

Oracle CRM On Demand Integration to Siebel CRM

An Oracle Application Integration Architecture Offering

Frequently Asked Questions

29 July 2008

Product Overview

Q: *What is the Oracle CRM On Demand Integration to Siebel CRM?*

A: The Oracle *CRM On Demand Integration to Siebel CRM* is a pre-built integration that consolidates Account, Contact, Opportunity and Product information between an organization's Siebel on-premise solution and their Oracle CRM On Demand instances. This allows Siebel CRM customers to extend robust CRM functions to departments and satellite operations by leveraging the rapid deployment time, ease of use, and subscription-based cost structure of Oracle CRM On Demand.

Benefits & Positioning

Q: *What is the advantage of deploying the Oracle CRM On Demand Integration to Siebel CRM?*

A: There are several advantages:

- Integrated, fast AND comprehensive CRM: Integration is the final 'tool' needed to deliver robust on demand CRM functionality to new sales teams and/or business units quickly and cost-effectively with a single-vendor, standards-based solution. This is a distinct advantage versus competitive offerings that require either partner-built or custom integrations.
- Single source of accurate, current information: *Oracle CRM On Demand Integration to Siebel CRM* synchronizes account, contact, product and opportunity data in real time. It results in a single, complete customer view that is current, up-to-date, and consistent across an organization's on demand and on premise CRM applications. It improves sales productivity and effectiveness by quickly and efficiently arming sales people with critical customer information that is accurate and timely.
- Global business intelligence and forecasts: *Oracle CRM On Demand Integration to Siebel CRM* dramatically improves company-wide planning and forecasting because it is based on a consolidated, comprehensive data set. The result is an all-encompassing, global view of sales performance and pipelines that drives more timely and accurate company-wide forecasting.
- Faster ROI with lower TCO. This pre-built integration solution streamlines implementations. Where some of our customers have created custom integrations to link Oracle CRM On Demand to their Siebel CRM system, *Oracle CRM On Demand Integration to Siebel CRM* makes it dramatically easier. It saves significant IT costs and resources versus 'build it yourself' integrations, and can be deployed in weeks versus months, so customers quickly benefit from a consistent customer view.
- Choice. Customer organizations can chose which deployment they prefer for any sales teams or users, based on the depth and type of functionality needed. In either case these organizations would achieve a single view of customers, products, the sales pipeline, and the ability to perform comprehensive analytics.
- Single point of vendor control: *Oracle CRM On Demand Integration to Siebel CRM* is developed, supported and maintained by Oracle. This consolidates and simplifies vendor management and accountability for our customers, rather than forcing them to juggle multiple vendor contacts.

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Product Details

Q: *What does the solution include?*

A: The *Oracle CRM On Demand Integration to Siebel CRM* includes:

1. Pre-built, real-time integration:
 - Bidirectional, real-time integration of Account, Contact, and Opportunity information
 - One-way, real-time integration of Product information from Siebel CRM to Oracle CRM On Demand.
 - The ability to integrate a single Siebel CRM deployment to multiple Oracle CRM On Demand deployments
 - Mobile/ Offline integration support for account, contact, and opportunity updates
2. Integration functions
 - Entity cross-referencing in the Middle-Tier
 - Integration Administration Work lists and Alerts
 - Transaction logging in both Oracle CRM On Demand and Siebel CRM
 - Initial Data Load Support for:
 - ♦ Existing Siebel CRM Instance, New CRM On Demand Instance(s)
 - ♦ Existing Siebel CRM Instance, Existing CRM On Demand Instance(s),
3. A restricted use license of Oracle Fusion Middleware:
 - Oracle SOA Suite

Q: *What languages does the Integration support?*

A: The current release of this integration supports English only. Additional language support is planned for in future releases.

Q: *What is Oracle's Application Integration Architecture?*

A: Oracle Application Integration Architecture provides an open standards based framework for creating cross-application business processes that support the way organizations run their business today, while paving the way for long term, strategic, business transformation plans.

Its application independent framework enables companies to utilize the applications of their choice to create composite, tailored business processes on a flexible service-oriented architecture. For customers looking to quickly deploy integrations between Oracle applications, Application Integration Architecture also offers direct integrations, allowing for rapid implementation of mission critical business processes. Oracle Application Integration Architecture is powered by [Oracle Fusion Middleware](#), the industry's most comprehensive family of integrated, standards based, and customer proven middleware products.

Q: *Is the Oracle CRM On Demand Integration to Siebel CRM based on the AIA Foundation Pack?*

A: No. The initial release of the Oracle CRM On Demand Integration to Siebel CRM is considered a direct integration and is optimized for integration between application end points. While the initial release of the prebuilt integration does not make use of the AIA Enterprise Business Objects (EBOs) or Enterprise Business Services (EBSs), subsequent releases will be AIA Foundation Pack based.



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Requirements

Q: *What software versions are required to support the Oracle CRM On Demand Integration to Siebel CRM?*

A: Oracle CRM On Demand Integration to Siebel CRM specifically supports Siebel CRM Enterprise version 7.8.2 SEA (Horizontal) and CRM On Demand Release 15. Integration support for industry versions (SIA) is planned for a future release. Note that Customers must have active maintenance contracts in place for both Oracle CRM On Demand and Siebel CRM, the end points of the integration.

Q: *What platforms are certified for the Oracle CRM On Demand Integration to Siebel CRM?*

A: Initially, the integration will support Siebel CRM 7.8.2 SEA (Horizontal) on Windows Server 2003 running on either an Oracle or Microsoft SQL Server database. Additional platform support is planned in future releases.

Q: *Is Oracle Fusion Middleware required to enable Oracle CRM On Demand Integration to Siebel CRM?*

A: Yes, to integrate Siebel CRM and Oracle CRM On Demand customers must deploy and configure our pre-built integration on an on-premise server that hosts the Oracle Fusion Middleware SOA Suite. To determine the appropriate performance/sizing guidelines for your customer, go to Oracle's [Reference Architecture Sizing Tool](#).

Q: *Do customers need to install anything on the Siebel CRM (on premise) side to enable the Oracle CRM On Demand Integration to Siebel CRM?*

A: Yes, the Siebel CRM 7.8.2.8 QuickFix 1801 must be installed as prescribed in the Oracle CRM On Demand Integration to Siebel CRM Installation Guide.

Pricing & Availability

Q: *When will the Oracle CRM On Demand Integration to Siebel CRM be generally available?*

A: The Oracle CRM On Demand Integration to Siebel CRM is available *now* to customers under Controlled Availability.

Q: *What is the price model for the Integration solution, and how is it delivered?*

A: The Integration module is available for a one-time license fee of \$35,000 per Oracle Fusion Middleware processor. If a customer's data, transaction volume and performance requirements dictate multiple processors, the price is based on the number of processors.

Q: *Will customers be required to pay maintenance on the Oracle CRM On Demand Integration to Siebel CRM license?*

A: Yes, a maintenance fee of 22% of the license list price will be applied, as with all licensed products.

Q: *Is there a price difference if my customer already owns Oracle Fusion Middleware?*



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A: No. Customers are licensing the software that enables the prebuilt integration between CRM On Demand and Siebel CRM, not the underlying enabling technology, Oracle Fusion Middleware, which is made available to customers under a restricted-use license.

Selling and Demonstrating the Integration

Q: *How and when can you demo the Oracle CRM On Demand Integration to Siebel CRM?*

A: There are several demo options:

- Pre-recorded demos of Oracle CRM On Demand/Siebel CRM integration, which are based on User Productivity Kits (UPKs), are [here](#).
- A flash demo that provides a broad, solid overview is scheduled for availability in August 2008.
- An Application Demonstration Services (ADS) environment for the *Oracle CRM On Demand Integration to Siebel CRM* is planned for future availability. Watch for upcoming details.

Q: *When can we begin selling the Oracle CRM On Demand Integration to Siebel CRM?*

A: Now.

Q: *Since integration solutions are provided under 'Controlled Availability', is an approval process required prior to finalizing the proposal?*

Yes, approval is required. It is based on completing a standard questionnaire about the customer's application versions and platforms in use, expected record and transaction volumes, and schedule for data loads. See eSource [On Demand Policies](#) for details about Approvals.

Q: *Are there optional products a customer might need, and for what purpose(s)?*

A: If your customer plans to extend the integration touch points beyond the scope delivered with *Oracle CRM On Demand Integration to Siebel CRM*, they will require a full-use license of the underlying Fusion Middleware components of the SOA suite.

Implementing the Integration

Q: *What is the average time and cost of deployment?*

A: Every *Oracle CRM On Demand Integration to Siebel CRM* implementation is different, so we cannot project an average timeline or cost.

Q: *Can the integration be customized?*

A: Yes, the integration is extensible and is documented. Packaged implementation services in conjunction with Oracle Consulting Services have also been developed to address frequently requested enhancements.



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Q: *Whom can we contact for Integration Implementation Services?*

A: Oracle Consulting Services is developing a set of integration implementation services specifically for the *Oracle CRM On Demand Integration to Siebel CRM*. For details, please contact [Kirti Shetye](#).

Competition

Q: *Does Salesforce.com offer a pre-built integration specifically for Siebel Enterprise CRM?*

A: No, Salesforce.com does not offer a prebuilt integration to Siebel CRM, but its partners do. Partner solutions range from toolsets to facilitate integration with third party ERP and Siebel applications, to prebuilt integration packs. Partner offerings are profiled on the Salesforce.com [AppExchange](#) portal, and include IBM's *Information Server Pack for Salesforce.com*. [Cast Iron Systems](#) provides integration hardware devices.

Q: *What is the advantage of the Oracle CRM On Demand integration to Siebel CRM versus Salesforce.com partner integrations?*

A: There are several:

- **One Company - One solution - One support desk:** Oracle's Integration is developed, supported and maintained by Oracle. This consolidates vendor management and accountability for customers, rather than forcing the customer to manage several vendor relationships.

Salesforce.com addresses this differently with a model that fosters ambiguous responsibility: their partners provide SFDC integration and support, maintenance/ updates must be synchronized between the partner and Salesforce.com, and the Salesforce.com On Demand application is supported and maintained by Salesforce.com.
- **Domain expertise:** Another key advantage of the *CRM On Demand Integration to Siebel CRM* is that Oracle not only owns and optimizes the industry-leading and standards-based middleware technology underlying our integration, but it also owns and optimizes the applications themselves. Salesforce.com simply cannot offer this single-vendor competency.

Q: *How can we position Oracle CRM On Demand to win against Salesforce.com?*

A: Looking at the bigger picture, you can address the threat of potential Salesforce.com satellites by competitively positioning Oracle CRM On Demand. Now on our 15th version, Oracle CRM On Demand is a highly competitive and innovative solution that offers single vendor accountability with superior functionality in areas from Analytics, to Call Center and e-Mail marketing. For details to build your competitive pitch go to Oracle's Competitive Intelligence portal [here](#).

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