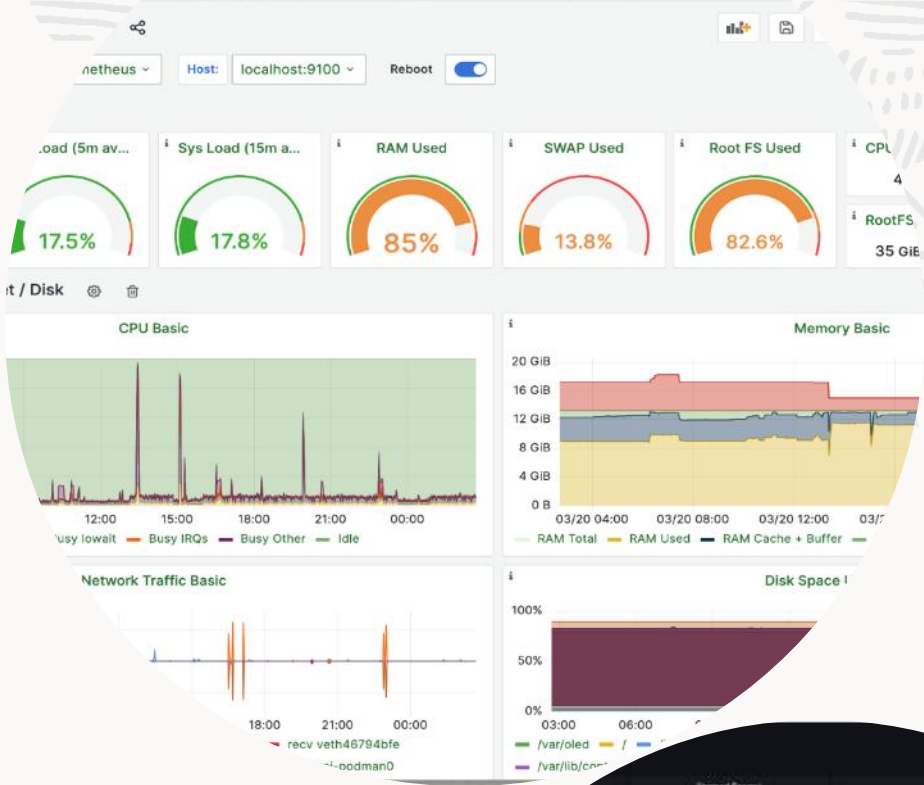
Innovative, stay modern

Your mission-critical Siebel - Now agile, API-ready, and cloud-smart.

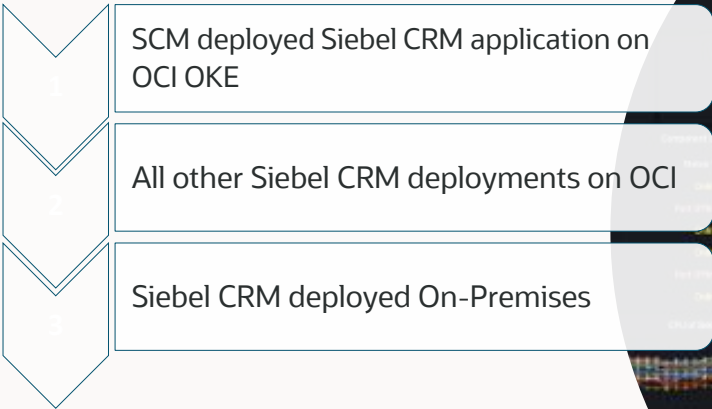
Modern Observability for Siebel CRM

Cloud Native Monitoring & Logging Analytics

- Monitor all Siebel CRM Deployment backend
- Observe Metrics in the browser
- Proactively detect and alert stress on your Deployment
- Reduce SiebelOps Cost, respond in time – maintain SLAs, improve CSAT!
- Get ready for AIOps
- Search across All Logs in One Search
- Access all Siebel CRM and Infrastructure Logs from the browser
- Use platforms of your choice – OpenSearch Stack or OCI Stack or both
- Build log-based Intelligence



Observe More in Phases





Gain Agility, Intelligence and Reduced Costs. Operate Siebel Cloud Native anywhere you desire



Reduce Costs with OCI

Plan your data center exit strategy with OCI to reduce costs and improve performance



Go Cloud Native

Gain efficiencies and simplify maintenance using Siebel Cloud Manager aligned with IT's desired architecture



Enable AI in Your Data Center

Options to enable GenAI with Siebel CRM in your data center without your customer data leaving the building

Customer Success

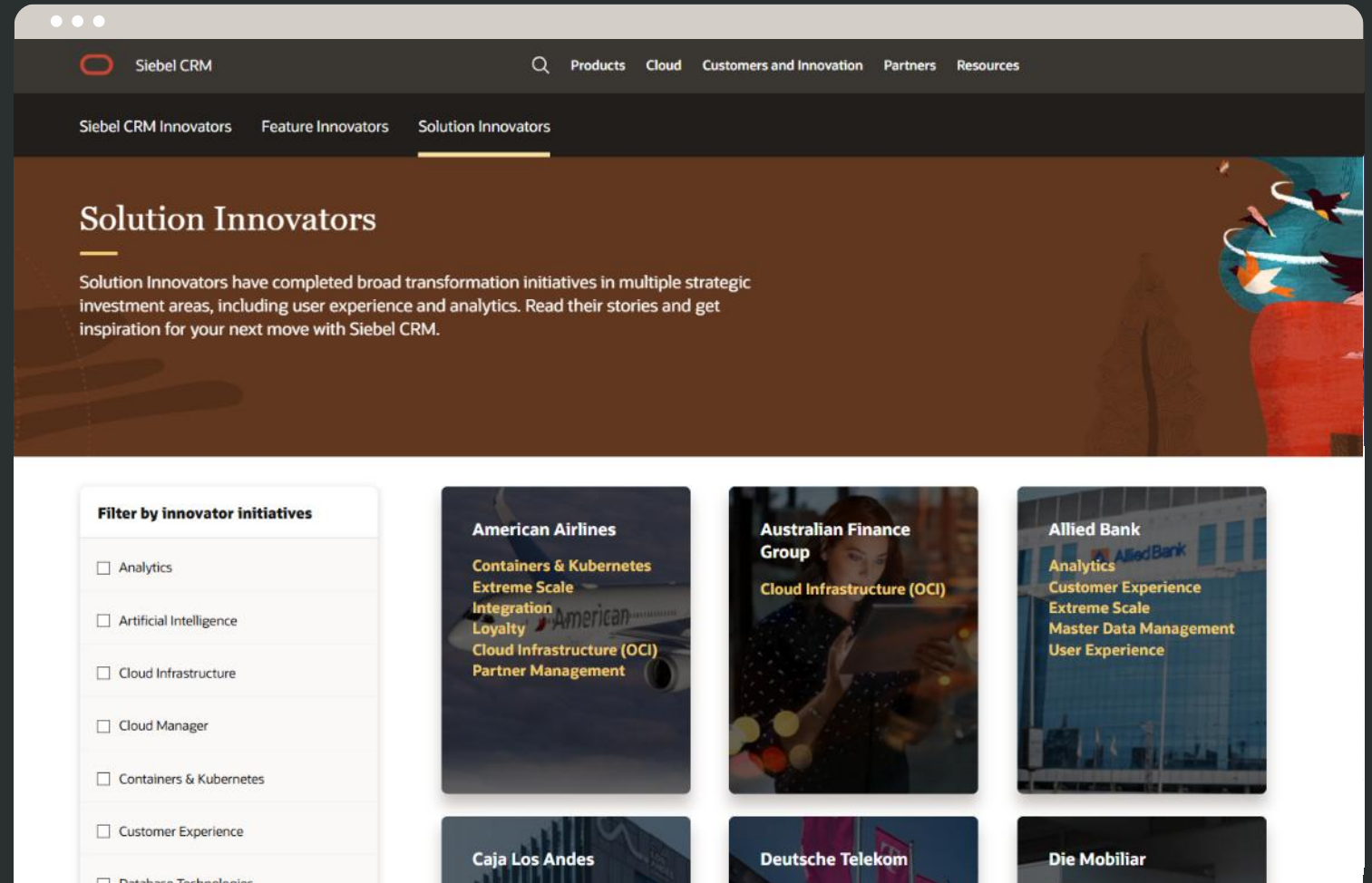
Key Resources

Siebel Infoportal

Microsite for our customers to easily find accurate information in one place.

- **Key product information**, strategy and roadmap
- **Find Partners** by region / competency
- **Locate training & webinars**
- **Calendar of events**
- **Discover other customers** success innovators from previous presentations and case studies

Siebelinfo.com



[Go to Infoportal](#)



Statement of Direction

EASY > It's on the Siebel Infoportal

Future Roadmap

Super easy to share our roadmap with customers.

Release Innovations

Complete list of every feature we've released since 2017

Siebelinfo.com



Siebel CRM

ProductsAI Cloud Customer Success Partners Training Resources

Product Roadmap

Release Innovations

Release Innovations

All Siebel releases and release notes can be found on My Oracle Support

Visit My Oracle Support

Innovation Search

Enter search or filter criteria, click on a row in the table for more information.

Innovation

Enter innovation keywc

Theme

All themes

Category

All categories

Role

All roles

Release

All releases

Search all fields

Search innovation, rele

Clear filters

Showing 441 of 441 innovations.

Innovation	Theme	Category	Role	Release
Siebel AI Connectors	Customer Experience	Artificial Intelligence	Architect	Siebel CRM 26.7
Siebel Marketing – Segmentation Migration Utility	Customer Experience	Marketing	Operator	Siebel CRM 26.7
Open Integration - API Transformation and Composition	Business Agility	Integration (Rest API)	Developer	Siebel CRM 26.6
Siebel Cloud Manager – Improved Flexibility for Kubernetes Security Controls	Business Agility	Installation	Architect	Siebel CRM 26.6



Stay Connected



Key Channels

- [Siebel Infoportal](#)
- [Siebel Blog](#)
- [My Oracle Support Community \(MOSC\)](#)
- [LinkedIn Connect](#)



Email Newsletters

- [Customers](#)
- [Partners](#)



Customer Webinars

- Product training
- Meet the Experts
- Customer case studies
- [Event Schedule](#)



Partner Connect

- [Regular Partner Connect virtual meetings](#)
- Implementation and technical guidance

General email for customer enquiries

✉ askSiebel_ww_grp@oracle.com

Anything is Possible

Sophisticated. Open. Intelligent.

Embrace the future with Siebel

The new Siebel CRM harnesses its rock-solid foundations with Oracle's technology stack as an enabler for achieving a true system of intelligence.

In-place modernization for AI

Achieve more economic value and faster AI activation from your Siebel CRM platform versus expensive, high risk transformation alternatives.

Investment longevity guaranteed

Siebel CRM is an integral part of Oracle's end-to-end Industry strategy for decades to come.



Anything is Possible

Talk to our experts

Embrace the future with Siebel

30+ Years of Customer Success

30+ Years of Product Engineering

30+ Years of Industry Expertise

Kickstart your journey with the most flexible, open and adaptable Enterprise CRM platform.

Email:

askSiebel_ww_grp@oracle.com



ORACLE