

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](#) [×](#)

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 12.1

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

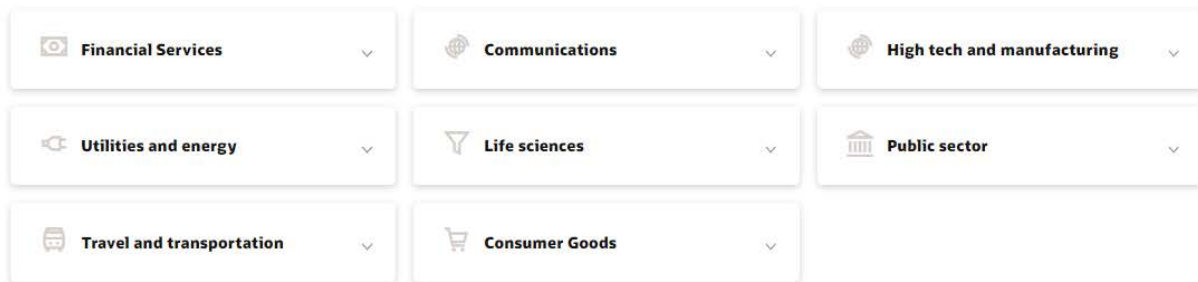
Integrate Siebel CRM with Oracle Intelligent Advisor to easily automate business processes, rules, regulations, and policies. Deliver up-to-date, accurate advice within business processes across all

testing. It's a complete, lights-out, automated testing solution.

applications.

Industry solutions

Siebel CRM Industry solutions focus on improving customer experiences (CX) and providing deep industry processes. Specialized user interfaces and workflows are all built on industry best practices.



Customer success

[View more customer successes](#)

For more than 25 years, companies across many industries rely on Oracle Siebel CRM to deliver unrivaled customer experiences (CX) every day.



Key benefits of Oracle Siebel CRM

Always on, always up to date

Make monthly updates to add new and innovative features to your Siebel CRM deployment with near-zero downtime.

Flexible deployment

Deploy Siebel CRM as containers using Kubernetes for maximum agility, scalability, and speed.

Unrivaled customization capabilities

With unlimited configuration capabilities, tailor your CRM application directly to match your core business processes and quickly enable CRM for your business units and regions.

Mobile apps for anytime, anywhere access

Put your CRM data directly in the hands of your customer-facing employees. Create smartphone apps for free and improve employee productivity.

Extreme scale, robust integration

Flexible integration options ensure that Siebel CRM can be the front- to back-office hub for any organization, in any industry, supporting all levels of volume.

Cloud-ready

You decide what's best for you. Run Siebel CRM on-premises or in the cloud (with Oracle Cloud Infrastructure).

Browser-based application configuration

Configure, test, migrate, and deploy Siebel CRM using a browser. Provide the ultimate flexibility to your developers to improve productivity and follow agile models.

Personalized user experience

Create a user experience that's tailored perfectly to your users and business needs. Access Siebel CRM from any browser on any device.

Maximum potential, maximum ROI

Expand your Siebel CRM solution by integrating with best-of-breed Oracle CX applications. Extend functionality and transform your customer experience with a low-risk approach.

Industry applications

Re-use your Siebel application configuration within Oracle's cloud solutions for a complete, best-of-breed, digital experience cloud native platform.

Highlights: Oracle Siebel CX Industry Summit

During the Oracle Siebel CX Industry Summit, we heard a very clear message from Oracle's executive and industry leadership team—Siebel CRM is a core component of Oracle's industry-focused customer experience strategy. Continue reading for a summary of what was covered during our recent industry summit.

[Continue reading](#)

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Documentation

Oracle offers a wide range of documentation, videos, and tutorials that will help you learn more about Oracle Siebel CRM. You'll find all of these resources and more in the Oracle Help Center.

[Documentation library—Siebel CRM](#)

Additional documentation and tutorials

- [Siebel CRM Release Updates Guides & Release Notes](#)
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