ORACLE®

CRM Analytics with Siebel 8.0

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remain at the sole discretion of Oracle.

Business Intelligence is a Top Priority
#1 priority with CIOs

Gartner 2006 CIO Survey

2006 CIO Technology Priorities

To what extent will your Investment in each of the following technologies change in 2006	Ranking 2006 2005	Spending Increase
Business Intelligence (BI)	1 ↑ 2	+4.8%
Security Enhancement Tools	2 ↓ 1	+4.5%
Mobile Workforce Applications	3 ◄ 3	+3.9%

Source: Gartner EXP 2006 CIO Survey

Merrill Lynch CIO Survey

Table 3: What areas are your top Spending Priorities

	Aug 2004	Oct 2004	Feb 2005	Sep 2005	Jan 2006
Business Intelligence / Data Warehousing	42%	48%	28%	53%	41%
Security	42%	42%	31%	27%	36%
ERP	12%	26%	32%	17%	28%

Source: Merrill Lynch Survey of 100 CIOs in North America

ORACLE®

Product Strategy
Key Analytic Differentiators for CRM

- **Enterprise Semantic Model**
  - Cross-Source Model Centric vs. Single Source Reporting

- **Pervasive Business Insight**
  - Empower Business Users with Embedded Insight

- **Real Time Predictive Insight**
  - Activity Monitoring and Predictive Analytics for Real Time Decisions

- **Business Process Optimization**
  - Sense & Respond with Intelligent Business Processes

- **Fastest Time to Value & Lowest TCO**
  - Pre-packaged CRM Analytic Applications and Capabiities
  - Across Siebel, PeopleSoft, e-Business Suite, JDEdwards, & SAP

ORACLE®

Key Contextual Metrics Embedded within Siebel 8.0

- **Contextual**—metrics guide the customer interaction with data relevant to the customer. Metrics show the agent something about the customer that sheds light on their needs, preferences, or expectations

- **Embedding**—agent does not have to take extra steps see informative data on the customer. Metrics are integrated into the contact center software user interface when the agent needs to see it.

Embedded Contextual Analytics

- Embedded in CRM transactional system
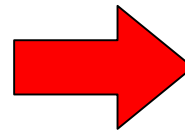 - Analytics results within a transactional applet

Profitability is calculated from Total Revenue and Costs (from Financial system)
Cost To Serve is calculated from costs gathered from CTI systems, Service Systems, etc.

ORACLE®

More than just Dashboards & Reports

- **Action Links**
  - Direct navigation from record to transaction while maintaining context
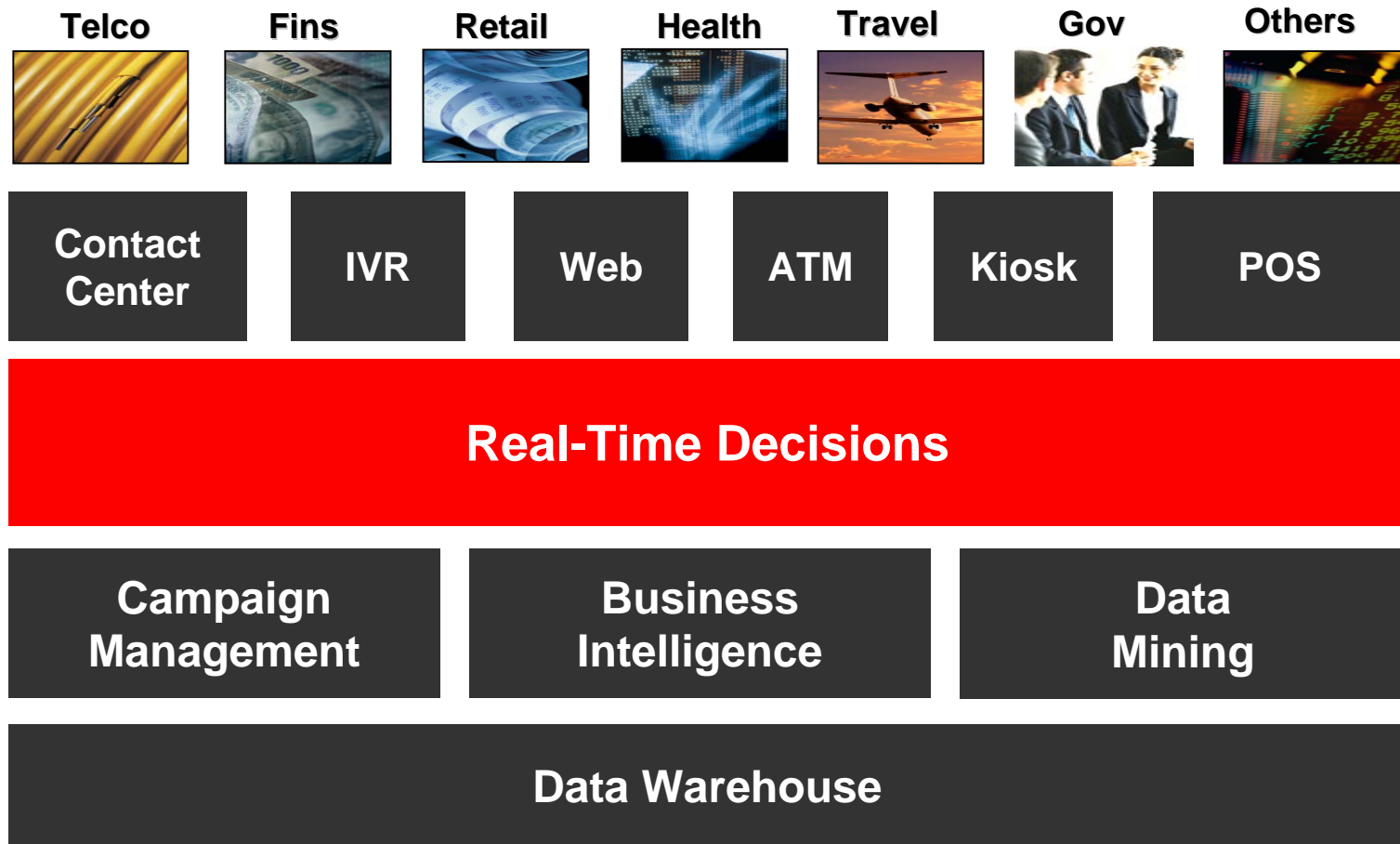 - Take Action immediately without navigating to a different screen

ORACLE®

Oracle Real-Time Decisions
Embedding RTM into CRM Applications

Telco	Fins	Retail	Health	Travel	Gov	Others

Contact Center	IVR	Web	ATM	Kiosk	POS

Real-Time Decisions

Campaign Management	Business Intelligence	Data Mining

Data Warehouse

Example: RTD in a CRM Process
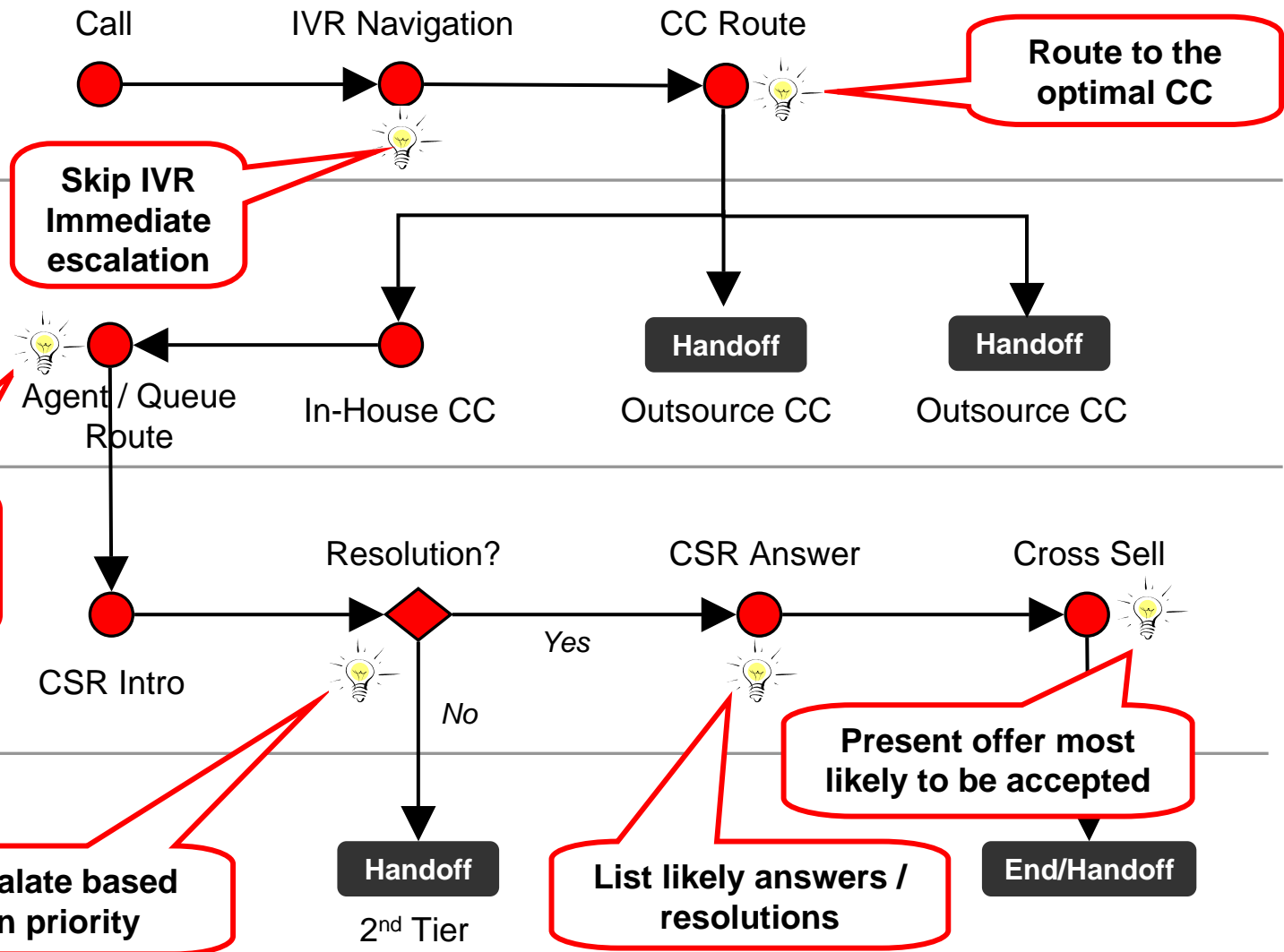
Oracle BI Applications
CRM Analytics Enhancements for 8.0

- Enhanced User Experience
  - Benchmarks & Targets
  - Analytic Workflows
  - New Visual Indicators
  - Functional Glossaries
  - Enhanced Employee Hierarchy
- Enhanced Data Administration Console
  - Auto-dependency Rules Engine
  - Configuration Manager
  - ETL Monitor
- Expanded Deployment Options
  - Support Oracle EBS v11 v11i9 and v11i10
  - Support DB2 V8 on z/OS as both source and target database
  - Support Teradata V2R6 as target database
- Full Localization
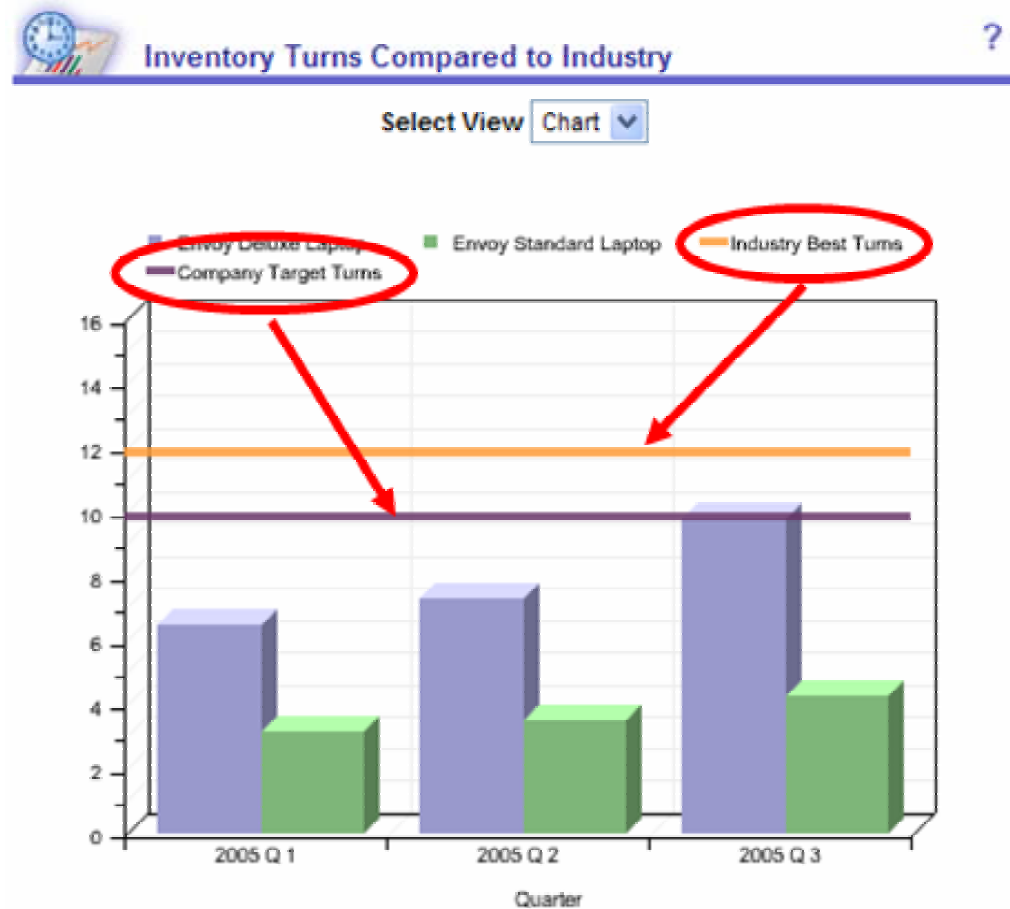 - Translation to 15 languages

Enhanced User Experience

- All CRM Analytic applications take advantage of the latest capabilities including:
  - Benchmarks & Targets
  - Analytic Workflows
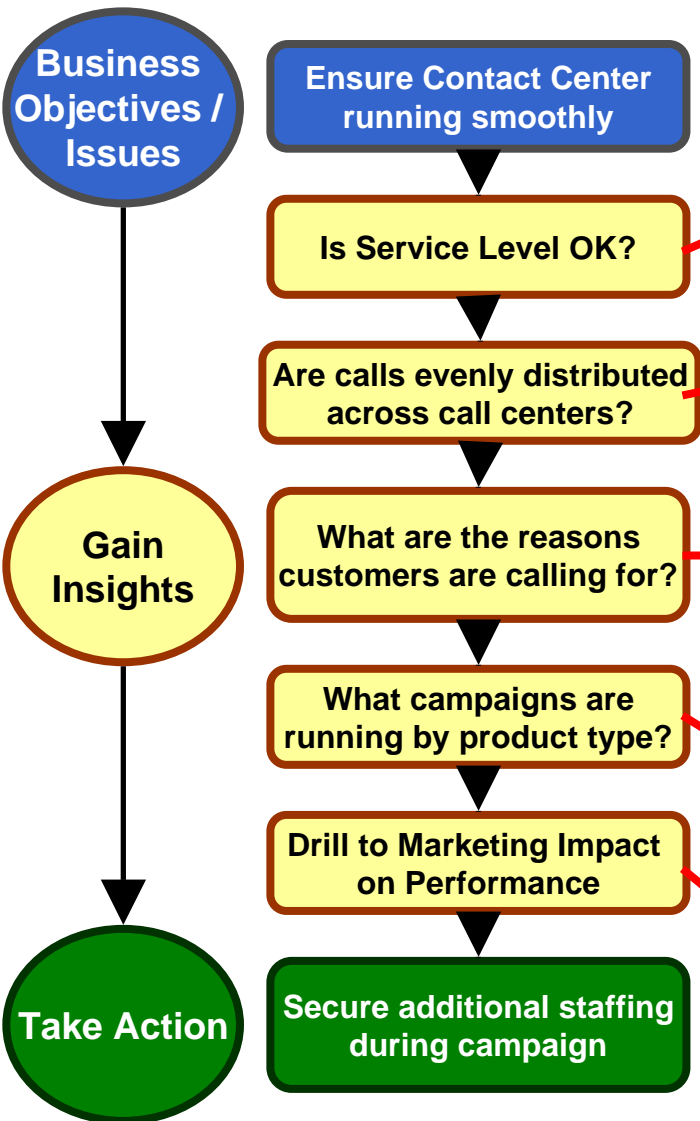 - New Visual Indicators
  - Flexible Deployment Options

Benchmarks / Targets

- Flexible entry of external benchmarks, industry best goals or internal company targets

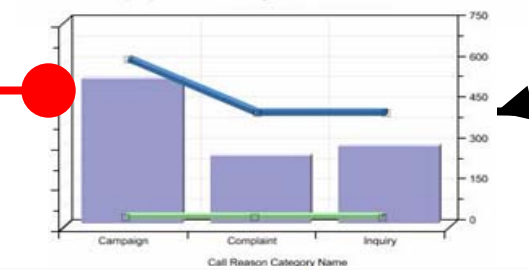- Provides clear context to end users via visual indicators on whether the metrics are on target or not
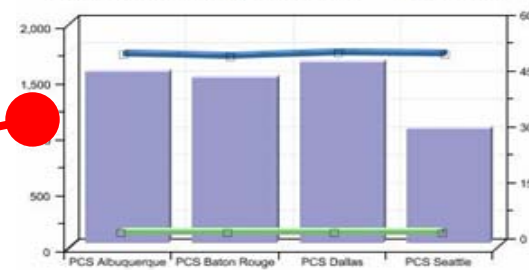

ORACLE

Analytic Workflows – Contact Center Telephony Analytics

Business Objectives / Issues

Gain Insights

Take Action

- Ensure Contact Center running smoothly
- Is Service Level OK?
- Are calls evenly distributed across call centers?
- What are the reasons customers are calling for?
- What campaigns are running by product type?
- Drill to Marketing Impact on Performance
- Secure additional staffing during campaign

Drill to Detail

ORACLE

Flexible Deployment Options
Single Semantic Model with Variety of User Interfaces

- Standalone Dashboards

- Portal integration – via JSR-168/WSRP
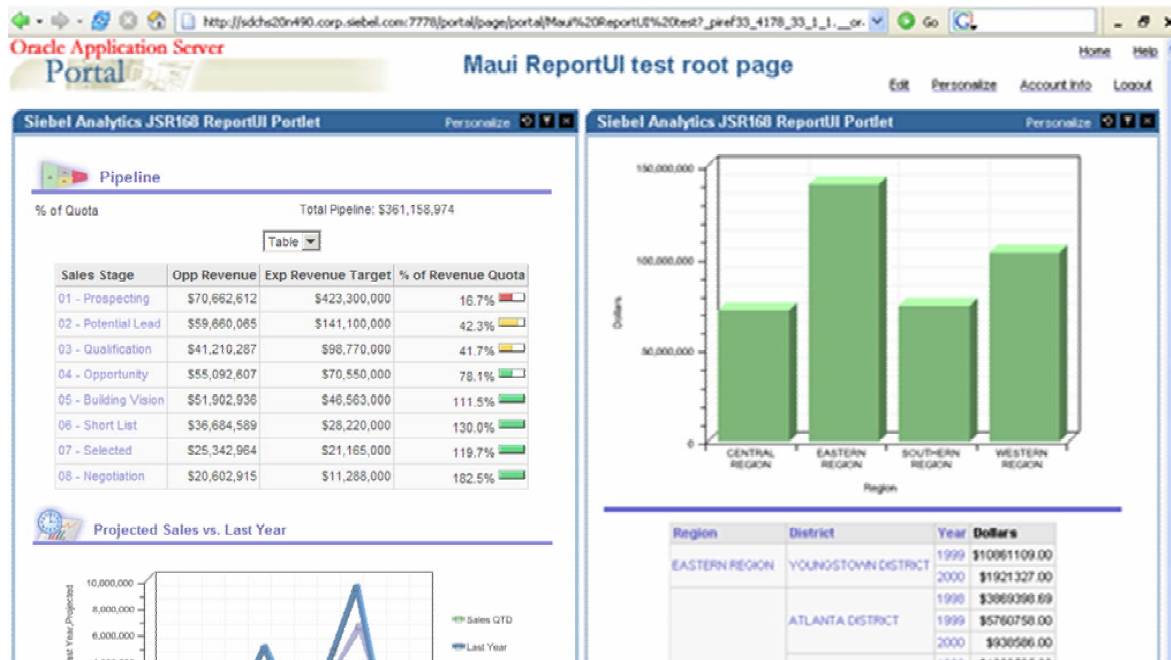
Customer Example
Putnam Investments

- Actionable intelligence to 1900+ contact center employees and management
- Brings together information from switch, call center application, customer portfolio and 3rd party satisfaction scores
- Improved workforce performance in contact center
- Improve quality of service to institutional customers

For more information on CRM Analytics…

- ***www.oracle.com/crm***

- ***www.oracle.com/bi***

ORACLE IS THE INFORMATION COMPANY