

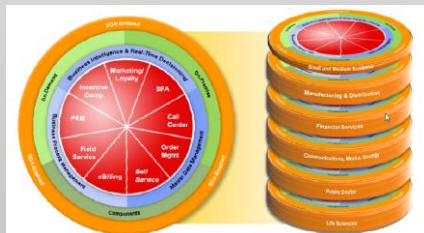
# ORACLE SIEBEL CRM UPGRADE BENEFITS



## New Functionality Improves Efficiency for Enterprise CRM Users

### Delivery Model

Eagle Creek is one of the largest US-based service providers specializing in Oracle Siebel CRM services. Eagle Creek employs a unique delivery model through the use of onsite consultants and offsite consultants based in our Siebel Technology Centers. The Eagle Creek delivery model allows Siebel customers a high quality, low cost, nominal risk alternative to upgrade to the latest release functionality.



### Enhanced User Interface

The latest Siebel upgrades contain new functionality that improves efficiency for enterprise CRM users. Siebel has improved the user interface (UI), providing a great user experience on any Internet browser, be it on a desktop or tablet. The new UI is highly optimized to improve usability within the CRM application and to enhance user productivity. The UI technology in older versions of Siebel (pre 8.1.1.9) does not meet the demands of users who are accustomed to Web 2.0 user interfaces. This leads to challenges with user adoption, as well as maintenance issues due to dependence on certain versions of Microsoft Internet Explorer. The 2012 Siebel Innovation Pack provides an Open UI, which significantly improves the user interface, both in look and feel through "skinning" it with standards-based web technologies such as CSS 2.1 and 3 and HTML 4 and 5. This functionality removes dependence on Microsoft Internet Explorer and improves the user experience and adoption.

### Integrated Mobile Solution

The latest Siebel release offers rich, interactive mobile presentations integrated with the CRM application. The new UI is optimized for iOS, Android and Microsoft devices. Additional mobile capabilities include:

- Call planning, call execution and debrief
- Account and contact management
- Integrated GPS and telephony

## The Decision Process

When contemplating a Siebel CRM upgrade, you have to determine if an enhanced CRM platform will bring improved business value to your organization. The latest version of Siebel CRM provides improved business operations, including easy to use applications, updated interfaces, mobile access and reduced training time and effort, which enable you to deliver new capabilities to the user community in a time efficient manner. Also, reports and dashboards provide access to a more complete and relevant customer view.

The solution also consists of enhanced business processes in sales, marketing and customer service. New functionality such as lead management, territory management, e-commerce and e-support can help with new strategic business initiatives.

In addition to the enhanced functionality, maintenance and support costs are also reduced. With the ability to affordably customize solutions, the extra costs of supporting integration or non-supported technology, middleware, operating systems or databases is also reduced.

For more information visit:  
[www.eaglecrk.com](http://www.eaglecrk.com)

## Taking Advantage of Latest Functionality

Today's business challenge is determining how to advance the capabilities of a Siebel implementation. This mature solution consists of a number of relatively unknown features so that many organizations are not fully utilizing the solution. Some areas include:

- Self-Service Applications (Siebel E-Commerce, E-Support or Loyalty) provide developers with greater control of the user interface and make it easier to combine Siebel with other applications in the presentation layer.
- Business Intelligence Publisher replaces Actuate for reporting, enabling the report layout to be performed by non-technical resources.
- The Task Based User Interface improves usability by redefining the way users complete tasks within the application. The feature is particularly well suited for complex or infrequently used sales or service processes and to reduce training and learning curves.
- Microsoft Integration offers improved integration between Siebel and Microsoft products, including real two-way synchronization between Siebel and Outlook.
- Improved business functionality specific to vertical markets.
- Lead management – Supports hand-off between sales and marketing.
- Territory management – Able to assign salespeople to territories as well as review and refine territories.
- Templates – Users can now pre-populate templates for almost any entity, enhancing efficiency and saving time in terms of data entry.
- Enhanced search capabilities to make for a faster, more efficient process.

## Why Outsource Siebel Production Support to Eagle Creek?

- Increased services through our Siebel Technology Centers
- Improved quality through the concentration of experienced Oracle Siebel CRM consultants
- Lower cost with improved time to market
- Proximity, as our technology centers are no more than two time zones away from any North American location

