

Extend the Power of On Premise CRM with the Flexibility of On Demand

“IT spending trends have shifted toward centralization and consolidation through the integration of systems to provide one face to an organization.”

AMR Research

Organizations are augmenting their on premise CRM solution by deploying on demand CRM for field sales teams, lines of business, and regional offices. However, without comprehensive integration between applications, they are faced with vital business information isolated in application silos, hindering the single customer view that is essential to driving stronger sales results.

An integrated system marries the best of both worlds:

- The power of a centralized, fully integrated and feature rich CRM system that offers superior customizability and scales to support exponential transaction growth.
- The fast deployment, low cost and efficiency of a divisional on demand CRM system

The Challenge of On Demand and On Premise Integration

Companies are exploring ways to extend the benefits of their on premise CRM system to new and satellite organizations, while avoiding expensive and lengthy deployment times. With fast implementations, pay-as-you-go pricing, and a low total cost of ownership, on demand CRM solutions can fill these needs cost effectively. This is driving the proliferation of integrated environments, where companies supplement their central on premise CRM system with on demand CRM deployments to improve the effectiveness and productivity of new sales teams, business units, and geographies.

But attempts to combine on demand CRM solutions with established on premise CRM systems run the risk of fragmented and duplicate information that can undermine their effectiveness. In the absence of comprehensive integration between on premise and on demand CRM systems, organizations suffer from information localized to each deployment that limits their ability to see a single, consolidated view of customers, products, or sales pipelines. Furthermore, the information segregated by deployment may be redundant, potentially inaccurate, and inconsistent throughout the company.

This disjointed information handicaps sales team productivity when local sales teams struggle to synchronize sales activities and see the larger picture of customer history and activities outside their domain. Not only does this slow the sales cycle, but also representatives may miss valuable opportunities to up-sell or cross-sell. Even worse, missing relevant information can derail an opportunity. Equally important, executives lack an all-encompassing view of sales pipelines and performance needed to drive timely and accurate company-wide forecasting and planning.

Many organizations seek to unify their on demand and on premise CRM solutions with custom integration options. Because they either depend on a third party partner, the organization's scarce internal IT resources, or both, such integrations can be complex, resource intensive, and costly. And they typically provide connectivity with single deployments, rather than across the enterprise.

Extend the Power of On Premise CRM with the Flexibility of On Demand

Prebuilt Oracle CRM On Demand Integration to Siebel CRM provides:

- Real-time integration of account, contact, opportunity, and product information across Siebel CRM and multiple Oracle CRM On Demand instances
- Rapid deployment and integration extensibility for reduced total cost of ownership
- Easy to use monitoring and administration capabilities through a wide range of proactive alerts

The Oracle Advantage

- 14+ years of CRM leadership.
- A highly comprehensive on demand CRM solution teamed with the industry's most widely deployed on premise CRM suite.
- A single vendor application solution and point of control.

This is why thousands of leading global organizations depend on Oracle applications to help drive their customer-facing business processes.

Prebuilt Direct Integration Accelerates Time To Value and Drives Better Sales Results

Oracle CRM On Demand Integration to Siebel CRM is a prebuilt, real-time integration that can be deployed more rapidly and at lower cost than custom-built solutions. It synchronizes account, contact, opportunity and product information between Siebel CRM and multiple Oracle CRM On Demand deployments. This provides organizations with a secure, single 360-degree view of customer and sales data from on demand and on premise applications throughout the enterprise, which is essential to driving sales performance. It offers the following benefits:

- **Up-to-the-minute account, contact, and opportunity information** allows sales teams to coordinate sales activities with team members, identify potential issues to assure deals progress on track, and identify customers in their territory that are suitable for cross-sell and up-sell activities to assist with quota attainment.
- **Instant access to product information** assures that discussions with customer are based on up-to-the-minute and accurate product information.
- **Management views of ongoing activities, opportunity progress and territory pipelines across multiple sales teams and territories** allow sales managers to assess the progress of individuals and sales teams in reaching pipeline targets and quota attainment, and take fast corrective action to achieve desired results.
- **Sales activity and account analysis** pinpoints key trends throughout the enterprise, such as competitive wins and losses that require fast action.
- **Executive-level reports** based on a 360-degree view of sales and customer information identify trends and issues that need adjustment to ensure that sales by product and region are on track with corporate goals.

Availability from a Single Vendor Minimizes Risk and Cost

Oracle CRM On Demand Integration to Siebel CRM reduces total cost of ownership, minimizes risk, and speeds time to market, so organizations can rapidly benefit from a consistent customer view. With more than 30 years of leadership and innovation in database, middleware, and applications, Oracle meets the requirements of today's mission critical businesses:

- **Accountability and assurance.** Oracle CRM On Demand, Siebel CRM, and the Oracle CRM On Demand Integration to Siebel CRM are developed, supported, and maintained exclusively by Oracle, ensuring secure and reliable performance throughout.
- **Low deployment cost, faster time to market.** Oracle CRM On Demand Integration to Siebel CRM saves significant IT costs and resources versus 'build it yourself' or partner integrations because it is already pre-integrated and can be deployed in weeks versus months.
- **Standards based integration.** This prebuilt integration is based on Oracle's Application Integration Architecture (AIA), 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.

CONTACT US

For more information, please call 1-866-906-7878 or visit crmondemand.oracle.com.

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