

Siebel CRM OnDemand

Automotive Edition

SIEBEL
CRM OnDemand

Fast and simple CRM

No upfront costs

Powerful analytics

Built-in contact center

Easy to integrate

Prebuilt industry solutions

Execute Superior Sales and Service to Increase Customer Satisfaction

Introducing Siebel CRM OnDemand—an innovative customer relationship management (CRM) solution from the world's leading CRM vendor, served up on demand by IBM e-business Hosting™.

Fast and simple CRM—With Siebel CRM OnDemand, you get the best in CRM reflecting more than a decade of customer experience, and you will be up and running in minutes.

No upfront costs—There's no software to install. No hardware to buy. No maintenance, upgrade, or support costs.

Powerful analytics—Siebel CRM OnDemand provides the industry's most powerful analytics to obtain deep customer insight for your business.

Built-in contact center—Siebel Contact OnDemand provides agents with the industry's first powerful hosted contact center capabilities, regardless of their location. This is an optional built-in component.

Easy to integrate—Siebel CRM OnDemand seamlessly integrates with other systems using both XML/SOAP Web Services standards and prebuilt integration solutions.

Prebuilt industry solutions—Industry-specific editions with customized data models, business processes, and user interfaces will meet your unique needs.

Multilanguage and multicurrency support—Siebel CRM OnDemand supports all the major languages and currencies to enable you to deploy globally.

Rock-solid reliability—IBM e-business Hosting Centers safeguard and maintain your data 24x7 in a security-rich and reliable environment.

Siebel CRM OnDemand Automotive Edition is the first hosted CRM solution specifically designed for the automotive industry. With this solution, manufacturers can now extend critical CRM capabilities such as vehicle support and multichannel selling throughout their extended enterprise, all without having to make significant upfront investments. With Siebel CRM OnDemand Automotive Edition, internal sales, marketing, and customer support agents can all leverage one central set of customer data. Traditionally, users that manage a large number of customer interactions—such as customer service or fleet sales reps—had to rely on inadequate homegrown CRM tools. Now, these groups can

leverage the best-in-class capabilities incorporating best practices available from Siebel CRM OnDemand Automotive Edition to support their critical customer business processes through an intuitive, easy-to-use application.

OBTAIN CONSOLIDATED CUSTOMER DEMOGRAPHICS AND VEHICLE PROFILE

Siebel CRM OnDemand Automotive Edition enables service reps to obtain a complete view of a customer's profile and gain full understanding of the customer's vehicle sales, service, and financial history instantly. The consolidated customer profile and history of relationships between customers, vehicles, and dealers

Key customer vehicle information at your fingertips

Financial information shows the type and provider of financing

Service history lists the maintenance history for the vehicle

Key Vehicle Information

VIN	4T85H2N3ZX000975	Make	Mercedes Motors
Model	Sunny	Year	99
Product Name	Truck	Trim	2WD
Door	2 Door	Exterior Color	Dark Emerald Pearl
Vehicle Currency	USD		

Additional Vehicle Information:

Used/Lease	Used	Product Type	Vehicle
Interior Color	Black	Transmission	Auto
Engine	6 Cylinder	Body	Pick-up
Owned By	Consumer	Contact	Stephanie Simms
Selling Dealer	Blue Skyway Dealers	Servicing Dealer	Hospital Service
MSRP	\$17,595.00	Dealer Invoice Price	\$16,595.00
Status	Customer Owned	Location	Home
Current Mileage	42,516	Mileage Reading Date	9/16/2004
License Number	3951GU	Warranty Type	Standard
License Expiry	10/11/2004	Warranty Start Date	10/01/1998
License State	Ill	Warranty End Date	10/01/2002
Owner	Sub	Modified By	Sub Sub 9/16/2004 9:26 PM
Description	Good condition, green pick-up with black interior. Light off-road usage, low miles.		

Financial Information

Finance Detail #	Finance Date	Finance Type	Finance Provider	Lease/Loan Termination Date
85-2653923	10/28/1998	Lease	Lease Pro	10/28/2004

Service History

SR #	Service Name	SR #	Owner Last Name	Owner First Name	Service Date	Service Provider
85-2653922	15K service	85-2622996	Simms	Stephanie	3/7/1999 12:00:00 AM	
85-2656002	30K service	85-2623990	Simms	Stephanie	9/16/2004 12:00:00 AM	

are all easily accessible from one comprehensive customer dashboard. With powerful integration tools, users additionally have the ability to access multiple legacy applications from within Siebel CRM OnDemand to locate, access, and package related information relevant to the customer or vehicle. These capabilities provide sales, marketing, and service professionals instant access to important customer information needed to effectively provide service as well as cross-sell and up-sell additional products and services.

ENABLE MULTICHANNEL SELLING

Siebel CRM OnDemand Automotive Edition supports the unique selling processes of the automotive industry—where OEMs sell through dealers to consumers and businesses and, in some cases, directly to businesses in collaboration with a dealer. Siebel CRM OnDemand Automotive Edition enables companies to identify and track the roles of each of these parties in the sales process and grant specific rights to data ownership that are consistent with the business practices of all partners. Siebel CRM OnDemand Automotive Edition also facilitates secure visibility of sales, service, and customer profile information.

DELIVER PERSONALIZED CUSTOMER AND DEALER SERVICE

Siebel CRM OnDemand Automotive Edition enables the manufacturer to rapidly deploy and operate call centers to handle support calls from dealers and customers—vehicle owners, drivers, policy owners, or loan/lease

holders. With Siebel Contact OnDemand, which is available as an option for Siebel CRM OnDemand Automotive Edition, call center agents can handle vehicle service issues, product information requests, product defects, dealer complaints, warranty claims, general comments, finance or insurance issues, and lease questions. All incoming calls and emails are intelligently routed to the appropriate agent based on skill sets or functional expertise. Based on the incoming phone number, fax, or email address, Siebel CRM OnDemand Automotive Edition can also provide the agent instant access to the profile of the caller and related vehicle and service information.

Bottom Line

Siebel CRM OnDemand Automotive Edition enables automotive manufacturers to extend CRM capabilities to users who need a world-class CRM solution that is fast to deploy and requires no upfront investment. These groups are often at the front lines of customer interaction, making them critical participants of a comprehensive CRM strategy. By enabling these users to successfully “surround and serve” the customer, Siebel CRM OnDemand Automotive Edition drives higher customer satisfaction, reduced costs, and improved profitability that maximizes your return on investment.

Key Features

Sales Management

- Complete customer data
- Complete dealer profiles
- Opportunity management
 - Retail customers
 - Fleet accounts
- Integration with Microsoft Outlook email
- Pipeline analysis
- Account and contact management
- Calendar and task management

Service Management

- Service request management
 - Customers
 - Vehicles
 - Dealers
- Service solutions
- Service analysis

Vehicle Management

- Complete vehicle data
 - Sales history
 - Service history
 - Financial history
- Dealer and license information
- Owner and contact information

Activity and Email Management

- Rapid scheduling of to-do items using graphical calendar tool
- Easy sharing of information and delegation of tasks
- Seamless integration with Microsoft Outlook
- Link emails with associated contacts, accounts, leads, and opportunities
- Integrated correspondence using add-on Microsoft Outlook toolbar
- Manage literature requests and sales collateral



The Siebel CRM OnDemand Advantage

Siebel CRM OnDemand industry solutions are built leveraging Siebel's ten-plus years of experience across 23 industries and IBM's deep industry insight. Based on this extensive domain expertise, Siebel CRM OnDemand Automotive Edition is uniquely designed to deliver automotive-specific capabilities at the user interface, data, and process levels that are not available with any other hosted CRM offering.

Additionally, Siebel CRM OnDemand industry solutions provide customers with flexible deployment options: They can be deployed as complementary extensions to Siebel's world-class on premise industry solutions or as complete stand-alone solutions.

IBM–Siebel Alliance

Since 1999, IBM and Siebel Systems have collaborated on more than 1,900 CRM engagements, setting industry standards for effective systems deployment, consulting, hosting, and solution development.

The companies are currently developing new, integrated solutions based on the IBM WebSphere® platform, the IBM on demand operating environment, and Siebel CRM applications, enabling customers to dramatically strengthen customer relationships while reducing IT costs. That same commitment to high-quality, low-cost CRM with usage-based pricing is the driving force behind Siebel CRM OnDemand.

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