

SIEBEL CRM ON DEMAND ANALYTICS



COMPREHENSIVE CRM
SOLUTION WITH FULLY
INTERACTIVE ANALYTICS

- Makes business intelligence available to everyone
- First CRM solution to provide data warehousing
- A rich set of prebuilt analytics across all CRM functions

Siebel CRM On Demand delivers “analytics everywhere” with the industry’s most powerful analytic capabilities. From the home page to analytic dashboards embedded throughout the application, Oracle’s built-in analytics make actionable, up-to-the-minute business intelligence available to employees across sales, service, and marketing functions. With one click, you can drill down into real-time intelligence and historical trends based on 45+ prebuilt reports. Or you can build customized reports based on individual preferences, using prebuilt templates.

Sales Analytics

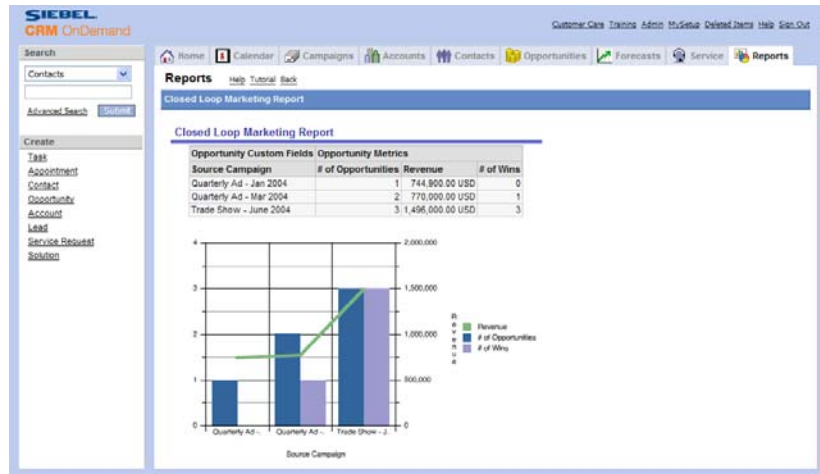
What’s happening with your sales effort? How is your sales team performing? Find out by using highly interactive out-of-the-box dashboards. You can view account status, diagnose key issues, and identify opportunities from a single location. Drill down into deeper analysis and specific records to diagnose issues and make changes to data.

Sales Analytics features include:

- Comparative analytics for current and historical pipeline
- Aggregate view of sales team performance
- Summary view of all sales activities
- Prebuilt analytics for measuring sale effectiveness

KEY FEATURES

- Analytics everywhere
- Highly interactive dashboards
- 35 prebuilt reports with 250 discrete analyses
- Prebuilt, configurable marketing analytics
- Actionable data for customer service

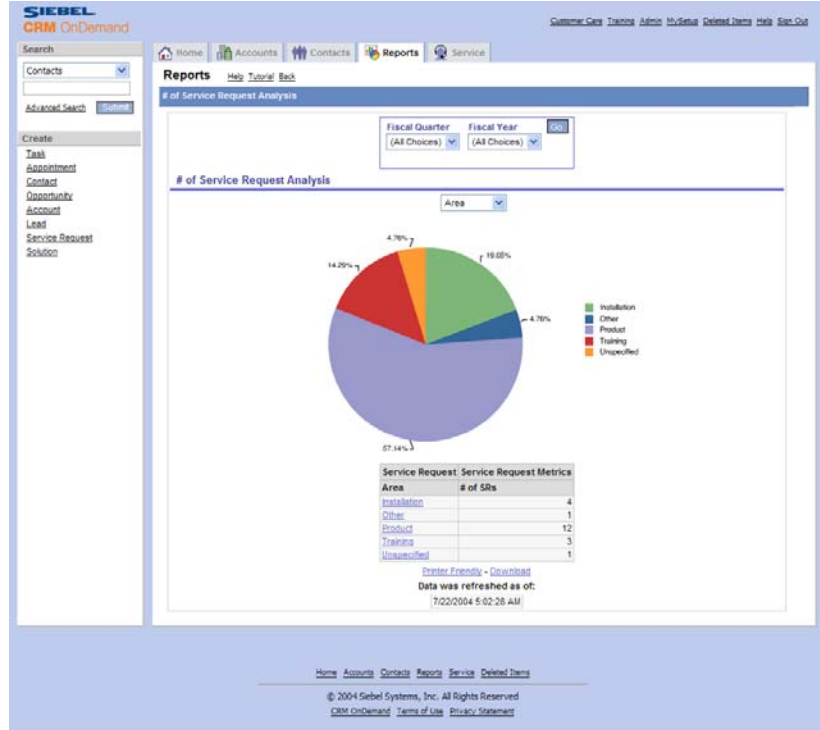
Marketing Analytics

Using powerful prebuilt and configurable marketing analytics, you can view real-time and historical campaign reports to track conversion rates and responses to marketing programs. Analytics allow you to quickly improve campaign effectiveness and monitor message effectiveness.

With marketing analytic capabilities, you can:

- Easily quantify leads generated
- Gain real-time insight to campaign performance
- Associate responses to sales opportunities
- Analyze campaign effectiveness and response

Service Analytics



Receive actionable data for your customer service interactions. Siebel CRM On Demand's service analytics provides in-depth knowledge into service request activity, resolution trends, service revenue, costs, and customer satisfaction.

Monitor employee performance and activities to ensure the highest service levels across staff.

Service analytic capabilities help you:

- Increase customer loyalty
- Identify revenue opportunities
- Spot customer trends
- Monitor service requests by channel

Call Center Analytics

The key to any successful call center involves using historical and real-time reports to evaluate agent activity and incident monitoring to ensure your customer service levels remain high. Real-time analytics and reporting help you to monitor key performance indicators (KPIs), continue process improvement, identify issues by comparing real-time data and historical trends, and improve staffing. You'll have access to more than 90 detailed reports using leading analytics and intelligence programs, including:

Voice Reports:

- Calls handled
- Calls transferred
- Abandonment rates
- Calls to voice mail
- Average speed to answer (ASA)
- Handle time
- Interactive voice response (IVR) activity
- IVR abandonment
- Queue abandonment
- Call intervals
- Resolution time

Historical Reports:

- Historical data by time and date
- Data tracked across communications channels
- Export for sharing and reporting

Embedded Analytics

What makes Siebel CRM On Demand the industry's smartest CRM solution? Analytics.

While other CRM solutions may allow users to track customer data and run basic reports, Siebel CRM On Demand offers complete, fully interactive analytic capabilities. From the home page to dashboards, "analytics everywhere" delivers embedded analyses throughout the application.

Embedded analytic capabilities let you:

- Perform drillable navigation with the click of a mouse
- Identify top customers and opportunities
- Proactively identify business trends
- Perform real-time and historical analyses

Interactive Dashboards

Highly interactive and customizable dashboards provide a single location for viewing data across sales, marketing, and service. View account status, diagnose key issues, and identify opportunities by drilling into individual records. Edits made to each record automatically appear everywhere across the Siebel CRM On Demand application.

Interactive dashboards include:

- Company overview

The screenshot shows the Siebel CRM OnDemand Reports Home page. The page is organized into several sections, each with a list of reports and their descriptions:

- Quick Lists:**
 - [Opportunities By Account](#) - View a list of all of your Opportunities by Account.
 - [Opportunities By Sales Stage](#) - View a list of all of your Opportunities by Sales Stage.
 - [Activities By Opportunity](#) - Create and evaluate a list of all of your Activities by Opportunity.
 - [Accounts By Sales Rep](#) - Evaluate a list of all of your Accounts by Sales Representative.
 - [Contact Mailing List](#) - View and print a mailing list of all of your Contacts by Account.
 - [Employee List](#) - View a full list of your company's OnDemand users.
- Pipeline Analysis:**
 - [Pipeline Analysis](#) - Perform comprehensive analysis on your pipeline to identify opportunities and challenges.
 - [Opportunity Revenue Analysis](#) - Perform quick analysis on your Opportunity Revenue.
 - [Pipeline Quality Analysis](#) - Evaluate the quality of your deals and identify key deals that can be targeted and closed quickly.
 - [Team Pipeline Analysis](#) - Perform comprehensive deal analysis by subordinate.
 - [Top 10 Opportunities](#) - Quickly view and analyze your top deals!
 - [Historical Pipeline Analysis](#) - Perform comprehensive historical analysis to evaluate current performance vs. past expectations.
 - [Historical Expected Revenue Quarterly Analysis](#) - Analyze historical expected revenue achievements vs. current achievements.
 - [Historical Opportunity Revenue Quarterly Analysis](#) - Analyze historical opportunity revenue achievements vs. current achievements.
 - [Quarterly Closed Revenue Analysis](#) - Analyze quarter ago closed revenue achievements vs. current achievements.
 - [Opportunity vs. Expected Revenue vs. Closed Revenue](#) - Get immediate insight in one view into your quarterly revenue performance.
- Sales Effectiveness:**
 - [Top Performers List](#) - Instantly view, analyze and identify your top performers across regions, industries, etc.!
 - [Quarterly Sales Effectiveness Analysis](#) - Perform quarter to quarter sales effectiveness analysis and identify key trends and patterns.
 - [Team Sales Effectiveness Analysis](#) - Perform incoive sales effectiveness analysis by subordinate.
 - [Team Activity Analysis](#) - Perform comprehensive team activity analysis to improving team productivity.
 - [Team Win Rate Analysis](#) - Evaluate team win rate effectiveness.
 - [Team Average Sales Cycle Analysis](#) - Analyze Team Avg. Sales Cycle effectiveness.
- Customers:**
 - [# of Accounts Opportunity Analysis](#) - Analyze your total number of Accounts with opportunities by different demographics.
 - [# of Accounts Analysis](#) - Analyze your total number of Accounts by different demographics.
 - [Contact Analysis by Opportunity](#) - Analyze your total number of contacts with Opportunities by multiple criteria.
 - [Contact Analysis by Account](#) - Analyze your total number of contacts by Account criteria.
 - [Top 10 Customers](#) - Instantly view and analyze your top account!
 - [Account Analysis](#) - Perform comprehensive analysis on your accounts and customers.
 - [Closed Revenue by Account Analysis](#) - Analyze closed revenue achievements by account demographics.
- Service:**
 - [Service Analysis](#) - Identify key service problems and track service trends in your area.
 - [Service Report List](#) - Review a list of your key service requests. Data is refreshed daily.
 - [Current Service Request Aging Analysis](#) - Proactively manage and analyze the aging of your service requests.
 - [Open Service Request Analysis](#) - Evaluate and analyze your open service requests.
 - [# of Service Request Analysis](#) - Evaluate and analyze your total number of service requests.
 - [Team Service Analysis](#) - Perform comprehensive service analysis by subordinate.

- Pipeline analysis
- Sales effectiveness
- Service analysis
- Customer analysis

Prebuilt Reports

Stay current by accessing more than 45+ prebuilt reports—all accessible from the Reports home page. Quickly create, print, and export the reports using the built-in reporting tools. With Siebel CRM On Demand analytics, you can streamline access to analytic reports by organizing reports into folders and setting permissions to those folders. Create a treelike structure of report folders, move reports between folders, and copy reports to multiple folders. You can blend custom and prebuilt reports together in the same folder. With these advanced report-management capabilities, you access your private and shared analyses directly from the Reports home page and view a simple, uncluttered folder list that contains only reports relevant to your business function.

Sample prebuilt reports include:

- Opportunity by account/sales stage
- Pipeline analysis
- Accounts by sales representative
- Opportunity revenue analysis
- Team pipeline analysis
- Quarterly sales analysis
- Top performers list
- Team win rate
- Service analysis

Custom Reports

The screenshot shows the Siebel CRM On Demand interface for editing columns and filters. The left sidebar contains a tree view of filter categories: Account Custom Attributes (Billing Address, Billing City, Billing Country, Account Name, Billing Zip Code, Billing State/Province, Region, Location, Annual Revenue Category, Account Type, Main Fax #, Main Phone #, Industry, Account ID), User, Date Created, and Custom Metrics. The main content area is titled 'Edit Columns and Filters' and includes a table with the following columns: User (Manager Name), Account (Annual Revenue Category), Account Name, Region, and Date Created (Fiscal Quarter). Below the table are buttons for 'Remove All Columns', 'Clear Sorts & Totals', and 'Grand Total'. The 'Edit Filters' section shows two active filters: 'Account Type greater than 25,000' and 'AND Location equals USA'.

Perform powerful ad hoc analysis with the built-in Answers On Demand tool. Point and click on data to get real-time answers to ad hoc business questions. Additional drag-and-drop features allow for customized reports based on user-defined criteria.

“What’s my hottest-selling product?” “Who are my top sales reps for the current quarter?” “Which sales territories are most profitable?” Answers to these questions and others can be presented through interactive charts, pivot tables, and reports.

View them for your eyes only or post them to the Reports home page for the entire team.

Data Warehousing

Siebel CRM On Demand is the first CRM service to provide world-class data warehousing capabilities. Automatically updated nightly with your latest CRM data, the Siebel CRM On Demand data warehouse provides two unique advantages:

First, it tracks historical data so that you can quickly perform historical analyses and

spot trends over time. And second, it provides a high-performance analysis environment so that you can quickly analyze key issues such as win/loss ratios and average deal size. Together, these unique capabilities help you to work faster and smarter.

Learn More About Siebel CRM On Demand

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