

# SIEBEL CRM ON DEMAND TRAINING



## A COMPREHENSIVE CRM ON-DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded marketing, sales, and service best practices

*Oracle's Siebel CRM On Demand was built expressly for rapid deployment and ease of use, so companies can quickly benefit from its market-leading CRM functionality. However, the greatest benefits are realized when customers undertake high-quality training that familiarizes them with the solution's standard functionality as well as the full range of possibilities to drive demonstrable business results for their company.*

### Wide Range of Education Options

Whether you are a Siebel CRM On Demand administrator or user, Oracle offers a broad range of training courses and formats, so you can choose the educational offerings best suited for your requirements. With a solid understanding of the service, you can quickly implement and begin managing the application—ensuring consistent sales, marketing, and service approaches to increase revenues, improve operational efficiencies, and reduce the total cost of ownership. In order to help your organization receive these benefits from Siebel CRM On Demand, we offer three training alternatives:

- Standard Training—free with every subscription
- Public Training—open for general public enrollment
- Custom Training—suited to your specific needs

### Standard Training

Multiple training courses and guides are incorporated right within Siebel CRM On Demand and are available at no extra charge with every subscription:

- Get Started resources—New Users
 

New users can begin with the 5-minute Welcome Tour, which provides an overview of the application. In addition, an online tutorial walks users through the steps to personalize their application.
- Get Started resources—Administrators
 

Designed specifically for those who are responsible for setting up and configuring the application, the Administrator Rollout Guide consolidates tips and lessons learned from implementing Siebel CRM On Demand, discusses the role of the administrator, and points to valuable resources. Then administrators can turn to our free templates and checklists to help them plan their implementation, including templates for defining roles, customizing fields, and creating assessment scripts, to name just a few.
- Webinars—A large library of recorded, self-paced courses provide business

## KEY FEATURES

### STANDARD TRAINING— INCLUDED WITH THE SUBSCRIPTION

- Self-paced welcome tour and tutorial
- Large library of Webinars
- Administrator roll-out guide
- Templates and checklists

### PUBLIC TRAINING

- Administration Essentials
- Data Import Workshop
- Advanced Analytics Workshop

### CUSTOM TRAINING

- Web training
- On-site
- Train-the-trainer

### BENEFITS

- Drive user adoption
- Fully leverage product capabilities
- Improve sales, marketing, and service effectiveness
- Increase operational efficiencies
- Develop in-house product expertise
- Expedite and enhance implementations and upgrades

process overviews and step-by-step instructions for setting up and using many of the features of Siebel CRM On Demand. Many of these courses are designed specifically for sales, customer service, or marketing users and managers. Other courses address the unique responsibilities of Siebel CRM On Demand administrators. All Webinars combine presentations with demonstrations and best practice tips, and are available from within the application.

## Public Training

Offered either in a classroom setting or in a “Live Web Class” format, our instructor-led public training classes provide concise, highly interactive training experiences. Since business users learn best by doing, our training courses are packed with demonstrations and hands-on exercises that reflect real-life scenarios. Our instructor team is composed of highly experienced product experts who can provide answers to all of your questions. Three Siebel CRM On Demand classes are open for general enrollment:

- Administration Essentials
- Data Import Workshop
- Advanced Analytics Workshop

For those people who are setting up or administering Siebel CRM On Demand or will be doing so in the future, the first two classes—Administration Essentials and Data Import Workshop—provide them with full preparation and training for successfully fulfilling those roles.

### Administration Essentials

This comprehensive, four-day training program teaches participants the fundamentals of setting up, customizing, and maintaining Siebel CRM On Demand solutions. Hands-on lab exercises based on a realistic implementation scenario reinforce the practical application of classroom skills.

### Data Import Workshop

This one-day course, which usually follows Administration Essentials, teaches your key personnel how to ensure that your data imports are successful, both during the implementation of Siebel CRM On Demand and on an ongoing basis. Participants learn how to consolidate and prepare data, use the Import Assistant, and troubleshoot import errors. During a series of hands-on labs, they import different data from provided source files to reinforce the best practices taught in the course.

### Advanced Analytics Workshop

In this three-day course, participants learn to use the most advanced features of Answers On Demand, the tool within Siebel CRM On Demand for building custom analytic reports. The course is intended for anyone needing to build, modify, or administer analytics requests in Siebel CRM On Demand.

## Custom Training

Oracle’s Custom Training offerings for Siebel CRM On Demand provide users and managers with tailored services that align with their company’s unique corporate

goals, terminology, and business processes. Oracle Education Consultants work with your subject matter experts to understand and document your organization's requirements. They deliver training on the specific Siebel CRM On Demand functionality relative to your business goals and processes. These skilled instructors support your business needs by employing practical application knowledge to deliver high-impact custom training services using any of these approaches:

- Web Training
- On-Site Training
- Train-the-Trainer

### **Web Training**

Experience the convenience of Custom Training over the Web. Delivered live by an Oracle instructor, the interactive training session incorporates your company's specific terminology, configuration, and business processes. Participants also receive a Quick Reference Card summarizing key functional tasks.

### **On-Site Training**

Appropriate for both users and administrators, on-site training is taught at the location of your choice. This highly interactive training package includes learning materials, hands-on exercises, Q&A, and live training sessions tailored to your needs.

### **Train-the-Trainer**

Live classroom training provides your company's instructors with the background to deliver effective Siebel CRM On Demand training to your users. The Train-the-Trainer package emphasizes curriculum and delivery best practices and includes end-user training session content development and review. Company instructors are shown how to best deliver Siebel CRM On Demand content, and then practice conducting training sessions to ensure that they can deliver the material effectively.

### **For More Information**

To sign up for technical classes, click the Training link from within Siebel CRM On Demand or visit Oracle University at [education.oracle.com](http://education.oracle.com). For custom training offerings, call +1.866.906.7878..

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