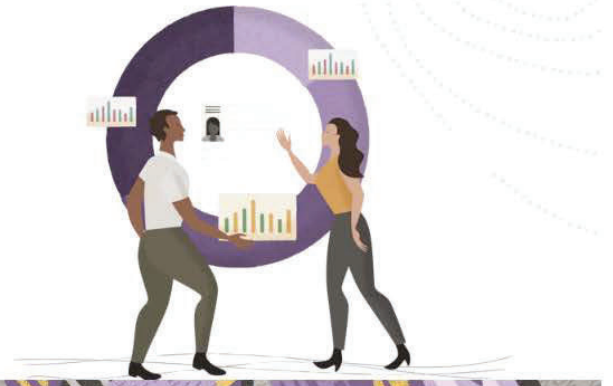


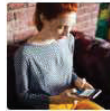
Oracle Siebel CRM

Utilize a complete, enterprise grade CRM solution, capable of extreme scale and performance for even the most complex organizations. Oracle Siebel CRM has unrivalled customization and integration capabilities, an open architecture for a truly personalized user experience, and can be deployed either on-premises or in the cloud. It's a key component of Oracle's customer experience (CX) and industry solution strategy.



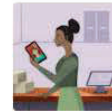
Siebel CRM in the Oracle Cloud

Reduce TCO, improve performance and agility, and enhance your Siebel CRM solution by moving it to Oracle Cloud Infrastructure (OCI).

[Learn about OCI](#)

Complete industry solutions

Deliver real value with broad, rich, industry-specific functionality that paves the way for a complete CX transformation.

[Learn about Industries](#)

Enhance Siebel CRM

Complement and augment Siebel CRM with Oracle CX applications. Reimagine CRM with a CX mindset across marketing, sales, and customer service.

[Learn about CX](#)[Chat with sales](#) [Contact or call](#) [X](#)

Siebel CRM transformation

WINDTRE transforms from telco to digital service provider

Learn how WINDTRE eliminated silos and complexity to achieve agility, resiliency, and reliability so they could evolve their service offering beyond that of a traditional telco.

[Read their story](#)

Explore Oracle Siebel CRM

Sales

Marketing

Service

Commerce

User experience

Application framework

Platform

Application framework

Utilize a sophisticated and robust application framework to configure business rules and automate processes—all from within a single application. This DevOps framework orchestrates the delivery of application updates at near zero downtime, aligning to your corporate IT policies.

Web Tools (IDE)

Siebel CRM offers almost unlimited configuration capabilities. Configure Siebel CRM applications from anywhere by using a browser and Siebel Web Tools. Developers can use Workspaces, a sandbox that lets you develop and test configurations without affecting other users.

Parallel development

Developers can use Workspaces to support parallel application development. Many developers can work on the same objects at once, with full versioning mechanism and governance to track changes. Ensure maximum productivity with a flexible, hierarchical framework for building features and releases.

Automated testing

Test automation interfaces optimize your applications testing process. Eliminate many of the well-known pain points intrinsic to generic test automation technologies. Create test suites using intuitive click-to-record features and execute test runs with the flexibility of data-driven dynamic

Performance metrics monitoring

Identify performance problems automatically with Siebel Application Response Management (ARM). Collect critical performance and timing data, making it possible to profile the execution of requests throughout Siebel CRM.

Usage pattern tracking

Allow administrators to review details about when and how often users are accessing all parts of a Siebel CRM application. Use the collected data with analytical tools to improve productivity, onboarding, adoption, and user experience.

Business rules and services

In addition to many options for UX customization, Siebel CRM supports customized business rules, scripting, and workflows. Define your custom business processes and orchestrate business services between your front-office CRM and back-office (ERP) applications.

Enhance business rules with Oracle Intelligent Advisor

Integrate Siebel CRM with Oracle Intelligent Advisor to easily automate business processes, rules, regulations, and policies. Deliver up-to-date, accurate advice within business processes across all