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## Never Upgrade Again with Siebel Innovation Packs

Lance Pepler – Senior Sales Consultant

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# Agenda

- Siebel CRM Roadmap
- Innovation Pack Strategy
- Innovation Pack Deployment
- Siebel Repository Strategy
- Upcoming Siebel Server Innovations
- Q & A



# Siebel CRM 8.2

- 4 Releases Since Acquisition
- 36 New Products
- 469 New Enhancements
- 9 Industry-Specific Solutions



## Release Summary

- Siebel 8.0 (2007)
- Siebel 8.1 (2008)
- Siebel 8.1.1 (2009)
- Siebel 8.2 (2010)

### Deep Industry

- Public Sector Social Services
- Oracle Policy Automation – Cross Industry
- Deeper Loyalty for Travel & Transportation and Retail
- CRM Offline Client for Life Sciences
- Personal Content Delivery for Life Sciences
- Financial Services Order Management
- Communications Order to Activate AIA
- High Tech Service Transformation
- Enhanced B2C and B2B Telecom EBPP & Analytics

### Continued Innovation

- Mobile Sales
- Customer Hub (UCM) – Enterprise Governance Manager
- CRM Desktop
- Open UI

### Enterprise-Grade CRM

- Integrated CRM for Incentive Compensation
- Deeper Support for Data Quality & Governance
- Optimized Order Mgmt
- Process-Driven CRM (Task Based UI/Workflow)
- High Availability Upgrade/GoldenGate
- CRM On Demand Integration – Hybrid Implementations

# Siebel CRM 8.x Momentum

74%

Customers Working With Siebel CRM 8.x

# Oracle CRM Product Roadmap

**Siebel 8.1 Innovation Pack**

- Consumer Packaged Goods Quick Start
- Advanced Order Management for Telco
- Warranty Management
- AIA 2.5.1
- ORS Integration
- Customer Hub (UCM) 8.2

**Siebel 8.2.1**

- Public Sector Social Services
- Deeper Loyalty for T&T and Retail
- More Hospitality Event Operations

**CRM On Demand R19**

- Connected Mobile Sales
- iPad Support
- CRM Desktop (Outlook interface)
- Operations transparency – QOS
- Cloud extensibility
- More Life Sciences, More Insurance

**Oracle Fusion CRM 11G R1**

- Sales, Marketing, PRM, Incentive Compensation, Contracts, Customer Hub
- Extensibility
- Desktop Integration, Mobility
- New Platforms: IE, Firefox, iPhone, Blackberry, Outlook

**Siebel 8.1 Innovation Pack**

- RTD/Next Best Action
- Enhanced Integration with Fusion Middleware
- Connected Mobile Sales
- MDM PIP's 11.1
- Customer Hub Exa\* Benchmark

**Siebel 8.2.2**

- Financial Services (Bank in a Box)
- Public Sector

**CRM On Demand R19 Innovation Pack**

- iSales/Disconnected Mobile Sales (iPad)
- Contact Center on Demand
- OPA Integration
- More Marketing and Sales Integration

**Siebel 8.1 Innovation Pack**

- CEM / ATG Integration
- Disconnected Mobile Sales (iPad)
- Incremental Deployment
- Advanced Promotions for Telco
- Utilities Multi-Site Ordering
- Siebel DOO Integration

**Oracle Policy Automation 11.0**

- Policy Workgroup Best Practices
- Enterprise Policy Services
- Policy Analytics and Insight
- New Policy Modeling Hub Product

**Siebel 8.1 Innovation Pack**

- Open UI – Browser Independence
- Siebel-InQuira Integration
- Social Loyalty and Marketing
- Enhanced MDM Survivorship & X-Ref
- Enterprise Data Quality & Governance

**CRM On Demand R20**

- Mobile – Enhanced iSales and CRM Desktop
- Deeper Life Sciences
- Enhanced Insurance, Financial Service and Automotive
- More Integrated Marketing
- Hosted Code (PaaS)

**Oracle eBilling 6.1**

- Integrated Self-Service
  - WebCenter Portlet Support
- Device Independent
  - Browser Experience
  - Mobile Experience
- Synergy with Fusion Technology



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- **Innovation Pack Strategy**
- Innovation Pack Deployment
- Siebel Repository Strategy
- Upcoming Siebel Infrastructure Innovations
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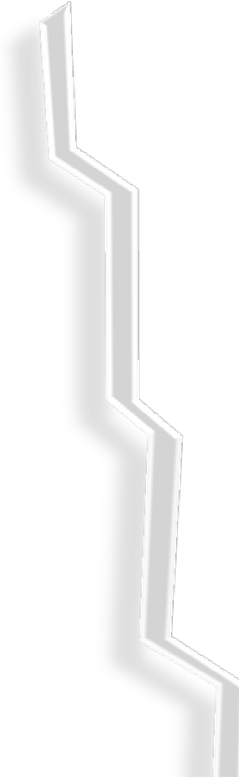
# Why Innovation Pack?

## OLD REALITY

- Long release cycle of new features
- High cost of major upgrade

## NEW REALITY

- Unlimited Innovation Packs
- Shorter release cycle
- Adopt innovations without upgrade



# Innovation Pack Strategy

## Goals

- ✓ Go to Market Faster
  - Ability to release more frequent application content on a stable platform
  - Increase competitive advantage
- ✓ Early indication on ROI
  - Smaller project with higher success rate
  - Improved quality of final solution



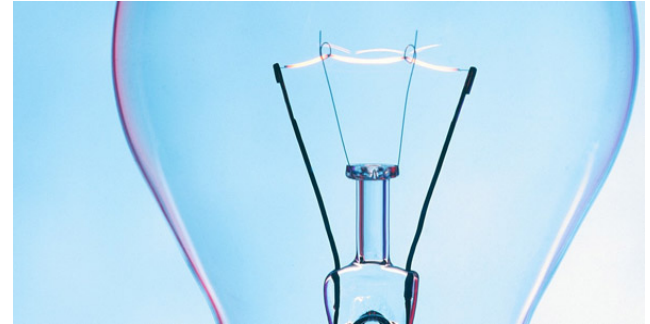
# What is an Innovation Pack?



- Aggregation of new functionalities and product enhancements
- Leverages the Fix Pack release schedule to deliver incremental innovations to Siebel customers
- Contains changes of repository, schema and Siebel seed data
  - Additive schema changes only

# What is an Innovation Pack?

- One Innovation Pack release per year
- Targeted to releases
  - 8.2.2.x for Public Sector
  - 8.1.1.x for all other Industries
- Support all codepages, languages and database platforms
- Certify platforms and integrations via Fix Pack mechanism



# Siebel CRM Investment Strategy

## *Siebel 8.1.1*



## *Siebel 8.2.2*



# Siebel CRM Investment Strategy

Deliver Timely Additive Solutions Value That Are Easy To Adopt

## ***OBJECTIVES***

- Continue Delivery of Value Add Innovations
- Provide Innovations More Frequently
- Adopt Innovations without Upgrading



## ***STRATEGY***

- Add Innovations in 8.1.x and 8.2.x releases
- Annual Innovation Packs
- 3 Fix Packs per year
- ~3 Year Major Release Cycle

# Paths to Siebel Innovation Packs



	Public Sector	All Other Industries
New Customers	Installing Siebel 8.2.2	Installing Siebel 8.1.1
Existing Customers	Upgrading to Siebel 8.2.2	Upgrading to Siebel 8.1.1

# Lifetime Support Policy

Release	GA Date	Premier Support	Extended Support	Sustaining Support
<b>Siebel 8.1.x</b>	Nov 2008	Nov 2016	Nov 2019	Indefinite
<b>Siebel 8.2.x</b>	CY 2011	Nov 2016	Nov 2019	Indefinite



# Agenda

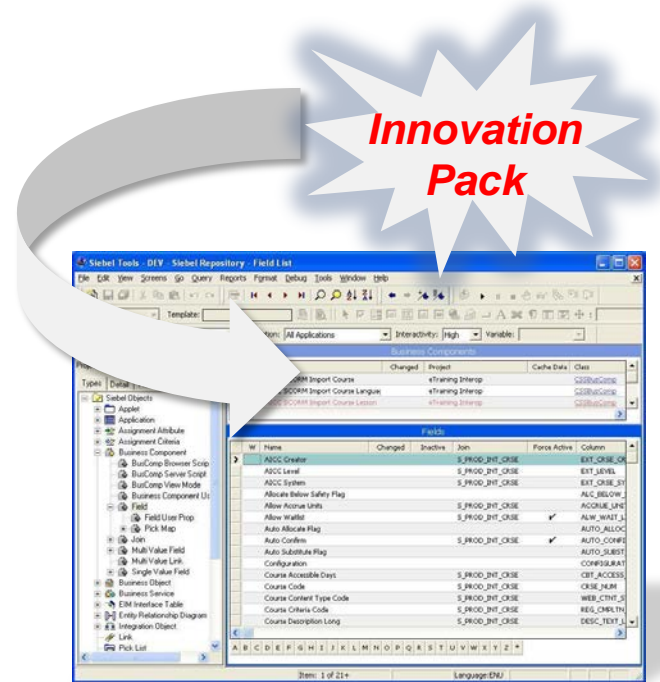
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# Innovation Pack Deployment

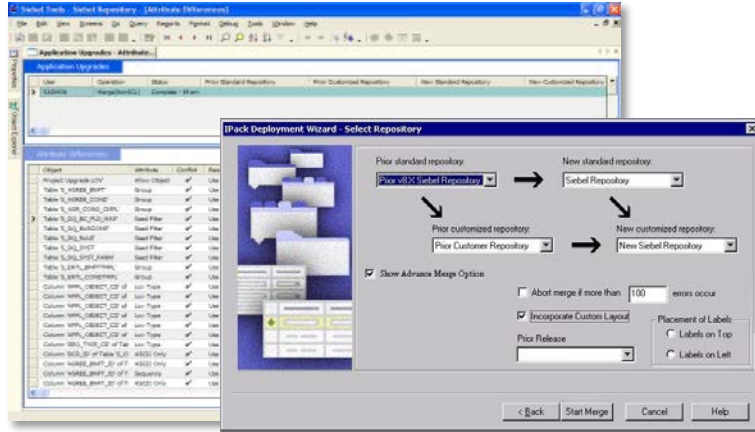
## Ease of Innovation Pack Uptake

- ✓ New innovations delivered through incremental feature package
- ✓ No disruption to existing schema for customers
- ✓ Automated tooling to merge innovations to customer central repository
- ✓ Report configuration changes to help customers identify release scope



# Innovation Pack Deployment

## Deliver Tool for Quick Innovation Pack Adoption



- ✓ Merge the repository changes in an incremental manner
  - ✓ Repository changes
  - ✓ Additive schema changes
  - ✓ Siebel seed data
- ✓ Reduce manual steps needed to apply innovations
- ✓ Minimize overall end-to-end uptake cost of Innovation Pack



# Business Benefits

## Siebel Innovation Packs

- **Eliminates Full Upgrade**
  - Reduce upgrade effort
  - Minimize uptake cost of Innovation Packs
- **Less Intrusive**
  - Only objects changed in the incremental release will be touched in customer repository
  - Reduce testing scope and effort
- **Low TCO**
  - Faster deployment of application releases
  - Increase competitive advantage
  - Better user adoption

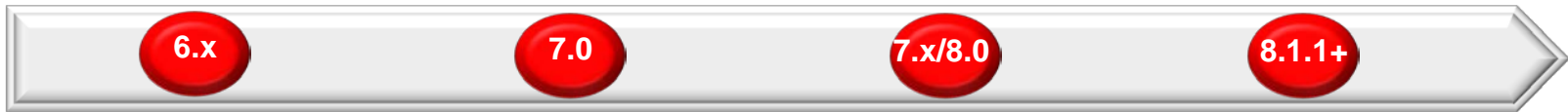
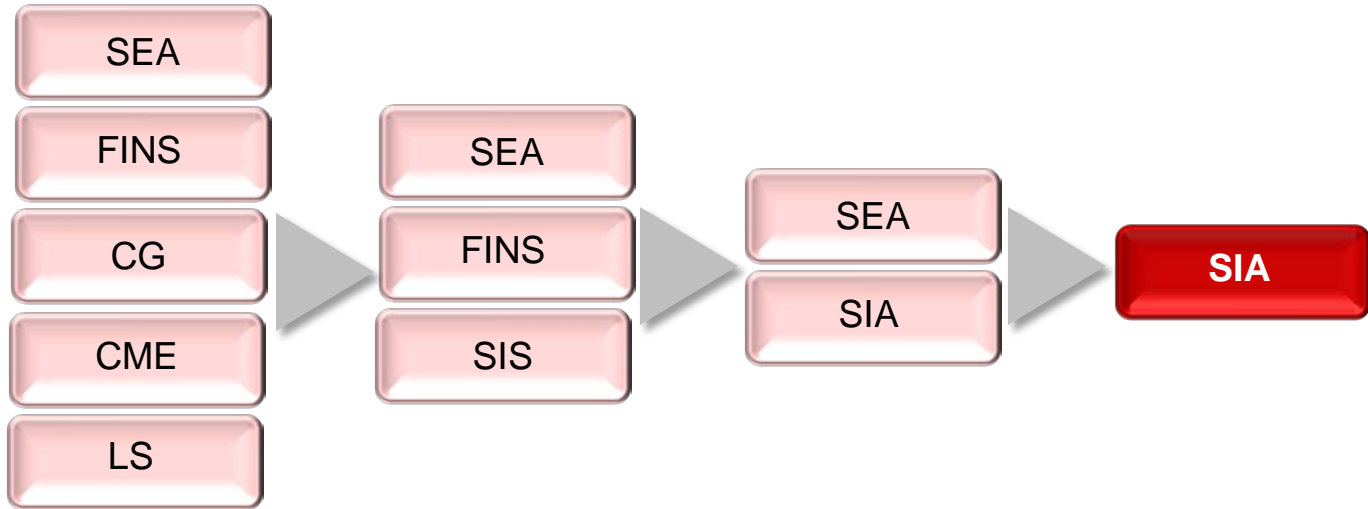


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# Siebel Repository Strategy

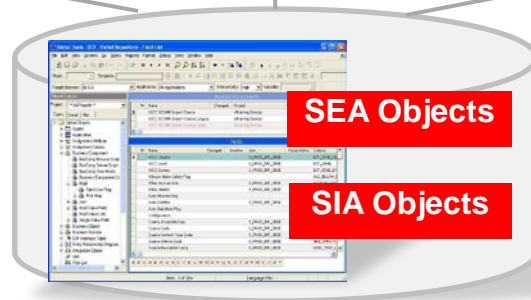


# Siebel Repository Strategy

**SEA & SIA Applications**



**SIA Repository**



# Value Proposition

- 1 Focusing on a single repository enables us to deliver more application, platform and integration products to our customers
- 2 Shift to a single repository provides customers with broader set of features and functionalities
- 3 Developing on a single repository reduces the overall deployment and maintenance cost for customers

# Application & Repository Considerations

## New Customers

*(A customer purchasing and implementing Siebel for the first time)*

- Customers should download Siebel CRM Business Applications Release 8.1.1 from e-Delivery and implement SIA repository
- Public Sector customers should consider implementing 8.2.x

## Existing Customers

*(A customer with an existing Siebel deployment)*

- Existing customers can remain on their current applications
- Customers should consider upgrading to the SIA repository if customer plans to:
  - Align with the future direction of Siebel applications designed on top the SIA repository
  - Public Sector customers should consider Upgrading 8.2.x
  - Integrate with Applications Integration Architecture (AIA), primarily certified on SIA repository

# SEA->SIA Migration

## All Non-Public Sector Customers: Upgrading to 8.1.1

Current Release	Upgrade Approach	Upgrade Path
7.8 SEA	1-Step Upgrade	7.8 SEA -> 8.1.1.3 SIA Apply the latest 8.1.1.x FP
8.0 SEA	2-Step Upgrade	Step 1: 8.0 SEA->8.1.1SEA Step 2: 8.1.1 SEA->8.1.1 SIA

## Public Sector Customers: Upgrading to 8.2.2

Current Release	Upgrade Approach	Upgrade Path
7.8 SEA	1-Step Upgrade	7.8 SEA -> 8.2.2 SIA
8.0 SEA	1-Step Upgrade	8.0 SEA -> 8.2.2 SIA
8.1.1 SEA	1-Step Upgrade	8.1.1 SEA -> 8.2.2 SIA

# SEA->SIA Migration

## Schema Differences

Siebel Enterprise Applications (SEA)	Siebel Industry Application (SIA)
Address data model is 1:M relationship	Address data model is M:M relationship

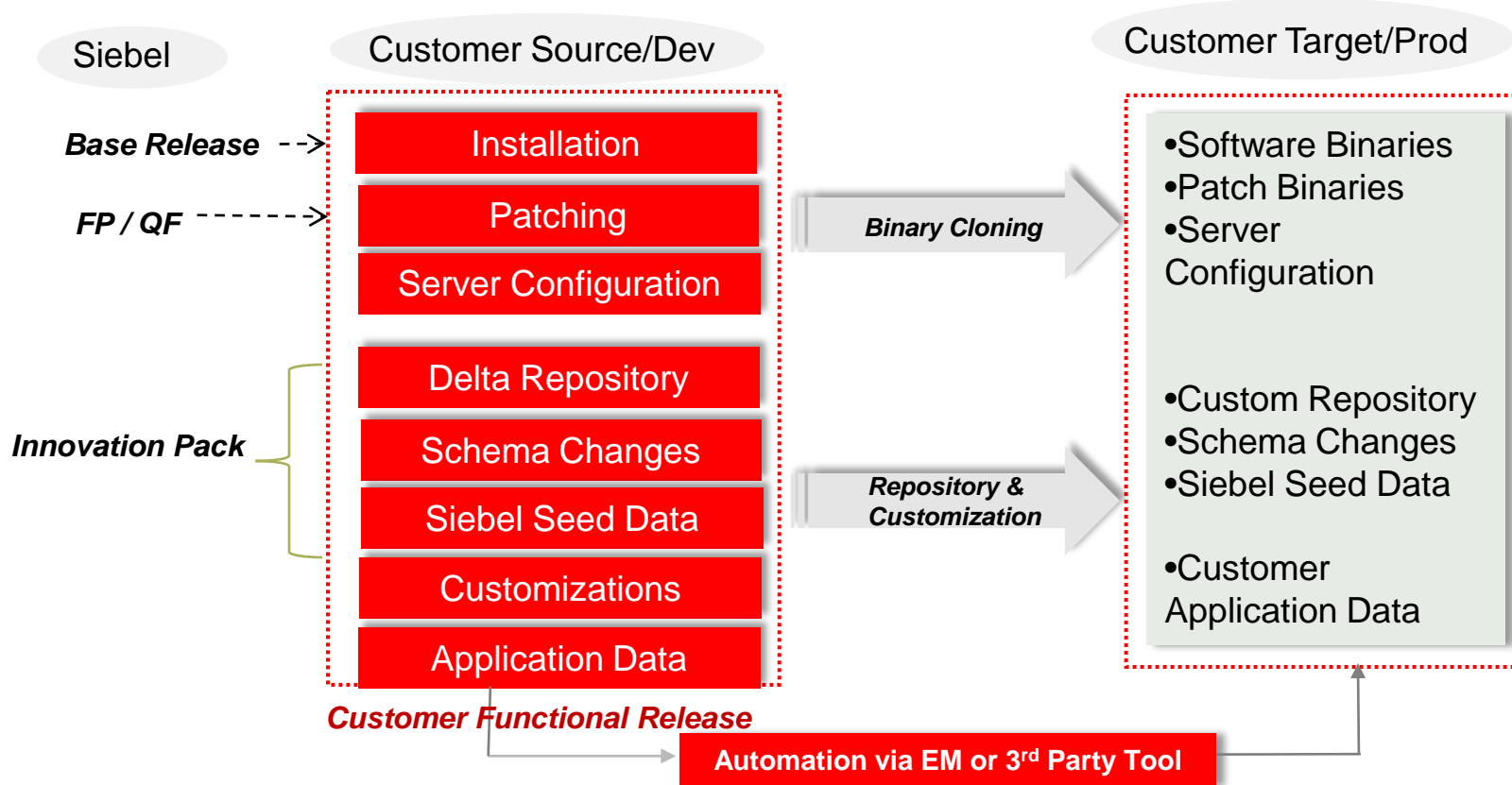
- SEA to SIA migration will result in some SEA objects being obsolete. Re-configuration is needed for all Address related business components that are in use.
- Refer to 'Upgrade Planning for Migrating Siebel Address Data' section in Upgrade Bookshelf on how to manage Address migration

# Agenda

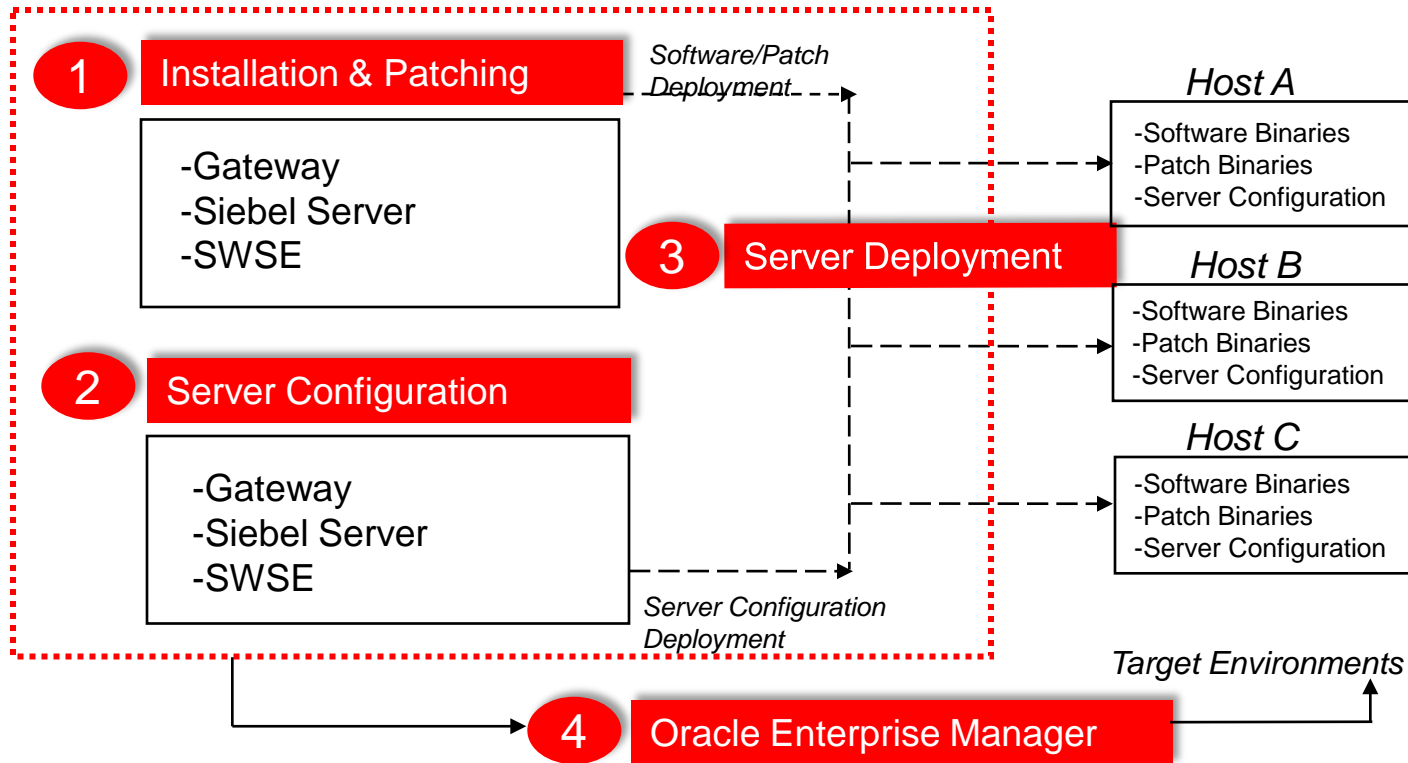
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# Siebel Deployment Flow



# Siebel Server Deployment



- *Ease of Installation & Patching*
- *Ease of Server Configuration*
- *Ease of Server Provisioning*
- *Oracle EM Integration*

# Siebel Server Cloning Solution



- Installation Cloning
  - Siebel server cloning
  - Enterprise cloning
- Patch Deployment
  - Capture installation changes
  - Apply changes to target environments
- Server Configuration Deployment
  - Generate server configuration changes
  - Migrate changes to target environments
- Integrate Siebel Deployment Procedure into Oracle Enterprise Manager

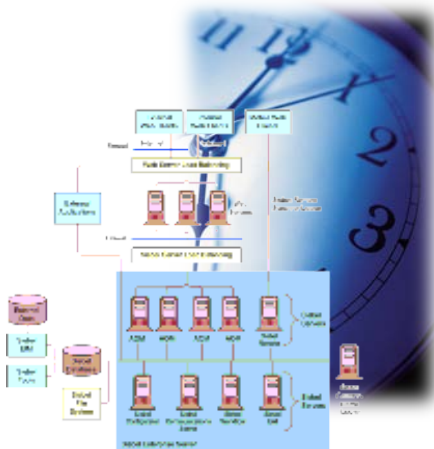
# Business Benefits

## Siebel Server Cloning

- Reduce total cost of operations of Siebel installation and patching
- Improve Siebel server manageability through faster and reliable server provisioning



# Siebel Diagnostics and Monitoring



- Performance Dashboard
  - Drilldown/trending on transactions, server layers, KPIs, OM & DB metrics
- Improved Siebel Server Control
  - Startup/shutdown/staggering, dependencies, connections, Enterprise profiles
- Improved Configuration Management
  - Tracks/validates versioning, compatibility

# Siebel Diagnostics and Monitoring

- Improved Logging
  - Better consistency, granularity, accessibility, content
- System Probes
  - Automated detection/notification of connectivity, availability issues
- Health Checks
  - SRB connectivity, AOM operating state/status, system queue tables



# Business Benefits

## Siebel Diagnostics and Monitoring

- Proactive administration of Siebel Enterprise
- Improved capture/analysis of meaningful operational data
- Improved server and component availability
- Lower cost of administration



# Summary of Innovation Pack Strategy

- Unlimited Innovations Packs
- Shorter release cycle
- Adopt innovations without upgrade



# Q&A

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