

Siebel CRM OnDemand

High Tech Edition

SIEBEL
CRM OnDemand

Fast and simple CRM

No upfront costs

Powerful analytics

Built-in contact center

Easy to integrate

Prebuilt industry solutions



Enhance Channel Collaboration to Drive More Sales

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 High Tech Edition is the first hosted CRM solution that enables high tech companies to better leverage their direct sales and channel partnerships to drive superior business performance. By incorporating best-practice business processes unique to the high tech industry, Siebel CRM OnDemand High Tech Edition enables greater sales effectiveness, enhances channel marketing efficiencies, and provides instant real-time business insight that will help your company achieve success.

IMPROVE CHANNEL COLLABORATION

Siebel CRM OnDemand High Tech Edition incorporates best practices to help you collaborate with your channel

partners in driving increased revenue and market share. The solution provides a complete closed-loop process for marketing funds management—from creating and managing funds to obtaining related preapprovals, submitting claim requests, and tracking fund usage. Marketing funds can be easily associated with campaigns so channel marketing managers can determine the ROI generated by a particular fund through a specific set of participating partners. Since high tech companies rely on marketing funds to attract and motivate channel partners, efficient administration of this process will directly increase revenues and profits from your channel partners.

Share funds with multiple participants

Audit trail for greater traceability

Key fund information at your fingertips

The screenshot displays the Siebel CRM OnDemand 'Fund Detail' page. The page is annotated with three callouts:

- Share funds with multiple participants:** Points to the 'Fund Participant' table, which lists participants like 'Demovc' and 'Betrovc' with their roles and access levels.
- Audit trail for greater traceability:** Points to the 'Audit Trail' table at the bottom, which tracks user actions like 'Status' changes.
- Key fund information at your fingertips:** Points to the 'Key Fund Information' section, which displays summary statistics like 'Target Amount', 'Total Credits', and 'Balance'.

Id	20-3093	Target Amount	\$ 10,000.00
Fund Name	Series 2000 Promotion Fund	Total Credits	\$ 8,250.00
Start Date	9/10/04	Total Debits	\$ 8,923.00
End Date	12/31/04	Balance	\$ 1,277.00
Status	Active	Total Pre-Approved	\$ 7,500.00
Partner	KC Computer Distributors	Balance After Pre-Approval	\$ 700.00

Participant	Last Name	First Name	Role	Fund Access
Demovc	Mal	Adrian	Fund Administrator	Full
Betrovc	Smith	Phillipa	Marketing Manager	Read Only

Request Id	Name	Request Date	Due Date	Status
Ed6	Adult approval request	9/12/2004 02:27:58 PM	9/30/2004	Pre-Approved
Ed6	Colateral reimbursement	9/21/2004 11:17:03 AM	9/25/2004	Claim Approved

Date	User	Field Modified	Old Value	New Value
9/8/2004	ALFRED.MUN@PCSYSTEMS.COM	Status	In Progress	Active

STANDARDIZE YOUR SALES PROCESS

Siebel CRM OnDemand High Tech Edition helps your organization execute your sales process in a more effective and consistent fashion so that you ultimately increase your close rates and revenues. Siebel CRM OnDemand High Tech Edition provides prebuilt sales methodology support that enables your sales reps to apply best practices to manage each account and opportunity, including having comprehensive 360-degree insight into the key decision-makers, partners, and competitors; history; milestones; lead source; revenue potential; and key decision criteria. In addition, the built-in workflow-driven flexible Sales Coach provides you the ability to define and manage your sales process so that your salespeople get step-by-step coaching at each stage of the sales cycle. This helps you replicate the successful behavior of your best salespeople to enable successful selling across your entire organization.

EFFECTIVELY MANAGE CUSTOMER ASSETS

Siebel CRM OnDemand High Tech Edition provides robust customer asset tracking and notification capabilities to help your sales and service professionals more effectively cross-sell and up-sell. With Siebel CRM OnDemand High Tech Edition, you can easily track assets at each customer account and obtain automated notifications on potential revenue opportunities such as lease expiration, asset aging, contract maturation, and so on. Notifications

based on asset information captured in the system provide actionable intelligence for users to actively engage the customer in up-selling/cross-selling. And, by actively initiating sales cycles with customers to address their upcoming needs, you can dramatically improve your ability to retain customers and out-sell the competition.

FORECAST MORE ACCURATELY

Siebel CRM OnDemand High Tech Edition enables high tech companies to forecast more accurately through triangulated forecasting. The triangulated forecasting process incorporates three different perspectives: 1) Field Assessment—roll-ups of expected revenues based on what the field reps are forecasting; 2) Real-Time Pipeline Assessment—full view of current pipeline by sales stage; and 3) Historical Assessment—historical trend analysis, which compares snapshots of opportunities and forecasts over time. Forecasts can be easily generated for one-time and recurring revenues. And with built-in support for product catalogs, users can also forecast by products and product lines for each account or sales opportunity.

Bottom Line

By enabling you to better leverage your direct sales and channel partnerships and providing the capability for you to standardize your sales processes, Siebel CRM OnDemand High Tech Edition maximizes your return on investment.

Key Features

Marketing Fund Management

- Fund creation, administration, and management
- Secure partner access to participating funds
- Preapproval and claims management
- Approval authorization limit enforcement

High Tech-Specific Account, Contact, and Opportunity Management

- Comprehensive team sharing of accounts, related contacts, and opportunities
- Sales Process Coach
- Advanced territory management
- Customer asset tracking and notification
- Tracking of notes, service requests, leads, opportunities, and emails related to each account, contact, and opportunity record
- Prebuilt dashboards and integrated analytics

Quota Management

- Easy definition of monthly, quarterly, and yearly goals
- Prorated quota definition for sales representatives joining existing plans
- Compare quotas to forecast, expected, and closed revenue

Calendar and Task Management

- Rapid scheduling of to-do items
- Easy sharing of information and delegation of tasks
- Effortless integration with Microsoft Outlook

Offline Access

- Synchronization with Microsoft Outlook or Palm PDA
- Offline OnDemand client with same user interface for full mobile support



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 High Tech Edition is uniquely designed to deliver high tech-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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10P10-DS319-05627 (09/04)