

Oracle's JD Edwards and Siebel CRM On Demand – The Best of Both World's

Dirk Shupe
AMX International

- You Have a Choice
- Application Integration Options
- Introduction to Siebel CRM On Demand
- Simple Solution Overview
- Live Look at Integration at Work
- Q & A

Current Environment

- **JD Edwards Enterprise One**
 - Currently running 8.9, moving to 8.12
- **Siebel CRM On Demand User**
 - Converted over from Goldmine

AMX

- **ESTABLISHED**
 - 17 Years track record, 600+ Customers
 - Oracle Implementation Experience = 2.7 Million hours
- **FOCUSED**
 - 100% Oracle.
 - Oracle Certified Partner- Reseller, Implementer & System Integrator
 - One of the First Certified Siebel CRM On Demand Resellers

CRM Solution	Functionality	Pre-Packaged Integration	Product Roadmap	IT Resources & Budget
<p>JD Edwards E1 8.11 & 8.12 CRM Suite</p>	<ul style="list-style-type: none"> •Core CRM 	<p>None – Built on JDE Tools</p>	<p>Apps Unlimited Less Strategic</p>	<p>Low</p>
<p>Oracle Siebel On Demand</p>	<ul style="list-style-type: none"> •Core CRM •Analytics •Marketing •Vertical Solutions 	<p>Parameterized URL, Application Integration Architecture</p>	<p>Apps Unlimited Very Strategic</p>	<p>Low</p>
<p>Oracle Siebel On Premise</p>	<ul style="list-style-type: none"> •Extended CRM • Analytics •Mobile •Vertical Solutions 	<p>Application Integration Architecture</p>	<p>Apps Unlimited Very Strategic</p>	<p>High</p>



- Hosted Data Warehouse
 - Real-time & historical analytics
 - Snapshots comparing business performance over time
- Benefits:
 - Identify service trends
 - Track customer service interactions and costs



Siebel CRM
On Demand

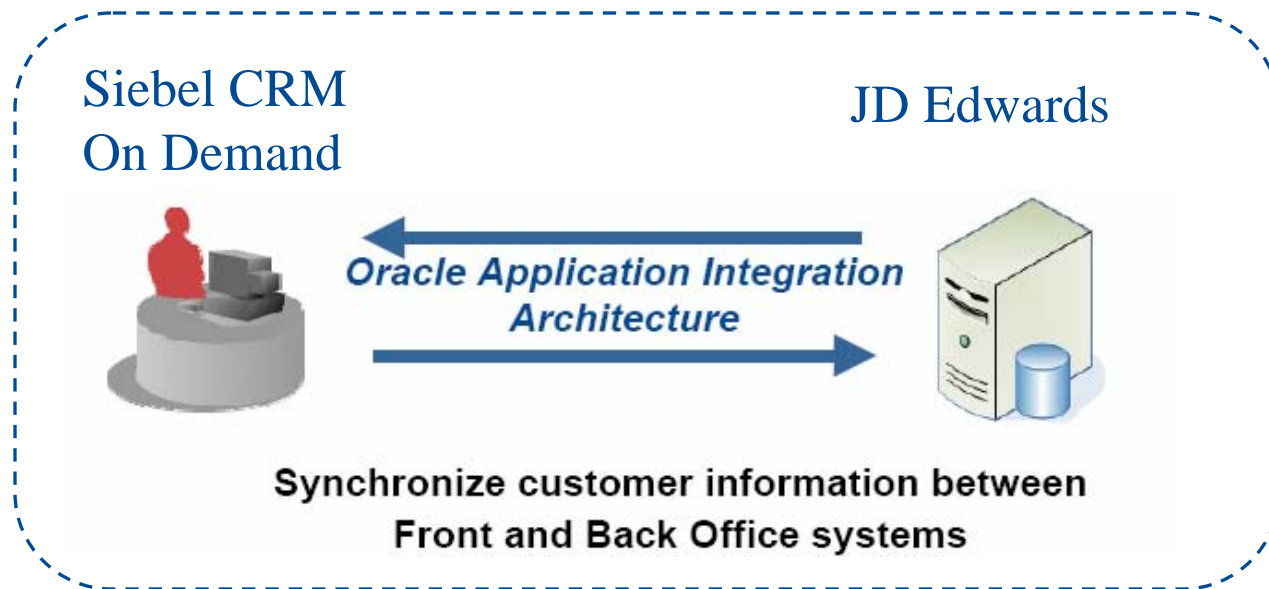


JD Edwards



- Siloed information in JD Edwards and CRM and spreadsheets
- Disconnect systems reduces effectiveness
- Lack of integrated business process flow increases administrative work, reducing time spent with customers
- Incomplete view of the customer degrades service quality

- Combines the ease of use and rapid deployment of Siebel CRM on Demand with the power of JD Edwards
- Integrates at the data, user interface and business process levels
- Based on Oracle Application Integration Architecture to ensure standards based extensibility
- BPEL library of business processes to extend integration solutions across Oracle applications



Create and Manage Lead

Siebel CRM On Demand



Create and Manage Opportunity

Siebel CRM On Demand



Create Quote

Siebel CRM On Demand



Generate JDE Address Book #

Siebel CRM On Demand



Trigger Creation of JDE Address Book #

Oracle Middleware



Verify Creation of JDE Address Book #

JD Edwards



Close – Win Siebel Opportunity

Siebel CRM On Demand



Trigger Creation of JDE Sales Order

Oracle Middleware



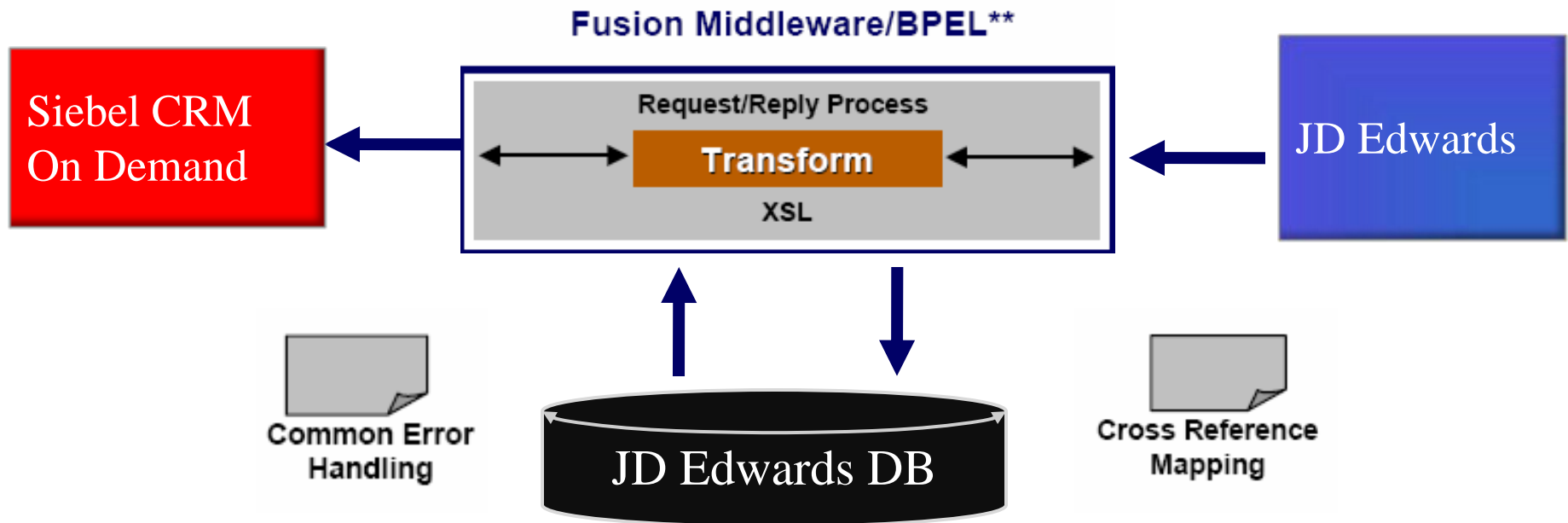
Verify Creation of JDE Sales Order

JD Edwards





* Enables initial Customer and Product load



* Enables Customer and Product synchronization Oppty to Quote

- ✓ Increases **efficiency** and **effectiveness** by reducing errors and re-work
- ✓ Allows salespeople to spend **more time** with customers
- ✓ Enables **information-driven** customer interactions



The screenshot displays the Oracle JDeveloper IDE interface. The main workspace shows a BPEL diagram for a process named 'SiebelAccountWS'. The diagram consists of the following elements:

- Start Activity:** A gear icon labeled 'getAccounts'.
- Flow:** A downward arrow connects 'getAccounts' to 'getNoOfAccounts'.
- Flow:** A downward arrow connects 'getNoOfAccounts' to a diamond-shaped connector.
- Flow:** A downward arrow connects the connector to 'getNextAccount'.
- Flow:** A downward arrow connects 'getNextAccount' to 'CreateJdeAN8AssignInput'.
- End Activity:** A gear icon labeled 'SiebelAccountWS'.

The diagram is organized into three nested sequence containers:

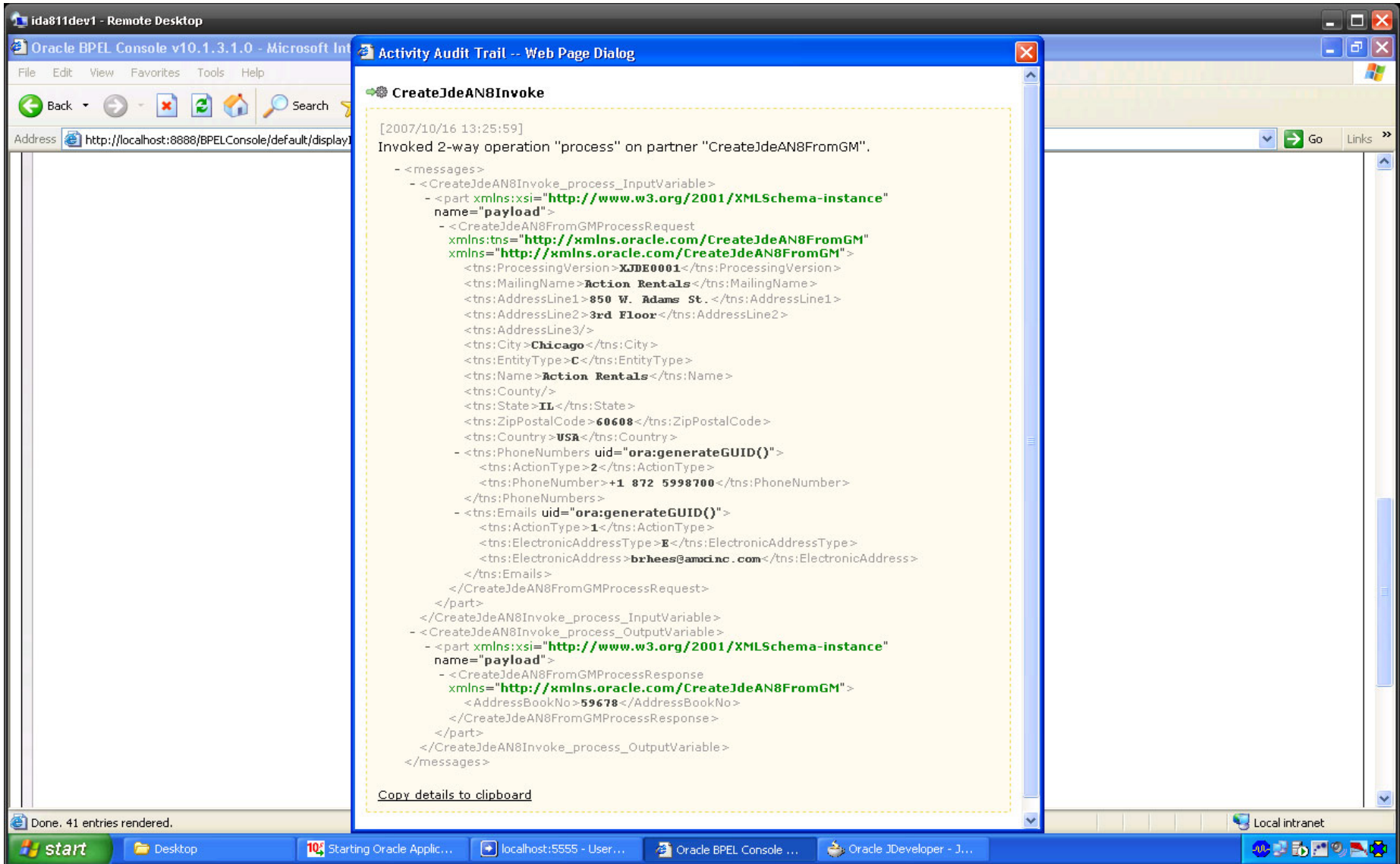
- Sequence_1:** Contains 'getAccounts', 'getNoOfAccounts', and the connector.
- Sequence_2:** Contains 'getNextAccount'.
- Sequence_3:** Contains 'CreateJdeAN8AssignInput'.

The left-hand pane shows the 'Applications' tree with the following structure:

- JDE_Siebel_Demo
 - BPEL_Demo
 - Error_Demo
 - Siebel_JDE_ABSync
 - Integration Content
 - Schemas
 - Test Suites
 - AddressBookMasterMBFRPC.wsdl
 - AddressBookMasterMBFRPCRef.v
 - bpel.xml
 - FSgetABAudit.wsdl
 - FSgetABAuditRef.wsdl
 - Siebel_JDE_ABSync.bpel
 - Siebel_JDE_ABSync.wsdl
 - SiebelAccountWS.wsdl
 - Transformation_CreateJdeAN8.x
 - Transformation_UpdateJDE.xml
 - Transformation_updateSiebel.xml
 - Resources

The bottom of the screen shows the Windows taskbar with the following open applications:

- start
- Desktop
- Starting Oracle Applic...
- localhost:5555 - User...
- Oracle BPEL Console ...
- Oracle JDeveloper - J...



The screenshot shows a remote desktop session with the Oracle BPEL Console v10.1.3.1.0. The 'Activity Audit Trail -- Web Page Dialog' is open, displaying the details of a 'CreateJdeAN8Invoke' operation performed on 2007/10/16 at 13:25:59. The audit trail shows an invoked 2-way operation on partner 'CreateJdeAN8FromGM'. The input variable contains an XML payload with details for 'Action Rentals' in Chicago, IL, with a phone number +1 872 5998700 and an email address brhees@amcinc.com. The output variable shows an 'AddressBookNo' of 59678.

```

[2007/10/16 13:25:59]
Invoked 2-way operation "process" on partner "CreateJdeAN8FromGM".
- <messages>
- <CreateJdeAN8Invoke_process_InputVariable>
- <part xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
name="payload">
- <CreateJdeAN8FromGMProcessRequest
xmlns:tns="http://xmlns.oracle.com/CreateJdeAN8FromGM"
xmlns="http://xmlns.oracle.com/CreateJdeAN8FromGM">
<tns:ProcessingVersion>XJDE0001</tns:ProcessingVersion>
<tns:MailingName>Action Rentals</tns:MailingName>
<tns:AddressLine1>850 W. Adams St.</tns:AddressLine1>
<tns:AddressLine2>3rd Floor</tns:AddressLine2>
<tns:AddressLine3/>
<tns:City>Chicago</tns:City>
<tns:EntityType>C</tns:EntityType>
<tns:Name>Action Rentals</tns:Name>
<tns:County/>
<tns:State>IL</tns:State>
<tns:ZipPostalCode>60608</tns:ZipPostalCode>
<tns:Country>USA</tns:Country>
- <tns:PhoneNumbers uid="ora:generateGUID()">
<tns:ActionType>2</tns:ActionType>
<tns:PhoneNumber>+1 872 5998700</tns:PhoneNumber>
</tns:PhoneNumbers>
- <tns:Emails uid="ora:generateGUID()">
<tns:ActionType>1</tns:ActionType>
<tns:ElectronicAddressType>E</tns:ElectronicAddressType>
<tns:ElectronicAddress>brhees@amcinc.com</tns:ElectronicAddress>
</tns:Emails>
</CreateJdeAN8FromGMProcessRequest>
</part>
</CreateJdeAN8Invoke_process_InputVariable>
- <CreateJdeAN8Invoke_process_OutputVariable>
- <part xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
name="payload">
- <CreateJdeAN8FromGMProcessResponse
xmlns="http://xmlns.oracle.com/CreateJdeAN8FromGM">
<AddressBookNo>59678</AddressBookNo>
</CreateJdeAN8FromGMProcessResponse>
</part>
</CreateJdeAN8Invoke_process_OutputVariable>
</messages>
Copy details to clipboard
    
```




AMX PATH FORWARD

- Addresses two questions: Where do I go and how to I get there?
- Free CRM “Path Forward” planning session
- Personalized demonstration
- Integration White Papers
- Detailed CRM Comparison
- Demo Account

Path > FORWARD
The AMX answer to your migration and upgrade concerns.

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Questions & Answers



AMX International, an Oracle Certified Reseller, Implementer and Integrator



Contact
Dirk Shupe

208-542-8233

Dirk.Shupe@amxinc.com

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