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Frequently Asked Questions About Oracle Siebel CRM

Introduction

Oracle Siebel CRM is the most complete on premise CRM application on the market with thousands of customers and millions of users counting on it every day to deliver business value and great customer experiences. From time to time questions are asked about Oracle's commitment to Siebel CRM and about the Siebel CRM strategy and product roadmap. We've created this FAQ to address those questions.

Question and Answers

Q: Is Siebel CRM still a General Availability product?

A: Yes. Oracle does review proposed solutions to ensure they are the best fit for customer needs but we do not believe one application or deployment option fits all enterprises, and we continue to recommend Siebel CRM to all customers for whom it is the right choice.

Q: Is Oracle still investing in Siebel CRM?

A: Yes, Oracle continues to invest significantly in Siebel CRM. Since the acquisition, Oracle has accelerated Siebel CRM releases and we currently release annual innovation packs and monthly patch sets. These releases include many new features and innovations, since acquisition **over 50 new products and 750+ new features have been released**. In fact, our investment in Open UI, Mobility, Business Agility and Industry solutions are a testament to significant innovation, and we openly share our roadmap on substantial enhancements going forward.

Q: Have there been changes in the number of Oracle people supporting Siebel CRM?

A: On the contrary, direct Siebel CRM investment has grown substantially since the acquisition. Oracle's investment in Customer Experience & Industry Innovation serves to increase the Siebel CRM reach through leverage as we build out integrations to numerous best of breed applications in the portfolio.

Q: Will Oracle support for Siebel CRM change?

A: There are no plans for changes. Currently **95% of customers are on the latest release of Siebel CRM**, which entitles customers to Premier Support. This guarantees Siebel CRM customers a predictable and known cost for support. Since acquisition, Oracle have continued to extend Premier and Extended support annually, there is no reason why this should change. We have also invested in monthly Patchsets to facilitate rapid fix delivery.

Q: Is Oracle still putting emphasis on CRM?

A: Yes, but Oracle has broadened from a focus on just CRM to Customer Experience as a whole, and we are acquiring and developing products that augment Siebel CRM to address the entire customer lifecycle with best of breed solutions. Analysts recognize this investment by placing Oracle in more leader quadrants than any other CRM vendor.

Q: What are the general themes for Siebel CRM investment going forward?

A: Oracle is primarily focused on core themes when we determine the Siebel CRM product roadmap. One theme is Customer Experience, improving product usability and extending functionality by integrating with other CX portfolio products. The second theme is Industry Innovation, where Siebel CRM is available in 21 industry editions and is always introducing new innovations in those industries. The third theme is Business Agility, making Siebel CRM easier and faster to install, upgrade, and change as needed to address changing business requirements. In addition, Siebel CRM is Cloud Ready

and can be deployed on Cloud (IaaS) platforms adding more agility and reduce the total cost of ownership. Due to the acceleration of Edge computing through connected devices and the Internet of Things (IoT), machine learning and artificial intelligence – we are also now focusing on Autonomous CRM as a key fourth theme in our product roadmap. We believe Siebel CRM is in a perfect position to embrace Oracle's cloud product and platform portfolio and engineered systems such as Oracle Public Cloud (IAAS), Oracle Integrated Cloud Service, Oracle IoT Cloud Service and Adaptive Intelligence applications, providing even more value from the Siebel CRM application to your business.

Q: Is Siebel CRM addressing mobility?

A: Yes. Siebel CRM has had mobile functionality for over 20 years, recognizing its criticality to field sales & service reps. Siebel CRM mobile applications work both online and offline across a variety of mobile devices taking advantage of native device capabilities and making it easy and efficient for mobile workers.

Q: Is Siebel CRM a platform from which I can extend and grow?

A: Many of the features that Siebel CRM delivers are extensible and have out of the box administrative capabilities. You can create new products, prices, promotions, territories, warranties, etc. using these capabilities. The Siebel Server Object Manager, UI framework and Tools provide a robust platform for additional extensibility. Siebel CRM has 21 industry solutions built on the platform and our customers further develop integrations, extensions and custom functionality using the Siebel CRM platform.

Furthermore, many customers are now extending their Siebel CRM deployments with integrations to other Oracle CX Suite portfolio products such as Sales Cloud, Service Cloud, Marketing Cloud, Social Cloud, ATG Commerce and others to deliver a completely seamless customer experience for their users.

Q: Is Siebel CRM available as a Cloud solution?

A: Oracle has recently announced that customers can easily leverage the Oracle Public Cloud for their existing applications, including Siebel CRM. By running Siebel CRM on the Cloud platform (IAAS), there is no longer a requirement to provision hardware, moving from a CapEx to OpEx model. Existing Siebel CRM licenses are also reused in the Cloud. Now a Siebel CRM application deployment can run just as easily on-Premise or on-Cloud.

Q: How can I stay more up to date on the Siebel CRM strategy?

A: There is an active Customer Advisory Board (CAB) for the Siebel CRM product. Leading, global organizations and thought leaders have an active participation in the CAB. Regional worldwide events and monthly virtual meetings bring together customers with product development to share experiences, discuss the product direction and share customer success stories. For more information, check out the Siebel CRM blog.

Additional Resources

- Siebel CRM blog
- Siebel CRM - Oracle Support Value
- Siebel CRM Transformation Strategy webcast
- Siebel CRM YouTube channel
- Siebel CRM Innovation Pack 2015 Datasheet
- Siebel CRM Innovation Pack 2016 Datasheet
- Siebel CRM Innovation Pack 2017 Datasheet
- Siebel CRM on Oracle Public Cloud
- Siebel CRM in the Cloud
- Video on Oracle's Managed Cloud Services

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ORACLE®

Oracle Corporation, World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries
Phone: +1.650.506.7000
Fax: +1.650.506.7200