

# **INFORMATION UNLOCKS CUSTOMER VALUE**

Comprehensive CRM for Maximum Results

Siebel CRM On Demand





**ORACLE IS THE INFORMATION COMPANY**

## Maximize Your Business Results with the Most Complete CRM On Demand

Sales, marketing, and service automation are only the beginning. The most trusted name in CRM delivers the most comprehensive on-demand service—to unlock the value of your customers, for maximum business results and faster time to value.

Whether your organization is large or small—with customers just down the street or across the globe—managing sales, marketing, and customer service activities requires comprehensive customer relationship management (CRM). Unless you know who your customers are, what they need, and how they buy, you can't ensure you'll have the right products or services at the right time and the right price.

You'd expect the CRM market leader, with an estimated 4.6 million "live" users, to offer an on-demand solution that delivers unmatched benefits in these traditional CRM areas. But Oracle's Siebel CRM On Demand goes beyond sales, marketing, and service automation to give you unique features and functionality not offered by other on-demand vendors.

Make better business decisions, faster, with advanced analytics capabilities. Offer outstanding customer service with minimal overhead, via a built-in virtual contact center. And meet the precise requirements of customers in your industry, with industry-specific editions that dramatically reduce the need for costly customization. In addition, Siebel CRM On Demand is highly intuitive and easy to use, so your team quickly makes using it part of their daily routine.

Only Siebel CRM On Demand gives you all this, plus the Oracle Advantage: best-in-class database, middleware, and applications, combined with the industry's leading hosting infrastructure—all working together seamlessly, and all from a single vendor.

Unlock more benefits, with the industry's most complete on-demand CRM.

Fact: Oracle has successfully deployed an estimated 4.6 million “live” users—more than any other CRM provider.

“We’ve experienced improvements in our sales processes since the first day we started using Siebel CRM On Demand. In fact, we’ve gained the ability to handle an additional 3,500 calls in our sales environment per year, and we expect this number to increase further.”

Andy Haffke, Director of Sales Operations, LexisNexis

### Siebel CRM On Demand Differentiators

- Extensive CRM domain expertise
- Prebuilt, comprehensive CRM functionality
- Built-in analytics data warehouse for true historical data analysis
- Industry-specific editions
- Single vendor accountability: CRM and hosting

Siebel CRM On Demand goes beyond basic sales, marketing, and service automation to offer a wide range of features that address the unique needs of your business, including

- Comprehensive and innovative sales, marketing, and service solutions that maximize your business results
- Embedded analytics that provide the insight you need to make better decisions
- A prebuilt data warehouse that helps you quickly analyze complex information through historical analyses (to spot trends over time)
- A built-in virtual contact center that enables you to provide superior sales and service support without the upfront investment in hardware, software, and CTI (computer telephony integration) resources traditionally required to build a contact center
- Industry-specific editions that help you unlock more customer value without expensive customizations
- Front- to back-office integration that gives you 360-degree views of your customers and their relationship with your organization

### Beyond Sales Force Automation

Siebel CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

Siebel CRM On Demand provides powerful sales analytics tools for comparing average sales cycle, win rate, deal size, and other key performance metrics. And only Siebel CRM On Demand contains a Sales Process Coach that provides sales-stage-specific coaching and resources to replicate the best practices of the top sellers across your sales organization—driving higher close rates, reducing sales cycles, and easing the learning curve for new sales professionals.

The marketing automation functions within Siebel CRM On Demand can help you easily plan and execute your marketing campaigns, as well as measure campaign effectiveness. Siebel CRM On Demand helps you generate more leads, manage and assign those leads more effectively through your sales organization, accelerate lead conversion, and track marketing campaign effectiveness to continually optimize your marketing spend. And given the ever-increasing accountability for provable marketing ROI, Siebel CRM On Demand arms you

“To me, the magic of the tool [Siebel CRM On Demand] is that the reporting is just brilliant. As far as the reporting goes, once you have customized your templates, you are talking about seconds to see what you want. The information is at your fingertips immediately.”

**Frank Arant**, National Sales Manager, TechnoGym USA

with a critical tool: the ability to track every marketing dollar to specific revenue outcomes. For example, you can easily tell which trade shows sponsored by your company delivered the lowest cost per sales opportunity.

When it comes to service automation, Siebel CRM On Demand provides the information management tools you need to deliver world-class customer service and to cross- and up-sell additional products and services—all while lowering overall customer service costs. And because Siebel CRM On Demand is the only hosted solution with a built-in call center—Siebel CRM Call Center On Demand—companies of all sizes can now provide unparalleled voice, voice mail, and e-mail support without the expense and complexity of building their own contact center infrastructure. What’s more, service agents now have access to a tightly integrated contact center with rich CRM functionality, so they can provide superior customer service across all communication channels.

### **Intelligent Data Means Better Decisions**

Siebel CRM On Demand gives you the information you need to take action. Its pervasive business intelligence and powerful, built-in analytics give you the ability to make better business decisions, faster.

With some solutions, business users are dependent on their IT department to create, run, or modify reports. Siebel CRM On Demand lets business users perform powerful, ad-hoc analysis. Intuitive point-and-click tools make it easy to create interactive reports.

Siebel CRM On Demand also provides prebuilt reports designed to meet the needs of sales-, marketing-, and service-related organizations. These reports are presented through interactive dashboards personalized for users, depending on their role in the organization. Dashboards provide a single interface from which to view account status, diagnose key issues, and identify opportunities. Within each view, users can drill down into deeper analysis and specific records to diagnose issues and resolve problems before they escalate. The interactive dashboards provide insight into pipeline growth, sales efficiency, customer spending, service request (SR) resolution times, average call length, marketing ROI, and other critical areas.

### **Actionable Insight to Drive Your Business**

Siebel CRM On Demand is the only on-demand solution that includes a prebuilt hosted data warehouse to give you answers to more-complex, meaningful, and useful queries in near real time. Historical trending is much easier and faster. For example, a traditional

### **Advanced Analytic Capabilities Turn Data into Actionable Insight**

- Drive more-informed decisions at all levels
- Convert insight into action via interactive dashboards
- Identify key business trends
- Deepen business insight with custom reports
- Compare business performance over time via built-in data warehouse

“We improved our win ratio to 36 percent in the first seven months after we started using Siebel CRM On Demand.”

**Fleming Mahs**, Director, Business and Strategic Planning, Laird Technologies

### **Your Professional Contact Center—On Demand**

With Siebel CRM On Demand, contact center agents—armed only with a telephone and an internet-connected PC—can see a customer’s profile and service history at a glance. They can also see any sales opportunities and marketing campaigns associated with that customer.

With this knowledge, agents can focus on a quick resolution of the service question at hand, rather than spending valuable time getting the customer’s service history. All relevant customer information is available in real time, leading to higher customer satisfaction and a decrease in call handling time.

rolled-up forecast may project that a sales team will exceed its quota, but tapping into the data warehouse suggests the projection is in jeopardy because deals have become stuck at a specific sales stage. With Siebel CRM On Demand, the sales manager has the information to see the danger in time, apply corrective action, and make the forecast—while sales reps better understand the actions they need to take in order to meet projected sales goals.

### **Customer Service Anytime, Anywhere**

How do you meet fluctuating demand for customer service without shouldering the massive overhead of fixed call-center infrastructure? With Siebel CRM Call Center On Demand, you can provide customers with voice, voice mail, e-mail, and Web communications across sales, marketing, and service interactions without the upfront investment in the complex web of hardware, software, and CTI used in traditional contact centers. And because it’s built into Siebel CRM On Demand, you simply turn it on and any agent, operating anywhere with an internet-connected PC and a telephone, can immediately deliver professional customer service via phone, e-mail, or the Web.

Incoming calls and e-mails are automatically routed to the right agent or workgroup according to the match between an agent’s skills and availability and the customer’s profile and needs. Customers and prospects receive useful answers reliably and quickly—instead of dropped calls or lost e-mail.

### **Faster Time to Value with Industry-Specific Editions**

Companies prefer out-of-the-box offerings that incorporate industry-specific leading practices, not solutions that require extensive customizations. Don’t fall into the trap of heavily customizing a generic solution—accelerate benefits with Siebel CRM On Demand’s industry-specific solutions.

As the CRM expert and the world’s largest enterprise software company, Oracle has worked with industry leaders to identify the best practices used by the most successful companies in each industry. We make these available to you through industry-specific editions of Siebel CRM On Demand. You get the benefit of Oracle’s vertical CRM expertise “out of the box,” with minimal customization requirements. Industry editions have been specifically designed to address key business processes and are available for the automotive, wealth management, high tech, insurance, and life sciences industries.

“From a management perspective, Siebel CRM on Demand provides key insights into how our sales team is performing, enabling us to better reward, better train, and better manage the team to drive positive business results for the company.”

**Nicholas Hallam**, Head of Business Development, Accordance

Fact: Oracle has invested more than US\$2 billion in CRM research and development.

### **Seamless Back-Office Integration for 360-Degree Views**

One customer record; one customer view. It’s a simple concept that can profoundly improve the effectiveness of frontline salespeople, managers, marketing professionals, and customer service representatives. But to achieve this 360-degree customer view, you need data to be synchronized between your front- and back-office systems.

Only when your CRM system is synchronized with your back-office processes do your salespeople have the answers to essential questions: Which customers are behind in their payments? Which customers are waiting for service? Which customers are the best prospects for this particular product or service?

With Siebel CRM On Demand, you get a comprehensive set of flexible Web services APIs—based on XML (Extensible Markup Language) and SOAP (Simple Object Access Protocol) standards—to enable custom integrations between Siebel CRM On Demand and other back-office applications. This dramatically reduces the cost and complexity of custom integrations.

## **Accelerate Your Business Results**

Faster time to close. More revenue per deal. Lower cost per lead. Higher customer satisfaction. These are the kinds of tangible business results you get when you unlock the value of your customer information with Siebel CRM On Demand. Because Siebel CRM On Demand is delivered as a subscription service, there’s never any software to install, maintain, or protect. Instead, upgrades are automatic, performance is assured, and reliability is built into Oracle’s secure hosting network—so you’re up and running faster, speeding time to business value.

### **Boost Employee Productivity Through Rapid User Adoption**

Siebel CRM On Demand is designed with a highly intuitive user interface that allows users to get up and running quickly. And with features like context-specific help, built-in user tutorials, and unlimited phone support, training requirements are minimized and users and managers quickly see the business benefits delivered by Siebel CRM On Demand.

Fact: Using Siebel CRM On Demand, InFact Group has reduced the time it takes to close a sales opportunity by 15 percent.

“What impressed us was how simple Siebel CRM On Demand is to customize and how easy it is to use. It makes our jobs rewarding when people really want to use the system as part of their everyday tasks. We also like the fact that we can easily migrate to an on-premise solution if it makes sense for the business.”

Kurtis Wheeler, Deployment Manager, Acuity Business Systems

Although most requirements are available out of the box, some companies need to track specific information such as a client’s mortgage rate or birthday. With Siebel CRM On Demand, you don’t have to wait for scarce IT resources to customize the solution. Siebel CRM On Demand’s intuitive user interface and wizard-driven screens make it easy for business users to configure the solution to meet their specific business needs.

#### Easy to Get Started and Easy to Keep Going

Companies today want flexible solutions that don’t burden their limited IT resources and that they can implement and maintain at a low total cost of ownership. Siebel CRM On Demand offers a powerful set of administration and integration capabilities.

- **Get online in minutes with zero IT intervention.** Just enter a user’s name and job. The rest is automatic: the individual’s role in the company and place in the hierarchy determine which opportunities, accounts, and contacts are accessible.
- **Seamlessly migrate data.** Take existing contacts, leads, and opportunities stored in other systems and seamlessly import them in volume into Siebel CRM On Demand. Easy-to-use online wizards make the process simple.
- **Easily customize your company’s unique business processes.** Siebel CRM On Demand has rich, prebuilt functionality that covers common business scenarios; however, business users can also make custom configurations through an intuitive user interface and wizard-driven screens.
- **Deploy globally in local languages.** Siebel CRM On Demand supports German, French, Spanish, Italian, Portuguese, Japanese, Korean, and Chinese languages. With full support for all 160+ world currencies, and advanced internationalization features to create billing and shipping address fields and ready-to-dial phone numbers, Siebel CRM On Demand helps keep things simple, no matter where you do business.
- **Work within the desktop applications your employees use every day.** While Siebel CRM On Demand features an intuitive, easy-to-use interface, it also lets employees interact with the application using the desktop applications they already know. By providing easy and seamless integration with Microsoft Outlook, Microsoft Word, Microsoft Excel, and IBM Lotus Notes, Siebel CRM On Demand minimizes training costs, eases learning curves, and increases user adoption—delivering rapid benefits.

“Siebel CRM On Demand can be deployed rapidly, and the intuitive nature ensured that our staff had no problems understanding and utilizing the solution. We had a two-hour training session and our staff was able to seamlessly transition to the Siebel CRM On Demand solution immediately.”

Gary Nelson, Director, NBOGroup

Fact: Siebel CRM On Demand provides continuous innovation—with more than 11 product releases in less than 3 years.

## Rely on Proven CRM and On Demand Expertise

When you select Oracle for on-demand CRM, you’re investing in the provider with the best record in the marketplace. Siebel Customer Relationship Management (Siebel CRM) has been the leading CRM solution for the past 12 years and has gained an estimated 4.6 million “live” users.

This track record is critical, because successful CRM is as much about people and process as it is about technology. We provide you with proven best practices, services, and deployment options to ensure your success. What’s more, now that Siebel CRM comes from Oracle, you have the Oracle Advantage working for you: You know that your on-demand CRM solution runs on the industry-leading hosting infrastructure, including the industry’s most secure, reliable database—Oracle Database 10g—and the fastest growing middleware solution, Oracle Fusion Middleware. And Siebel CRM On Demand is based on Siebel CRM, the world’s leading on-premise CRM suite.

### Training, Support, and Services from the CRM Leader

The best CRM solutions come with rich support options. Siebel CRM On Demand’s suite of training, customer care, and consulting services offers unmatched levels of expertise, guidance, and leading practices. With Siebel CRM On Demand, you can access

- **Comprehensive training.** Siebel CRM On Demand includes a broad range of training options at no additional charge, including a large library of graphical tutorials and interactive Web courses. For an additional fee, Oracle provides instructor-led training—delivered online or onsite—that is customized to your organization’s processes and terminology.
- **World-class customer care.** Siebel CRM On Demand Customer Care will meet all your support needs. Our comprehensive standard support includes free unlimited phone support and access to the Siebel CRM On Demand knowledgebase and support portal. The portal logs and tracks service requests and provides system alerts, self-diagnostic tools, answers to frequently asked questions, and best practices.
- **Unmatched professional expertise.** For Siebel CRM On Demand customers who prefer it, Oracle provides an unmatched variety of professional services, including planning and assessment, implementation, data migration, and integration. Consulting packages can be fixed price—with predictable rollout cost and time frame—or customized to your implementation requirements.

### Proven CRM and On-Demand Leadership

Oracle is the global leader in CRM:

- More than 12 years of market leadership
- An estimated 4.6 million “live” users and 4,000 customers worldwide
- Technology leadership—from the database to user interface to hosting platform

Fact: Only Oracle owns the entire technology stack, from database to user interface to the hosting and management service itself—giving you a single point of control.

“In only two months, Siebel CRM On Demand has offered us insight into the sales activity and the business that has enabled RPM Solutions to increase revenue by 100 percent.”

**Paul McLean**, Chief Executive Officer, RPM Solutions

### **Reliable and Predictable Performance You Can Count On**

Only Oracle is fully accountable and can be completely responsive to your service needs. You benefit from partnering with the sole CRM vendor that owns the entire technology stack—from user interface to underlying database to hosting facility—ensuring you receive the highest levels of performance, scalability, and reliability. Plus, Oracle’s award-winning hosting and management services have been rigorously tested. More than 400,000 users at 500 organizations depend on Oracle to host and manage their critical business applications from Oracle, PeopleSoft, JD Edwards, and Siebel.

## **The Bottom Line**

Rapid time to value. Proven business results. CRM leadership. These are the advantages you get with Oracle’s Siebel CRM On Demand—the most comprehensive hosted CRM solution available.

Unlock the value of your customer information starting today.

### **CONTACT US**

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