

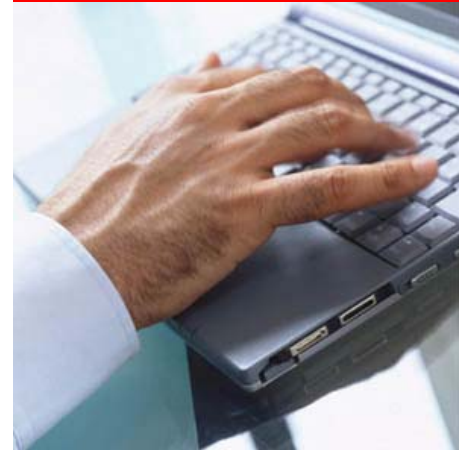


**ORACLE®**

## **What's New in Siebel Marketing 8.0**

# Agenda

- Review of Siebel Enterprise Marketing
- Update on What's New in Siebel Enterprise Marketing 8.0
- Summary & Closing

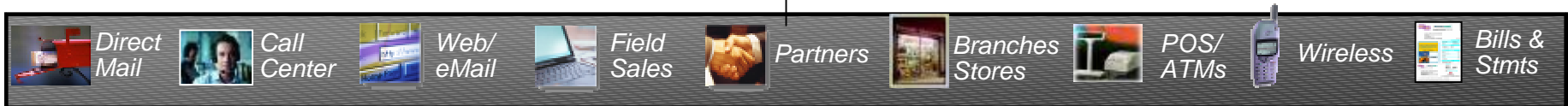


# Siebel Enterprise Marketing Suite

## *Complete Stack That Fuses Insight and Action*



Customer



Real Time Decisioning

Role-Based, End-To-End Marketing Solutions

Planning  
& Resource  
Management

Segmentation  
& Targeting

Multichannel  
Campaign/  
Dialogue  
Management

Email  
& Web  
Marketing

Events  
Management

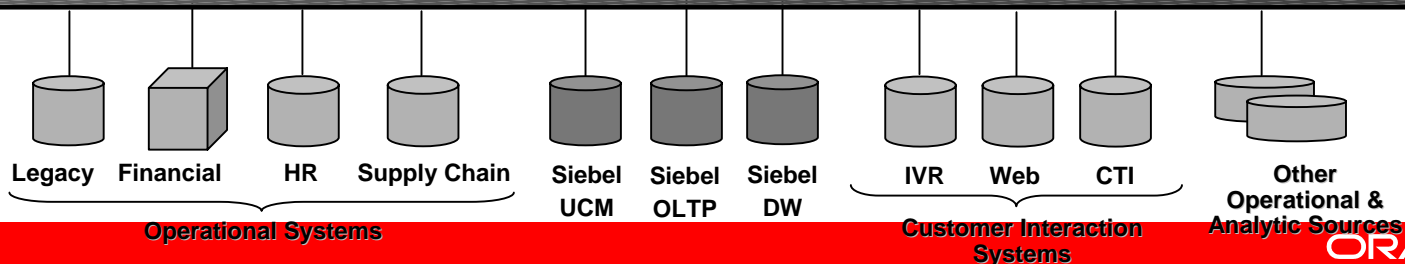
Channel  
Marketing

Response-  
Lead-Order  
Management

Loyalty  
Program  
Management

Complete Customer and Business Insight

Enterprise Data Integration and Analytics Platform



ORACLE®

# Leading Companies Across Industries Choose Oracle For Marketing

## Comms, Media & Energy



## Finance & Insurance



## Consumer & Pharma



## Travel & Distribution

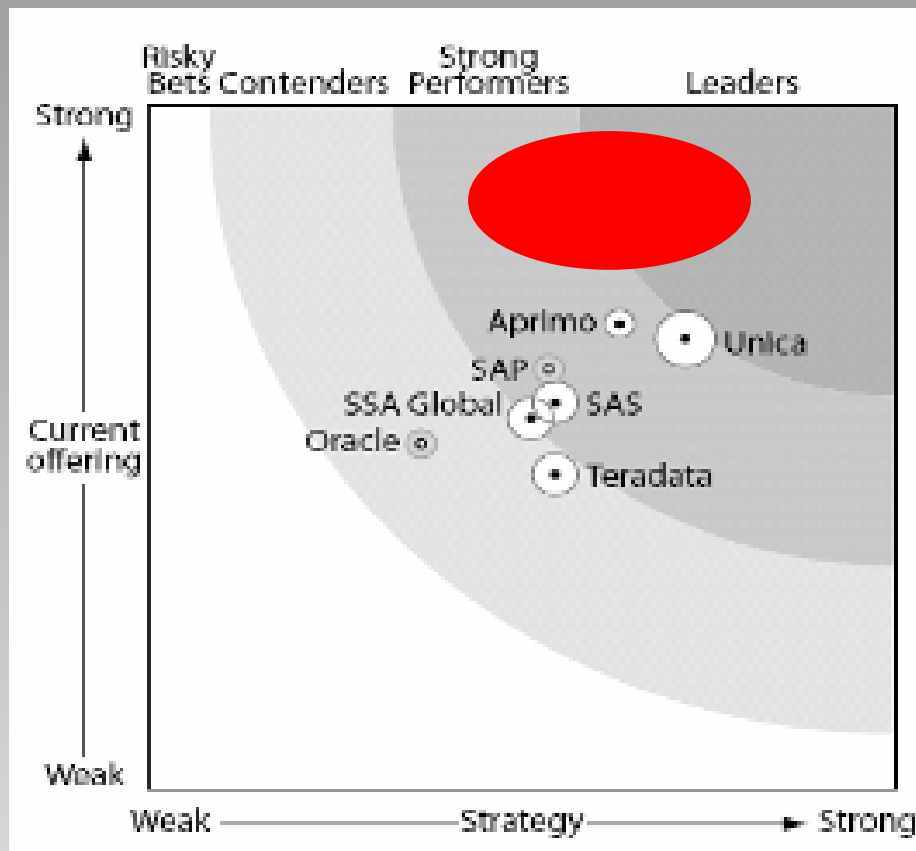


## High Tech & Mfg



# Acknowledged Product and Industry Leadership

## Forrester 2006 EMM Wave

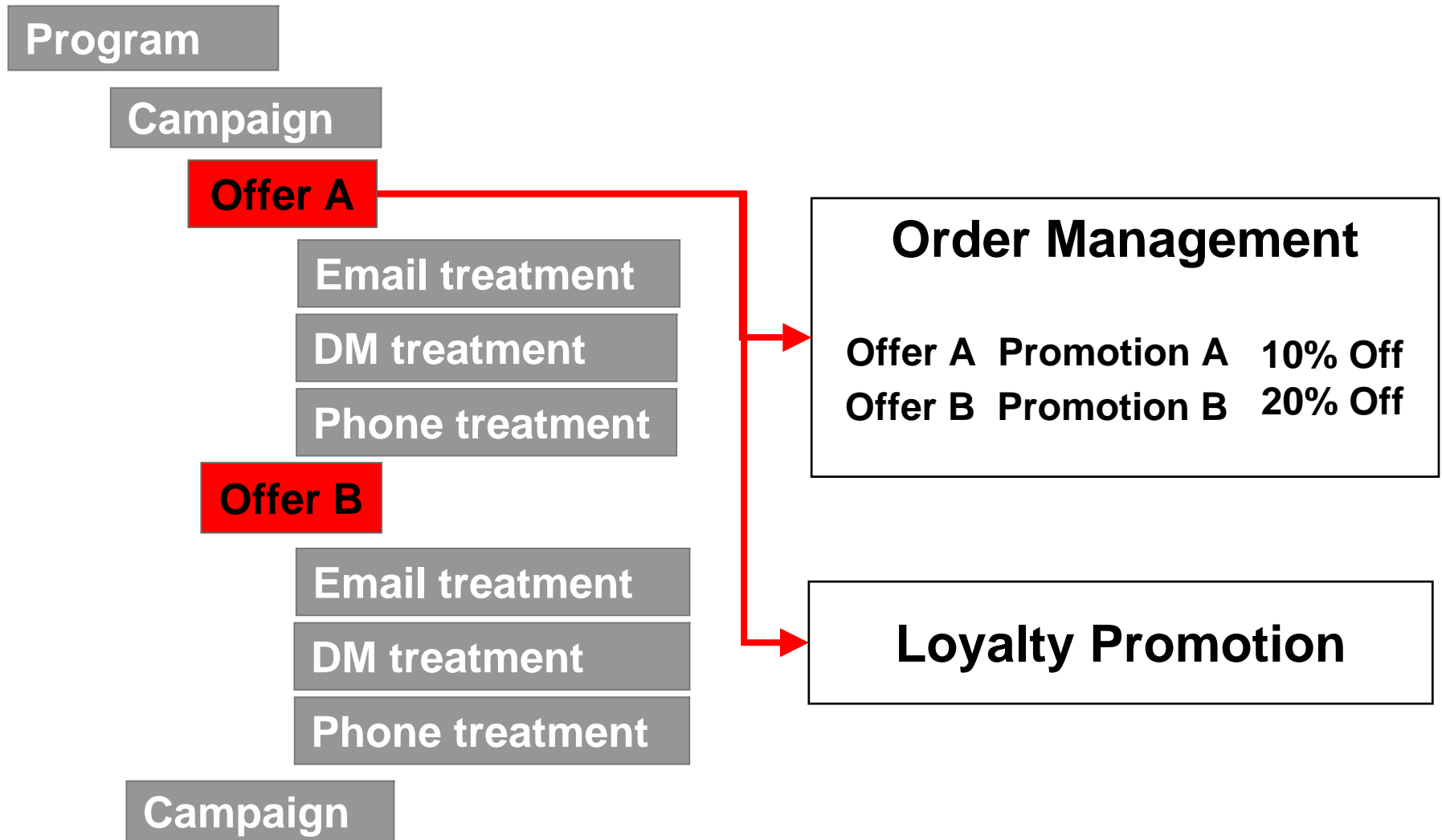


**Siebel rated strongest EMM platform for both B2B and B2C marketers**

- Review of Siebel Enterprise Marketing
- Update on What's New in Siebel Enterprise Marketing 8.0
  - Campaign Management
  - Marketing Resource Management
  - Web Marketing
- Summary & Closing



# Enhanced Offer Management



# Offer Usage Scenario: Intelligent Up-Selling

Marketing



Creates family of offers → Outbound campaigns to drive demand

Customer



Customer calls in response

Order Mgmt



Starts conversation

Presents offer

Creates order with associated promotion

RTD

Publish offers to RTD



Predicts "best" up-sell offers



# **Enhanced Offer Management and Allocation - Benefits**

- **Simplifies campaign setup since you do not need a separate campaign for each channel**
- **Reduces data entry by enabling a single campaign to target multiple segments and treatments**
- **Improves ability to measure offer performance across campaigns and channels**
- **Streamlines Order Management and Loyalty integration by linking offers to product promotions and loyalty promotions**

- Review of Siebel Enterprise Marketing
- Update on What's New in Siebel Enterprise Marketing 8.0
  - Campaign Management
  - Marketing Resource Management
  - Web Marketing
- Summary & Closing



# Marketing Initiatives

- Marketing Initiatives are high level corporate priorities or themes that guide where your marketing activities should be focused
  - For example 'Become #1 in segment x', 'Increase brand equity 20%', or 'Enter the South Asian market'
- The Marketing Initiatives feature enables you to :
  - Define the top priorities for your company or organization for a given period (year, quarter)
  - Associate these priorities with marketing funds (budgets)
  - Associate these initiatives with each of your marketing tactics (campaigns, programs, events)

# Marketing Funds

- Improves alignment between individual teams and the corporate priorities
- Enables you to answer question such as:
  - What specific marketing activities are we implementing to achieve this objective?
  - How much funding have we actually given to each of the initiatives?
- Increases return on marketing investments (ROMI) by ensuring that marketing activities are focused on top priorities

# Budget Requests

- Multiple budget owners can contribute money to the same marketing tactic from
  - For example, Corporate Marketing and Field Marketing can each contribute 50% of the cost for a joint campaign
- Spread the money from an approved budget request across multiple tactics
  - For example, an approved \$20,000 Budget Request for 'Event Marketing' could be divided across two events \$10,000 each

# Purchase Orders

- Purchase orders (POs) are approved purchase requests for a certain amount and marketing purpose
  - Your company may approve and generate POs in a separate procurement system
- Two types of purchase orders
  - Blanket (recurring)
  - One-time
- Track Committed spend by associating your POs to your budget requests, programs, campaigns and events

# Collateral and Asset Management

- Enables you to:
  - Track the physical inventory of your marketing collateral
  - Monitor when inventory is likely to deplete
  - Submit requests to replenish
- Benefits
  - More easily monitor inventory levels
  - Secure better prices on production and fulfillment jobs
  - Streamline the distribution process

# **MRM 8.0 Highlights - Benefits**

- **New marketing “initiatives” to better align strategy and investments**
- **Enhanced marketing budgeting and financial management to further streamline the financial planning process**
- **New collateral and asset management for improved cost tracking**



- Review of Siebel Enterprise Marketing
- Update on What's New in Siebel Enterprise Marketing 8.0
  - Campaign Management
  - Marketing Resource Management
  - Web Marketing
- Summary & Closing



# Web Services

**Provides a library of pre-built web services to enable marketing messages to integrate with customer-facing web applications**

Web Services focused on Web Marketing and Event Marketing

- Personalized web offers
- Create response
- Subscription management
- Event management

# Web Services – Events Example

The screenshot shows the Siebel CustomerWorld event page for October 16-19, 2005, at the Boston Convention & Exhibition Center. The page features a blue header with the event title and a navigation bar with links: HOME, CONFERENCE, REGISTRATION INFO, AGENDA, EXPO, TRAVEL, and SPONSORS. A quote from David Barcz is displayed below the navigation bar. The main content area is divided into two sections: a table of event activities for Sunday and Monday, and a registration section on the right. Two yellow callout boxes with red arrows point to specific elements: 'Event Detail Service' points to the 'AGENDA' link, and 'Event Registration Service' points to the 'Register Now!' button.

**SIEBEL CustomerWorld**  
**OCTOBER 16-19, 2005**  
Boston Convention & Exhibition Center

**OUR FOCUS IS ON YOU**

HOME CONFERENCE REGISTRATION INFO AGENDA EXPO TRAVEL SPONSORS

**Agenda** : "Very interactive and very well organized."  
— David Barcz, Collections Operations Senior Analyst, Toyota Financial Services

**Event Detail Service**

**Event Registration Service**

Sunday, October 16	
4:00 p.m. – 8:00 p.m.	Registration and Hospitality
6:00 p.m. – 9:00 p.m.	<a href="#">Customer Welcome Reception</a>

Monday, October 17	
7:30 a.m. – 7:00 p.m.	Registration and Hospitality
7:30 a.m. – 8:30 a.m.	Breakfast in the Networking Zone
8:30 a.m. – 9:00 a.m.	<b>CEO Address: <a href="#">George Shaheen</a></b> Chief Executive Officer Siebel Systems, Inc.

**Register Now!**

**Networking Events**  
Connect with experts, peers, and partners and also have some fun while you're at it! See the headline performance by Counting Crows at our Customer Appreciation Party.

[Learn more »](#)

**Register Now**  
Register by October 14 and you

## **8.0 Web Services Investments - Benefits**

- **Enable our customers to use familiar web development tools to construct customer-facing sites**
- **Create event websites with highly branded look and feel**
- **Blend web treatments into existing web site pages**
- **Enable online management of subscription lists**

# Siebel Marketing 8.0- Summary

<b>Campaign Management</b>	Offer management	<b>Measure the effectiveness of offers and treatments</b>
<b>MRM</b>	Marketing Initiatives	<b>Align marketing plans, budgets and activities to company priorities</b>
	Marketing Funds management	<b>Allocate and track marketing budgets across your organization</b>
	Purchase Order management	<b>Link procurement information with marketing activities</b>
	Collateral and asset management	<b>Manage the fulfillment and replenishment of marketing materials</b>
<b>Web Marketing</b>	Web services for Events and Web Marketing	<b>Integrate campaign and event data into your custom website</b>

# For More Information

[www.oracle.com/applications/crm/siebel](http://www.oracle.com/applications/crm/siebel)

crm, siebel





**ORACLE IS THE INFORMATION COMPANY**