

**ORACLE®**

# Siebel CRM

## Strategy & Roadmap for Digital Transformation

PRM4277

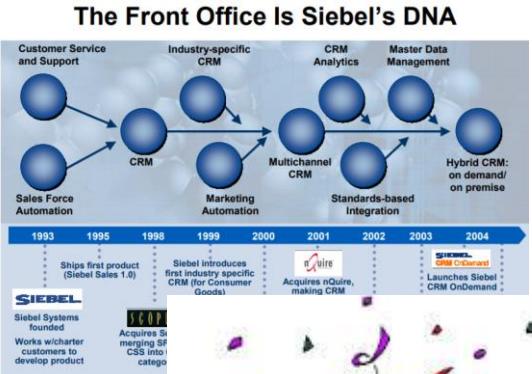
**George Jacob**  
GVP, CRM Apps

**Monday, October 22, 2018**  
**11:30am-12:15pm**  
**Moscone West 3003**

# Safe Harbor Statement

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 remains at the sole discretion of Oracle.

# Siebel turns 25 ... thank you!



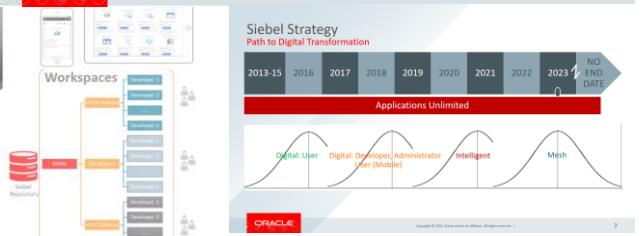
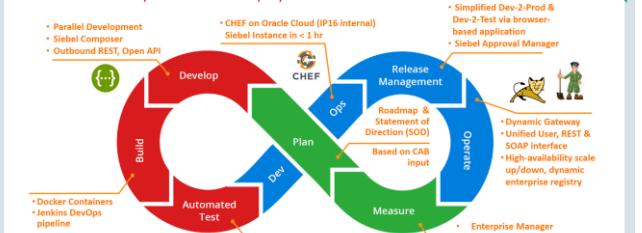
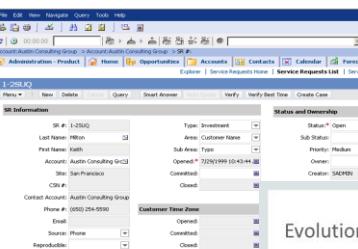
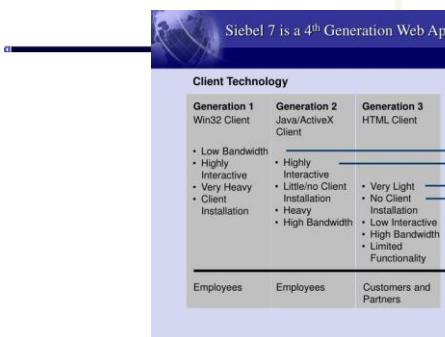
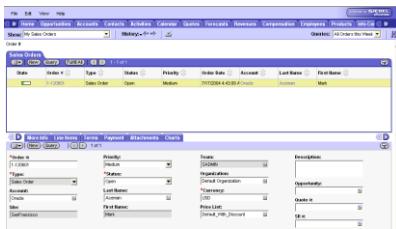
## The Largest Customer Centric Businesses Run Siebel

Company	Users	Company	Users
 <b>hp</b>	63,797	 <b>Microsoft</b>	16,000
 <b>IBM</b>	63,600	 <b>Dresdner Bank</b>	16,000
 <b>TELECOM ITALIA</b>	41,335	 <b>National Semiconductor</b>	14,900
- +  <b>Deutsche Telekom</b>	39,100	 <b>SIEMENS</b>	13,800
 <b>E.ON</b>	35,000	 <b>Johnson &amp; Johnson</b>	13,000
 <b>SAP</b>	31,650	 <b>Höglund</b>	13,000
 <b>GM</b>	30,000	 <b>abbey</b>	11,030
 <b>Bayer</b>	25,000	 <b>Northwestern Mutual</b>	10,630
 <b>Bank of America</b>	24,300	 <b>PricewaterhouseCoopers</b>	10,500
	20,000	 <b>ZURICH</b>	9,570
	18,000	 <b>centricra</b>	8,700
	16,300	 <b>Honeywell</b>	8,000



## The Combined Company Becomes a Leading Customer-Centric Software Provider

**Siebel's best-in-class CRM + Oracle's best-in-class ERP +  
Oracle's best-in-class Fusion middleware +  
Oracle's best-in-class 10g database technology =  
Single best solution for customer-centric enterprises**



# Agenda

- 1 ➤ Strategy: Digital Transformation
- 2 ➤ Innovation
- 3 ➤ Customer Success

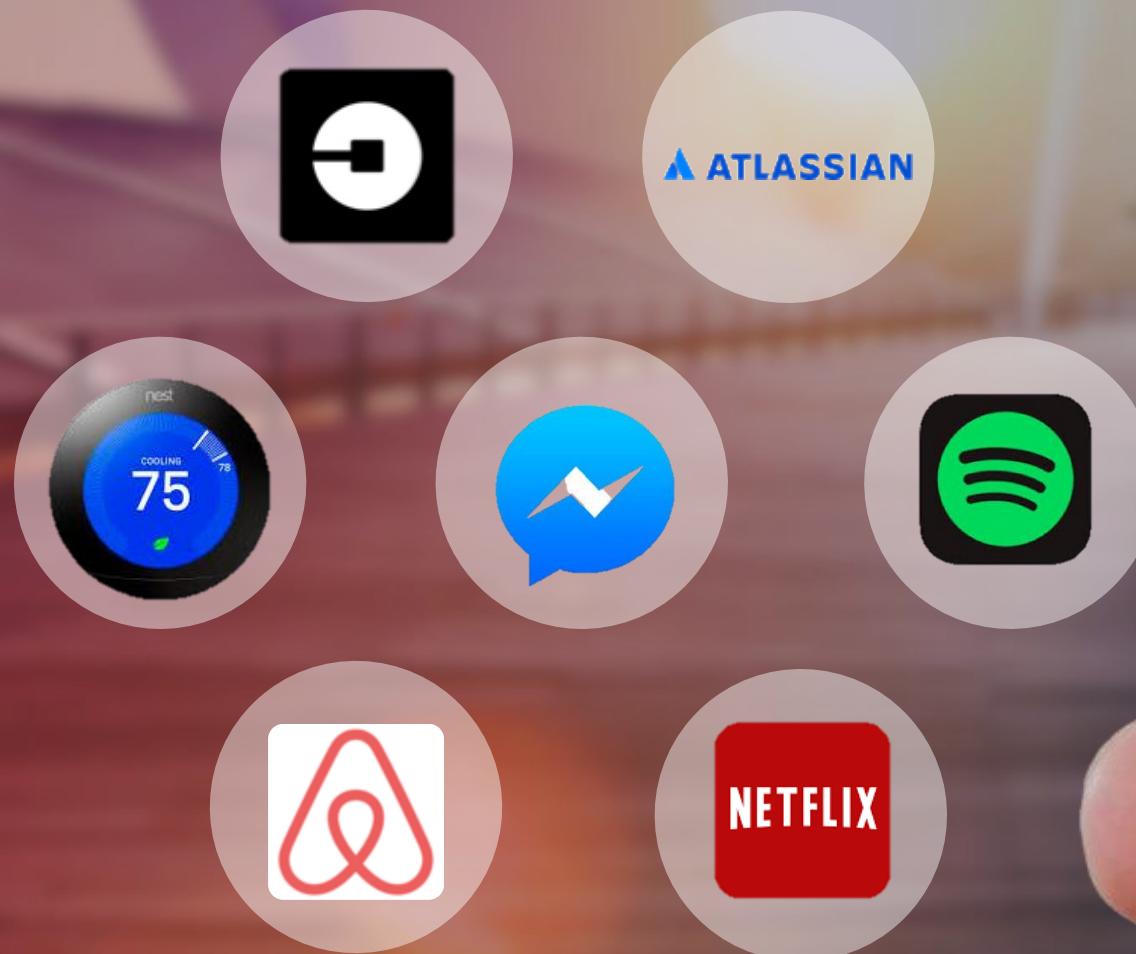
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OPEN  
WORLD

# Digital Transformation

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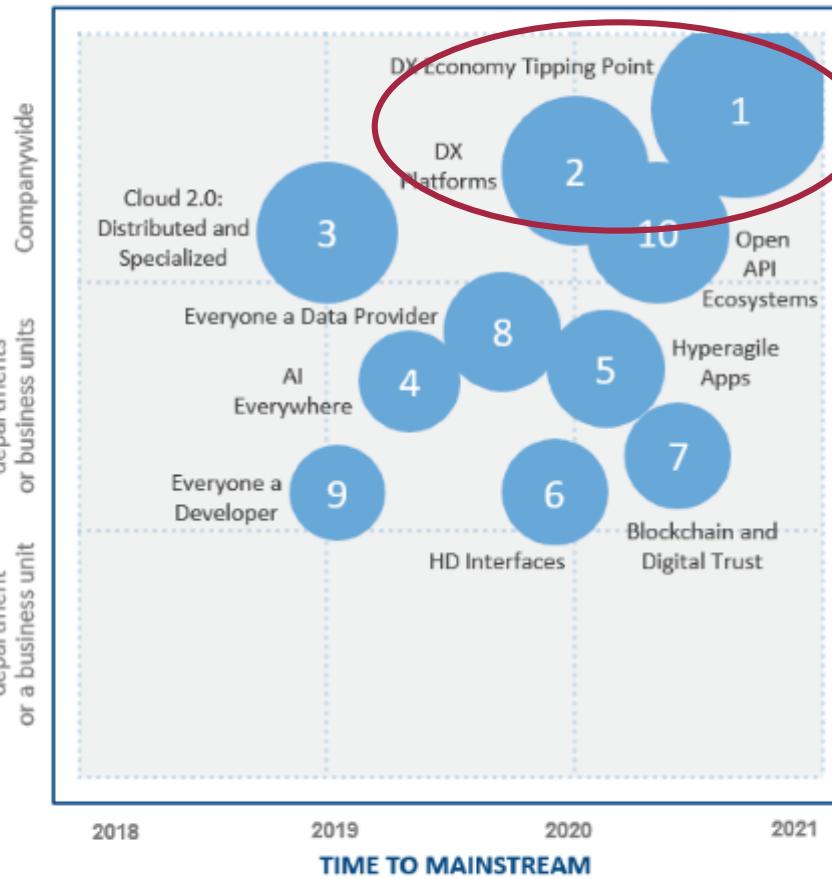
# Disruption in Traditional Industries



# The only constant is change ...



## IDC FutureScape: Worldwide IT Industry 2018 Top 10 Predictions



Note: The size of the bubble indicates complexity/cost to address.

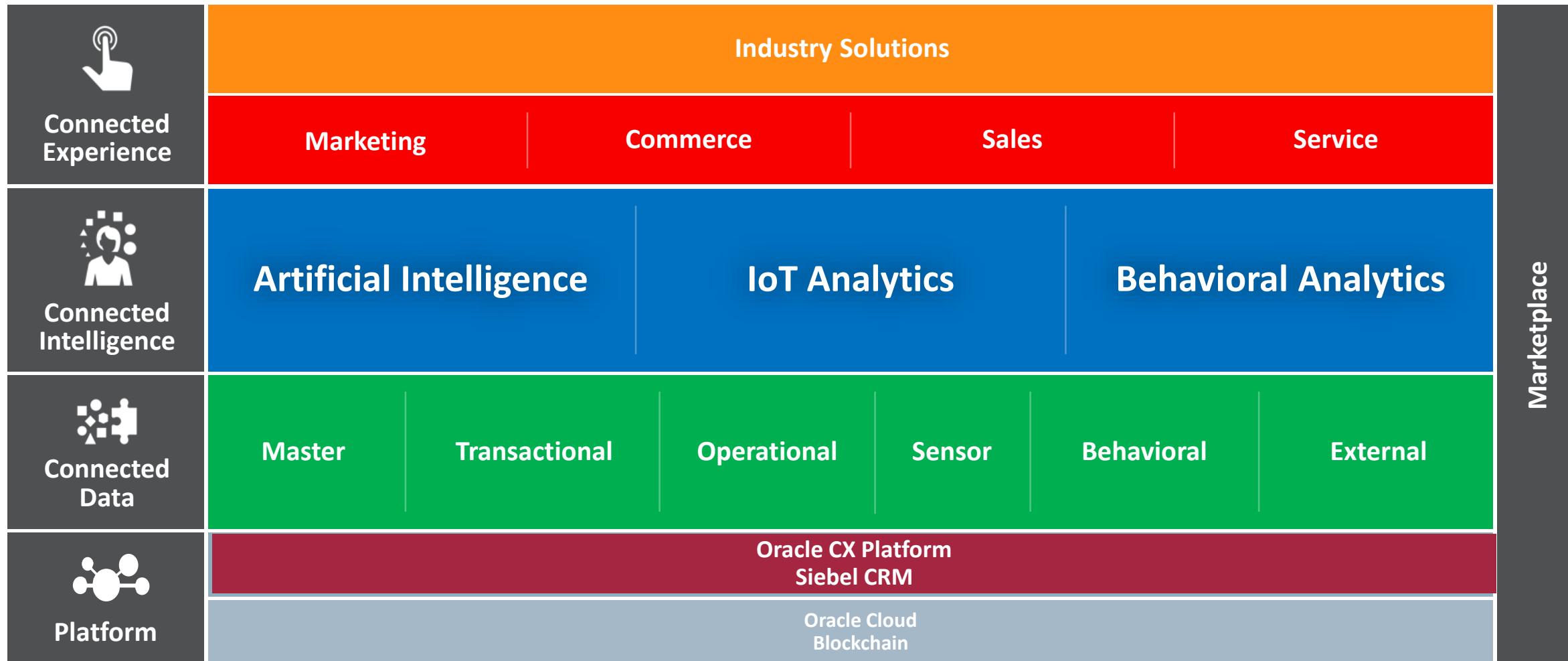
Source: IDC, 2017

# Digital Transformation



- Speed of disruption increasing
- Emergence of pervasive AI
- Connected devices going mainstream
- Unlimited infrastructure to scale
- Explosion of de-centralized big data

# Oracle Drives Digital Transformation

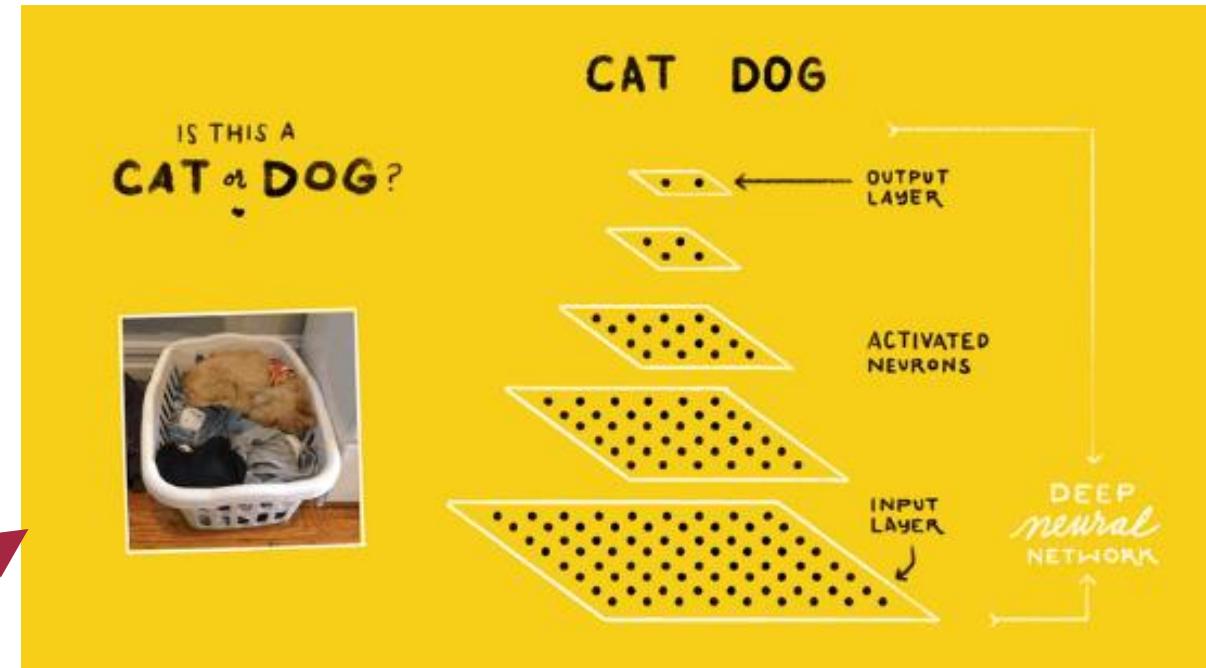


# Who's on 1<sup>st</sup> ... Digital, Mobile, AI? The Customer!

## A NEW SET OF BEHAVIORS

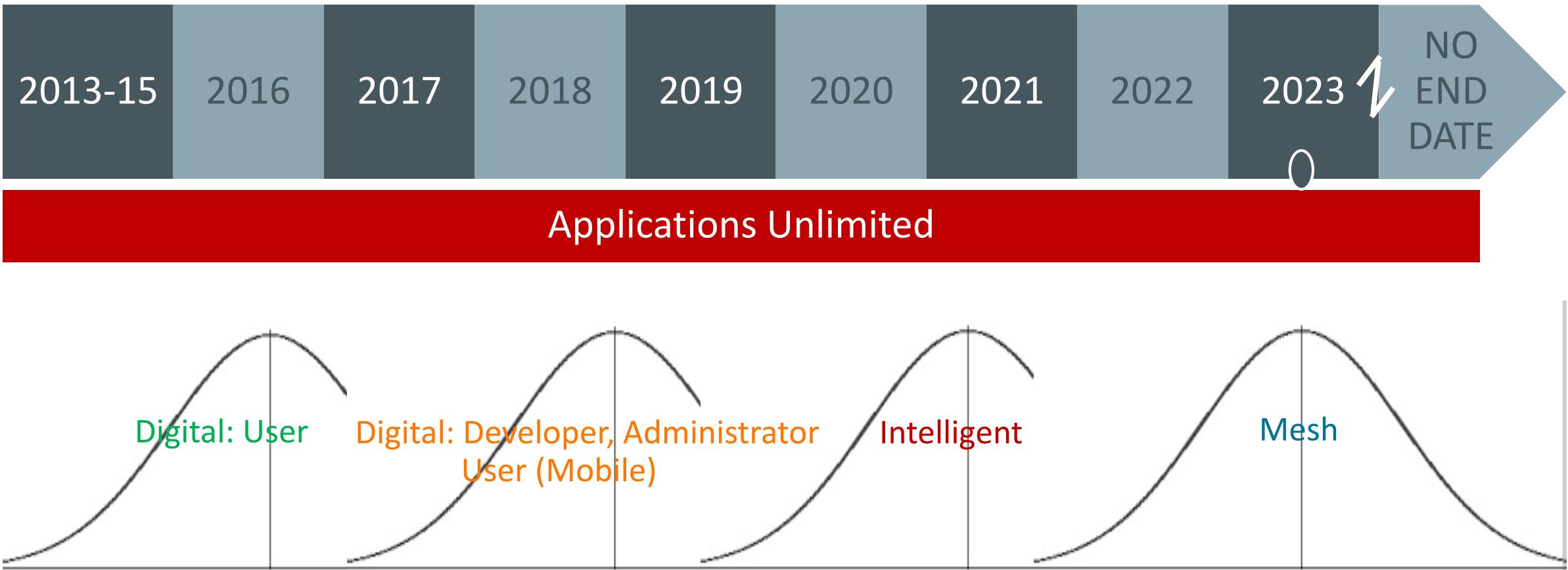
- Does their blog make them look smart?  
  
- Search "Reviews for Company XYZ"  
  
- Do I know anyone who works there?  
Anyone use Company XYZ? What's it like?  
Is there a demo video from an actual user?  

- Do they have a mobile app?



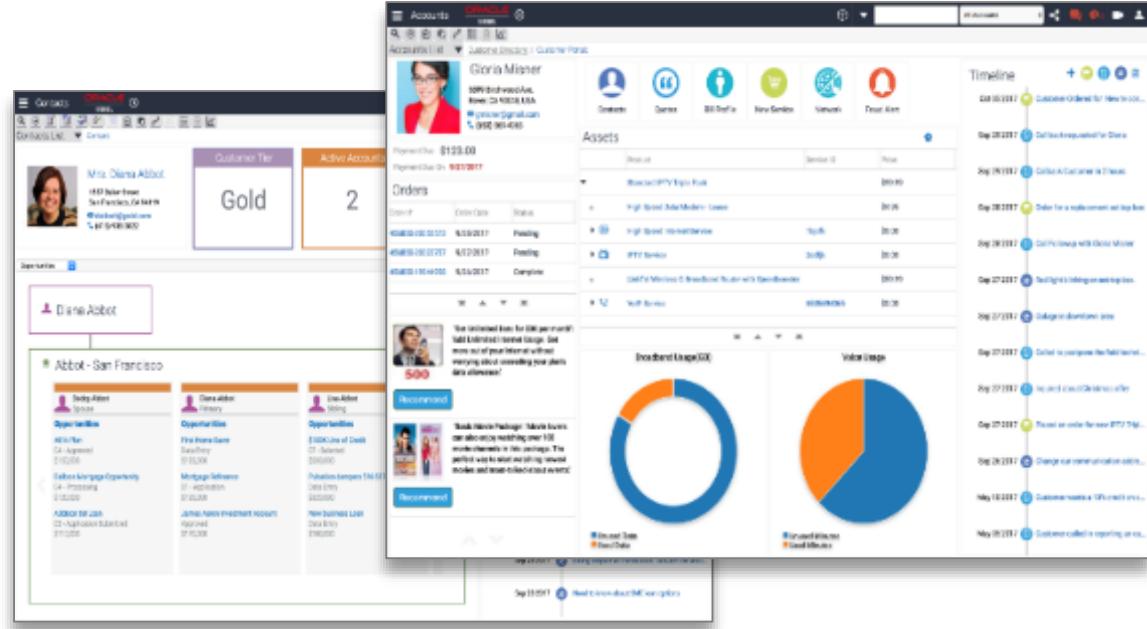
# Siebel Strategy

## Path to Digital Transformation

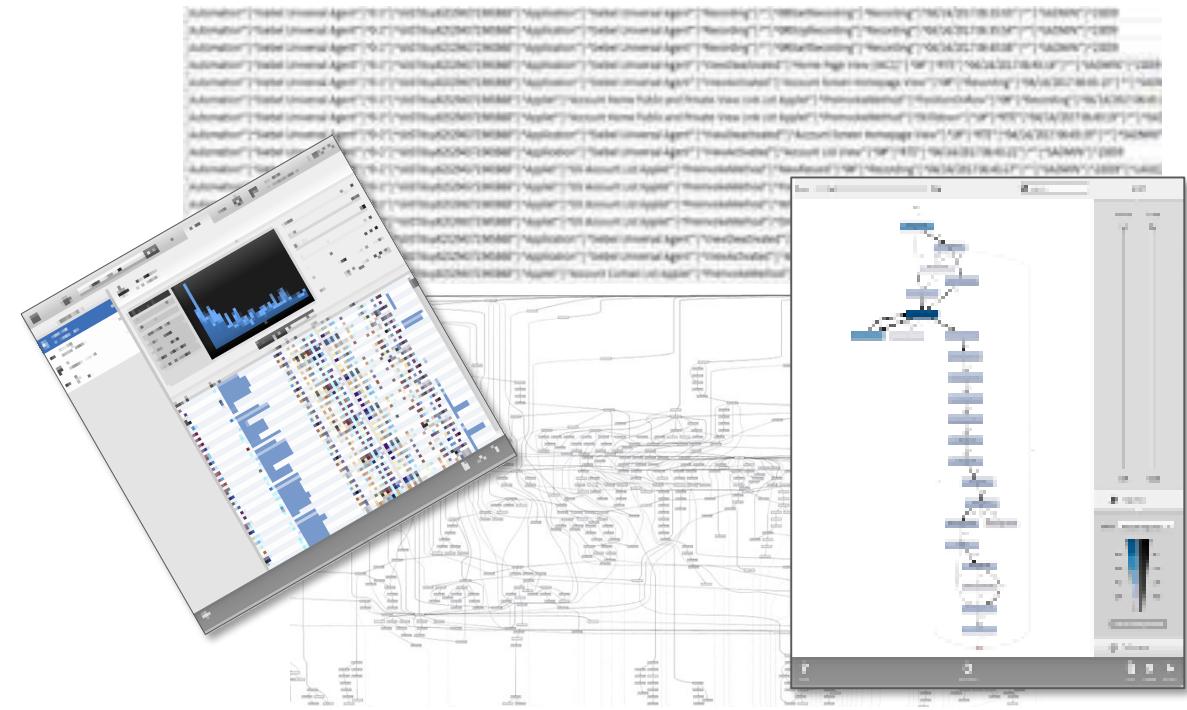


# Users: Insights

## Data-driven visualization & tasks



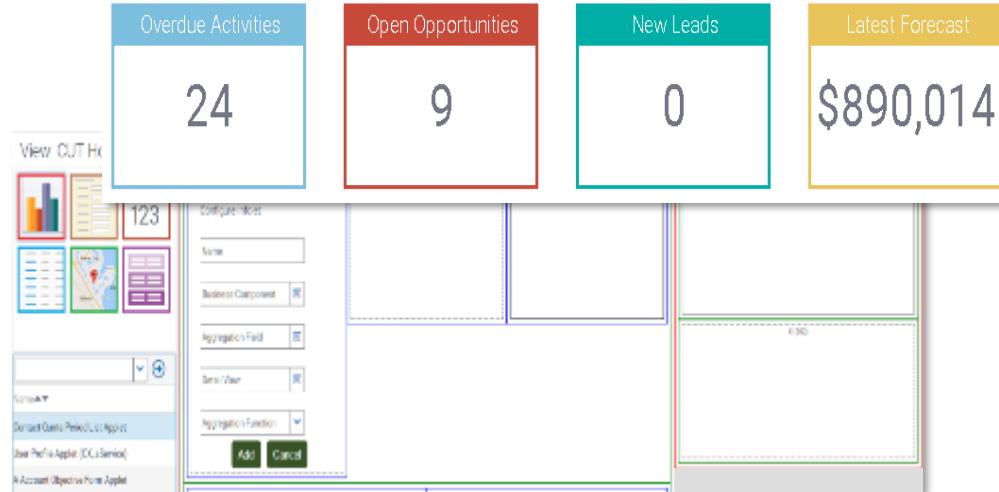
- Prebuilt charts
- Predefined dashboards
- Responsive across devices
- Chatbots, Voice recognition



- Guided user journeys
- Usage-based workflow identification
- Path to automated tasks

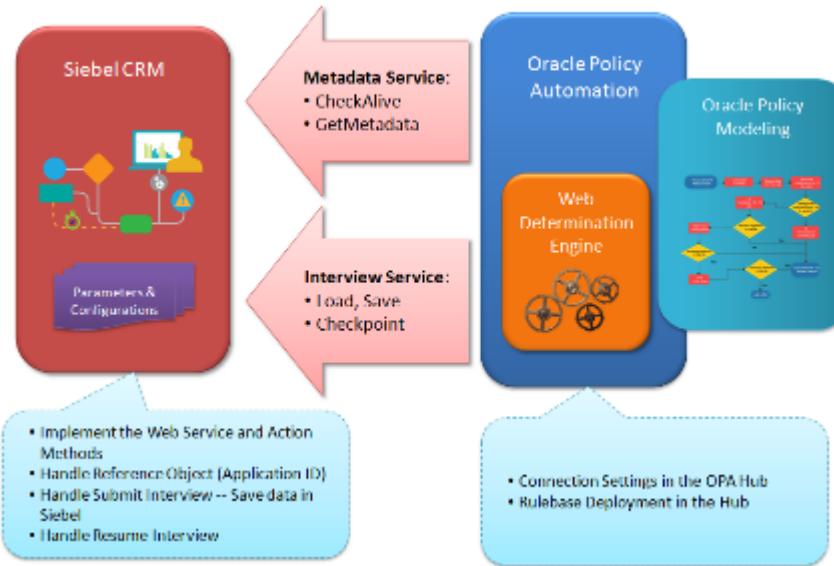
# Developers: Automation

## Contextual metadata generation



- Minimal Q&A
- Context-Sensitive Defaults
- 10x quicker!

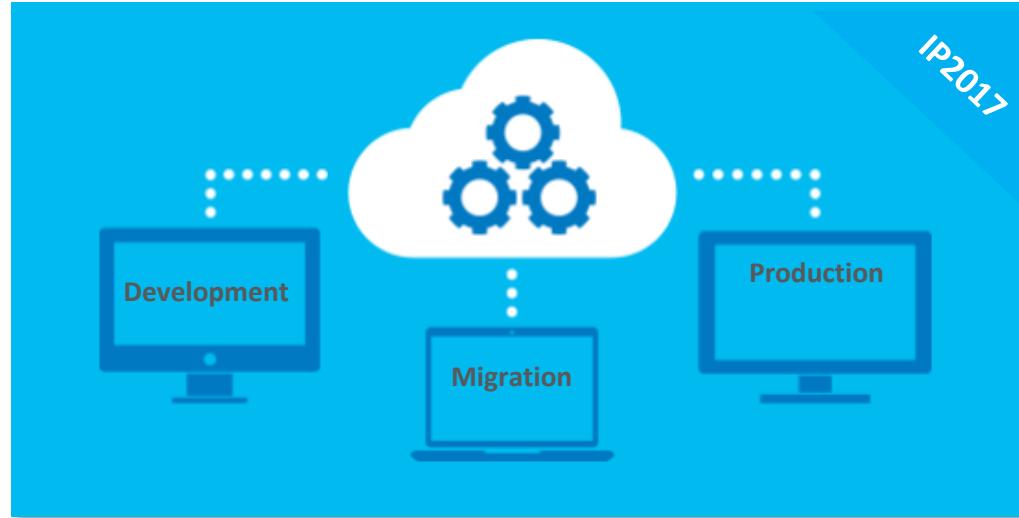
## Siebel - OPA Integration Overview



- Embedded interviews
- Dynamic metadata alignment
- Easy development, customization and deployment

# Administrators: Automated Secure Deployment

## Migration – Synchronous or Asynchronous

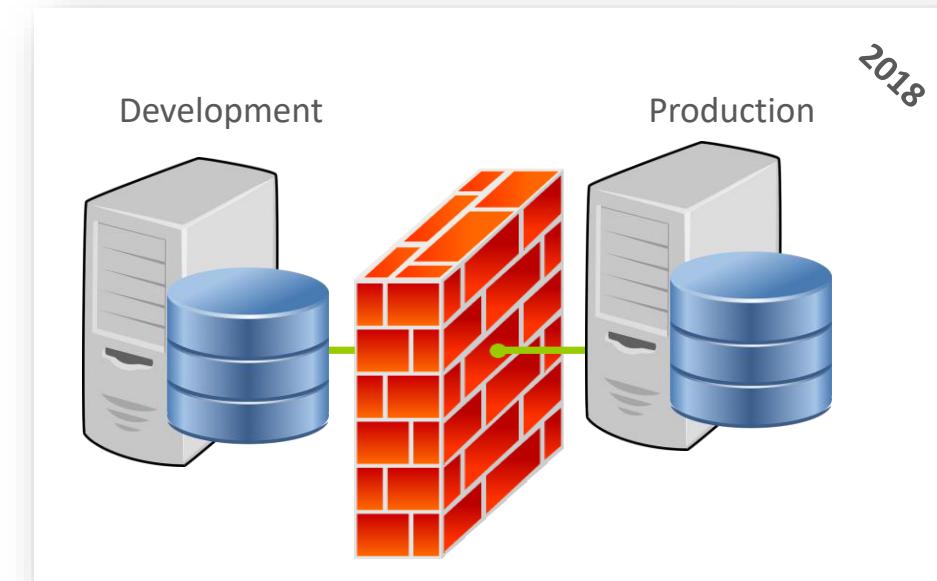


### IP-2017

Source and Target servers available/connected

Discovery is dependent on the source/target availability

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### Siebel 2018

Eliminates dependencies on Source and Target

Organizations have Governance for accepting migration packages from SI/Vendors



# Architects: Elastic deployment

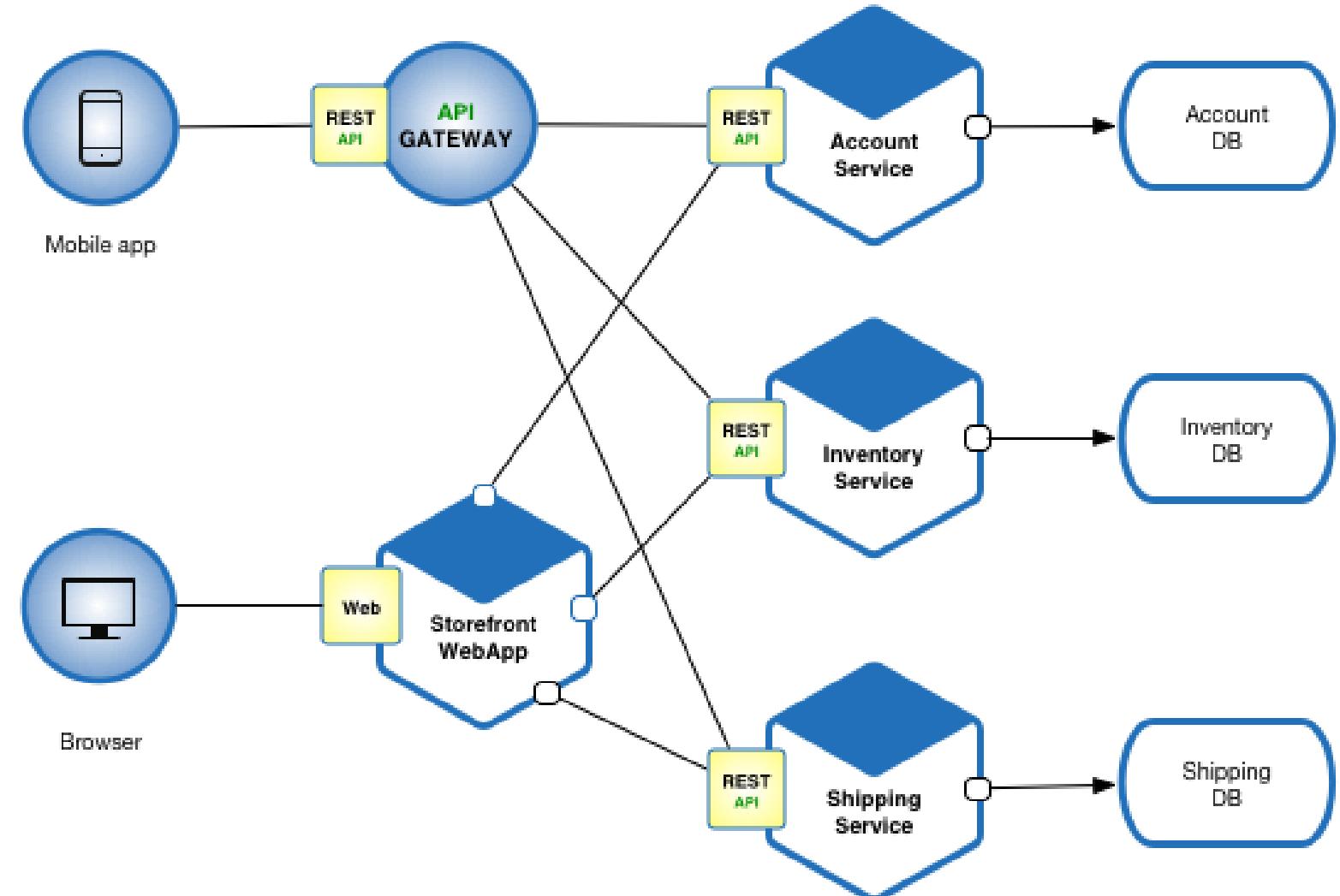
Microservices : Distributing apps, repositories, databases

## Today

- M apps
- 1 runtime repository
- 1 database

## Future

- M apps
- N repositories
- J Databases
- AI/ML embedded apps





# Innovation

# Continuous Delivery: Serial Updates

No upgrades: less disruption, faster adoption monthly

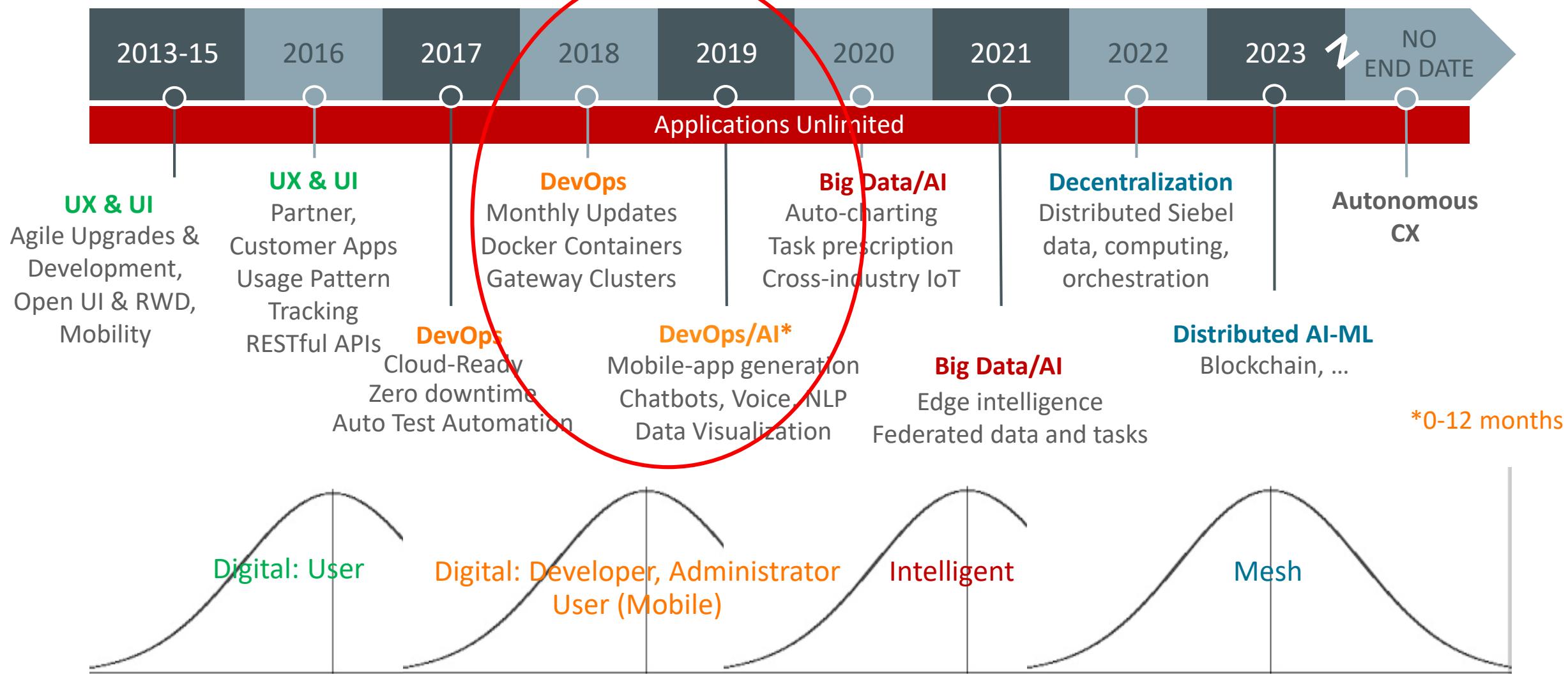


- Multiple parallel codelines
- Numbering is [IP Year].[1-18]

- Single cumulative codeline
- Numbering is Year.Month

# Siebel Roadmap – Citius, Altius, Fortius

## Continuous Innovation & Delivery

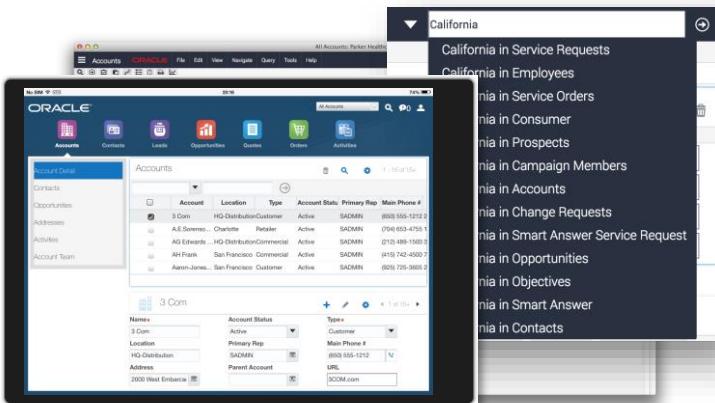


# Usability

## Customer Experience

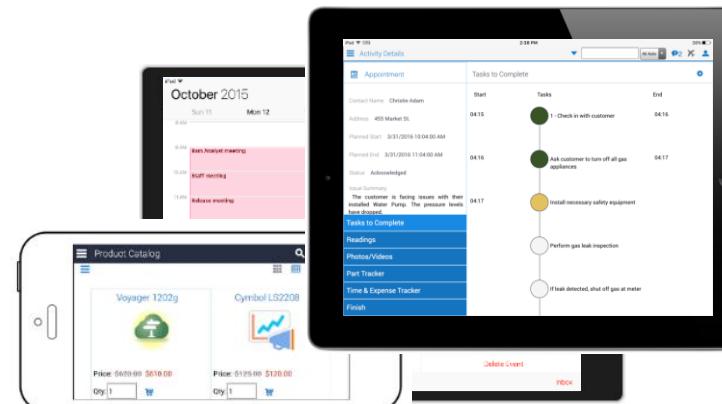
### Open UI

- Continuous improvements and features added to Open UI
- Full RWD, elastic list applets, themes, intuitive Search, Outlook and chat integration, DISA...
- Fully extendable, improved performance helping customers deliver innovative solutions to the modern consumer



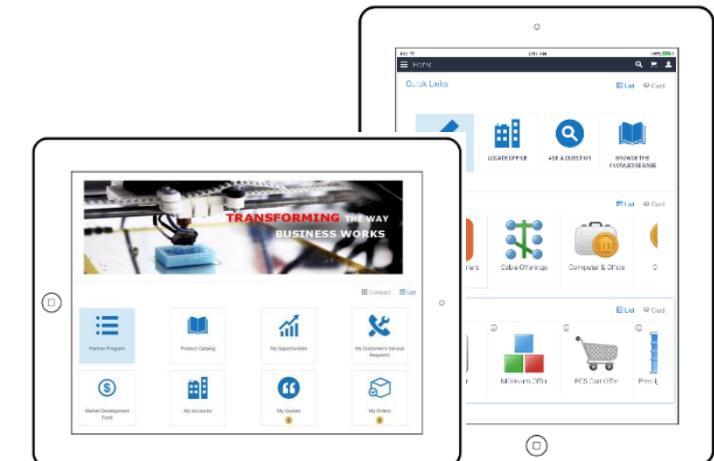
### Mobility

- Mobile apps with seem-less offline support
- Integrated apps for the mobile customer based on their needs using calendar, timeline, barcodes
- Purpose built apps for Financial Services ,Life Sciences, Consumer Goods & Field Service



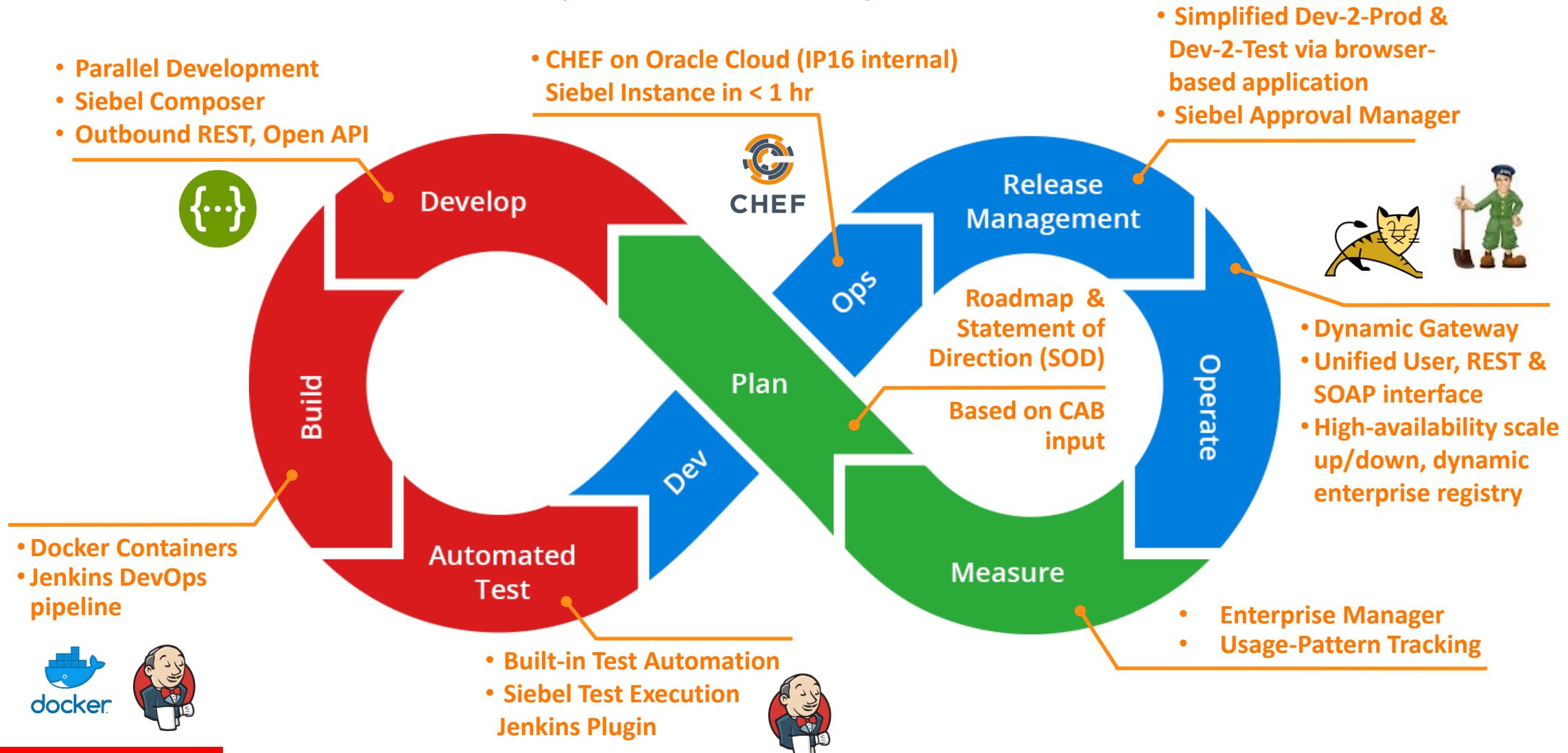
### Portals

- New Open UI portals allowing customers to deliver innovative user interactions for their connected customers
- Partner portal based on user interactions when and where they need them – eSales, eCustomer and Self-Service



# Near-Zero Downtime

## Continuous Innovation & Delivery (CI-CD), Industry Standards



# Innovation Highlights

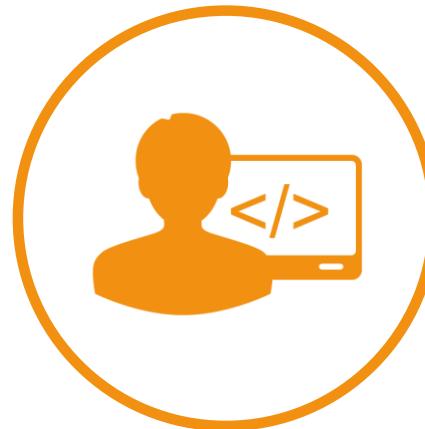
PRO5748 – Siebel CRM Innovations, 3:45-4:30pm, Moscone West 3012

## Innovations across personas

### Users



### Developers



### Administrators



- Sky Blue Theme
- Multitasking
- Mobile UI Enhancements
- Live Experience Integration

- Applet/View Layout Editor
- Task Editor
- Script Editor/Debugger
- Workflow Preview

- SMC Administration
- Workspace Rollback to Last Good Version
- Asynchronous Migration

# Flight Path to Digital Transformation

... without Business Disruption

## 1. Private Cloud (On Premise)

- Siebel on-Premise
- Open UI UX & Mobility
- Continuous innovation & delivery for business agility
- Process Automation -> Autonomous CX



## 2. Platform (IaaS/PaaS)

- Siebel on Cloud
- Oracle Cloud Infrastructure
- Migration Tooling
  - Managed Services (OMCS)
  - @Customer, Cloud Machine



## 3. Hybrid CX (SaaS)

- Siebel + CX applications + Adaptive Intelligence
- Hub-and-spoke Integration Cloud Services (ICS)
- Customer 2 Cloud option (unused licenses)



# Customer Success

# Lifetime Support for Existing Oracle Applications\*

No Current Plan to End Support

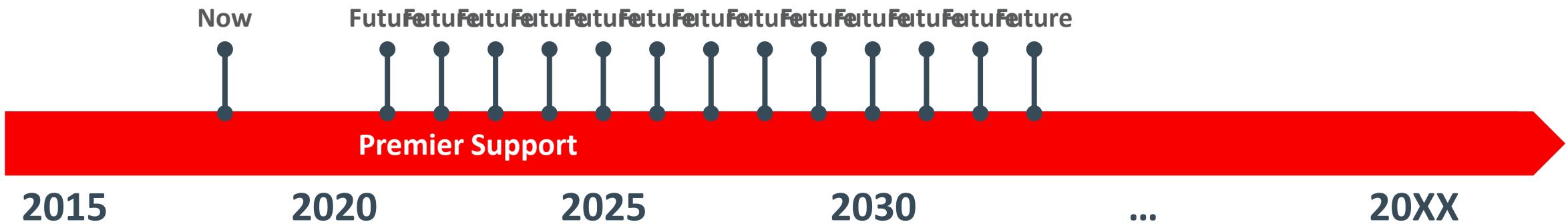
No plans to end support

Premier Support “through at least” 2030

Rolling 10 years of Premier Support



Enabling customers to **confidently** maximize and/or expand their existing Oracle application investments with ample time for future planning by providing **assurance** in Oracle’s **commitment** to support its existing applications via a **stable** and **predictable long term** support policy.

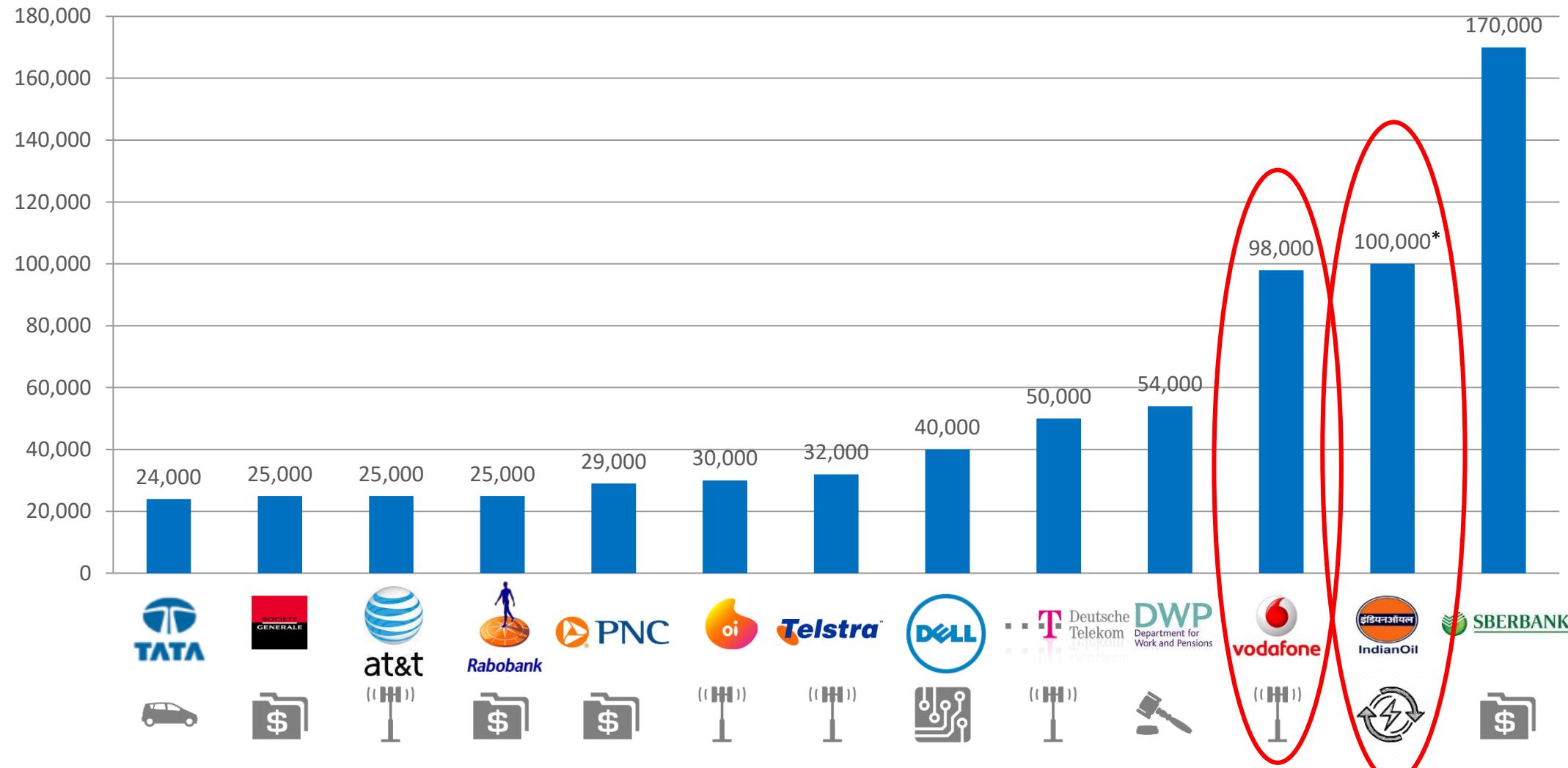


## At Least a Decade of Oracle Premier Support

\*PeopleSoft, eBusiness Suite, JDE Enterprise One, Siebel

# Siebel Focus: Scalable, sophisticated CRM

CAS5743 – Siebel CRM Customer Leadership Panel, 4:45-5:30pm, Moscone West 3012



\* Projected

# Active Customer Advisory Board

## Strong Group of Participants

- Industry leaders
- LOB and IT representatives
- Cross functional and global

## Monthly Virtual Meetings

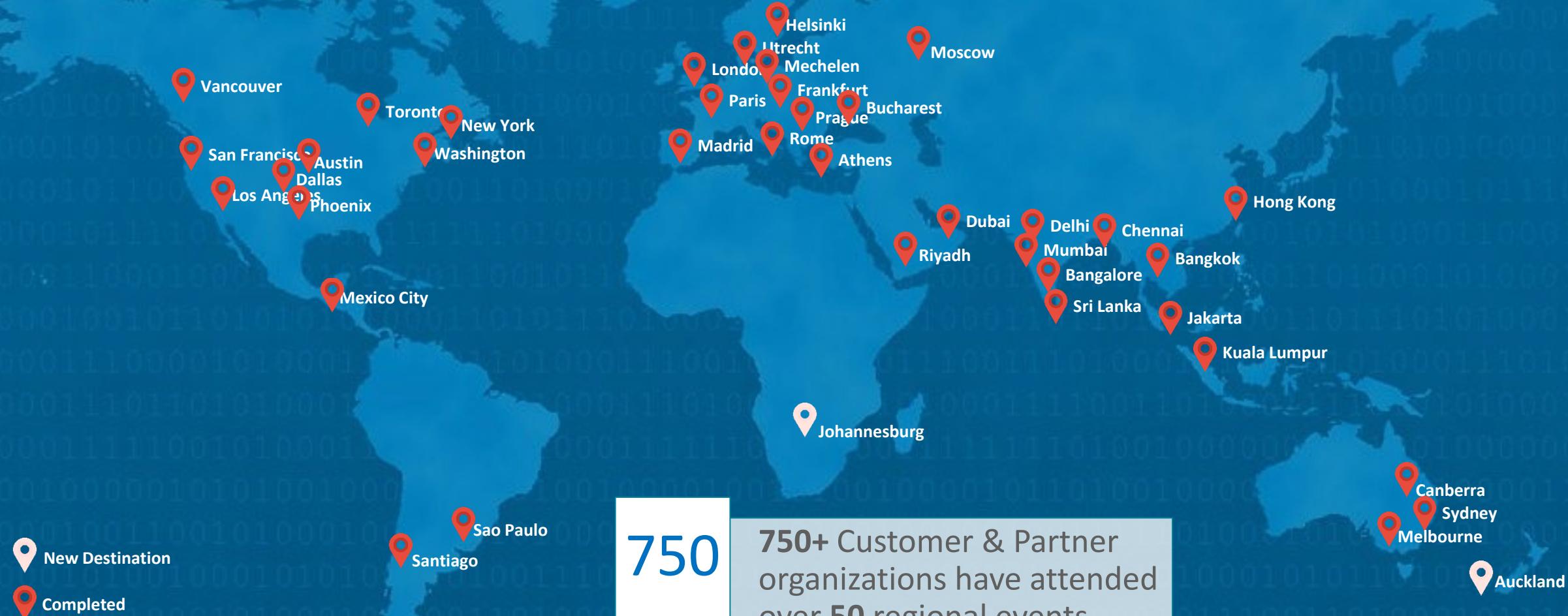
- Feedback on product direction
- Early adopter shared progress
- Product demos

## Grand-Tour, Open World

- Engage with product development
- Share case studies & best practices
- Network and learn



# Siebel CRM Community Events



# Siebel CRM Grand Tour

									
<b>U.S.A.</b> Los Angeles April 3rd	<b>FINLAND</b> Helsinki April 5th	<b>U.S.A.</b> Dallas May 15th	<b>CZECH. REP</b> Prague May 31st	<b>CHILE</b> Santiago June 15th	<b>BRAZIL</b> Sao Paulo June 19th	<b>MEXICO</b> Mexico City July 17th	<b>RUSSIA</b> Moscow July 26th	<b>U.S.A.</b> Washington July 31st	<b>S. ARABIA</b> Riyadh August 6th
									
<b>FRANCE</b> Paris September 10	<b>GERMANY</b> Frankfurt September 12	<b>ITALY</b> Rome September 21	<b>SPAIN</b> Madrid October 11th	<b>U.S.A.</b> San Francisco October 21st	<b>INDIA</b> Mumbai October 31st	<b>INDIA</b> Delhi October 29th	<b>INDIA</b> Chennai November 2nd	<b>HOLLAND</b> Utrecht November 7th	<b>U.K.</b> London November 13
									
<b>INDIA</b> Bangalore November 13	<b>AUSTRALIA</b> Sydney December 3rd	<b>AUSTRALIA</b> Canberra December 5th	<b>N. ZEALAND</b> Auckland December 7th	<b>MALAYSIA</b> Kuala Lumpur Early 2019	<b>S. AFRICA</b> Johannesburg Early 2019	<b>CANADA</b> Vancouver Early 2019	<b>CANADA</b> Toronto Early 2019		

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**SIEBEL**

**LEADING 20+ YEARS  
CUSTOMER SUCCESS**

# Modern Agility

## Sample Companies that Achieved Digital Transformation Success with Oracle Cloud



IndianOil

Largest company in India, with biggest Dealer network, extends Siebel CRM with Cloud for omni-channel CX, customer centricity, loyalty



Multi-channel platform increases efficiency, improves experience – 20% faster resolution times

### Panasonic

Streamlined Sales and Marketing operations, enhanced Service by integrating with CRM. Cost reduction and improved productivity

### Westpac

Transforming to “hybrid platform as a service” private/public mix with Oracle Customer Hub at the heart and vision for AI

### SIEMENS Healthcare

Digital Transformation with Sales Cloud, embedded BI, improved selling and user adoption



Faster time to market with fully integrated sales and service.

### SCHNEIDER NATIONAL

Removes Salesforce & extends Siebel with Sales Cloud, improving productivity and analytical insights

### AFG

Transformation extending Siebel CRM with all Cloud tiers, platform, CX and infrastructure. Huge cost savings, renewed IT focus

# IP 2017 & Siebel 2018

## Early Adopters



# Siebel CRM Customer Success Stories @ Open World 2018



One of the largest Distributor Management Systems in the world. 100,000 users, business process efficiency

CENTRAL Group

Thailand's #1 Retail & Services business and #1 cross-channel Loyalty program.



Re-imagined UI that improves adoption and productivity for Sales across 18,000 users



Case Management solution for 19,000 law enforcement officers. ROI: 200 M€ / year by 2025!



Loyalty team delivering on agile development approach with fortnightly release cycles



Successful upgrade to 18.x with automated testing and use of Workspaces

Oakwood

Intuitive UX across devices leading to self-service reduced booking times and cost savings



Modernizing sales experience with Siebel. improved adoption, productivity, mobile friendly



Agility, UX and Integrated solution with Service Cloud. Live on Siebel CRM 18.5

proximus

Industry advantages with Siebel:  
Selling applications for Consumer Market rationalized



Siebel CRM deployed to Field Sales and Client operations for Inside Sales. Integrated Cloud solutions



Constituent Management solution with intuitive UI and mobile application

# 25 years of CRM Leadership

## Digital Transformation

Transformation platform, On-Premise or On-Cloud,  
Transition to Edge Intelligence, towards Autonomous CRM

## Innovation

Edge- and Data-driven Industry Solutions, Usability,  
Business Agility & Process Automation

## Customer Success

Enterprise customers driving Digital Transformations using Siebel. Focus on  
Superior Customer Experience through scalable, sophisticated solutions



# Siebel CRM OpenWorld Sessions

Day	Time	Session #	Description	Location
Monday	11.45-12.30	PRM4277	Siebel CRM Strategy and Roadmap for Digital Transformation	Moscone West 3003
	15.45-16.30	PRO5748	Exciting Innovations in Siebel CRM to Enhance Agility and User Experience	Moscone West 3012
	16.45-17.30	CAS5743	Siebel CRM Customer Leadership Panel	Moscone West 3012
Tuesday	12.30-13.15	CAS5745	Creating Meaningful Customer Experiences to Beat the Competition	Moscone West 3001A
Wednesday	11.15-12.30	CAS5749	The Art of the Possible - Create your own UX with Open UI	Moscone West 3001A
	12.30-13.15	TIP4394	Upgrading and Maintaining Siebel CRM in the Cloud or On-Premises	Moscone West 3001A
Thursday	10.30-11.15	CAS5750	Achieving Modern Agility and Continuous Delivery for Enterprise CRM	Moscone West 3001
	11.30-12.15	CAS5751	Gaining Industry Advantages with Siebel CRM Innovations	Moscone West 3020
	13.30-14.15	PRO5726	Enterprise Agility with the Siebel CRM Continuous Release Model	Moscone West 3014

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