
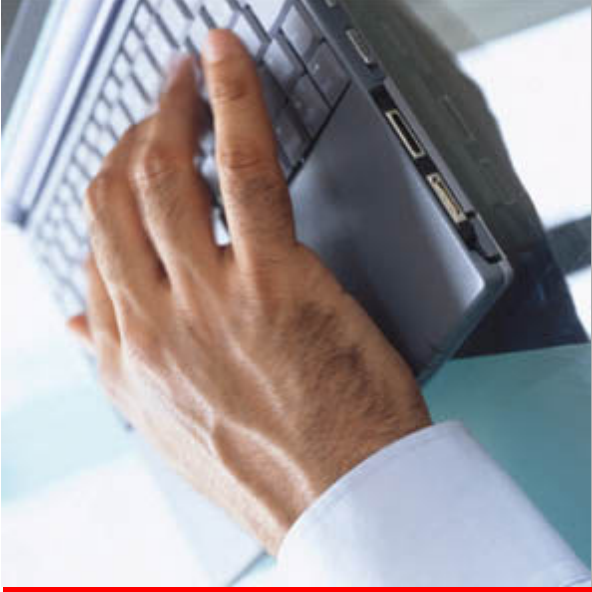


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The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



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Siebel CRM Integration Pack for Oracle Order Management

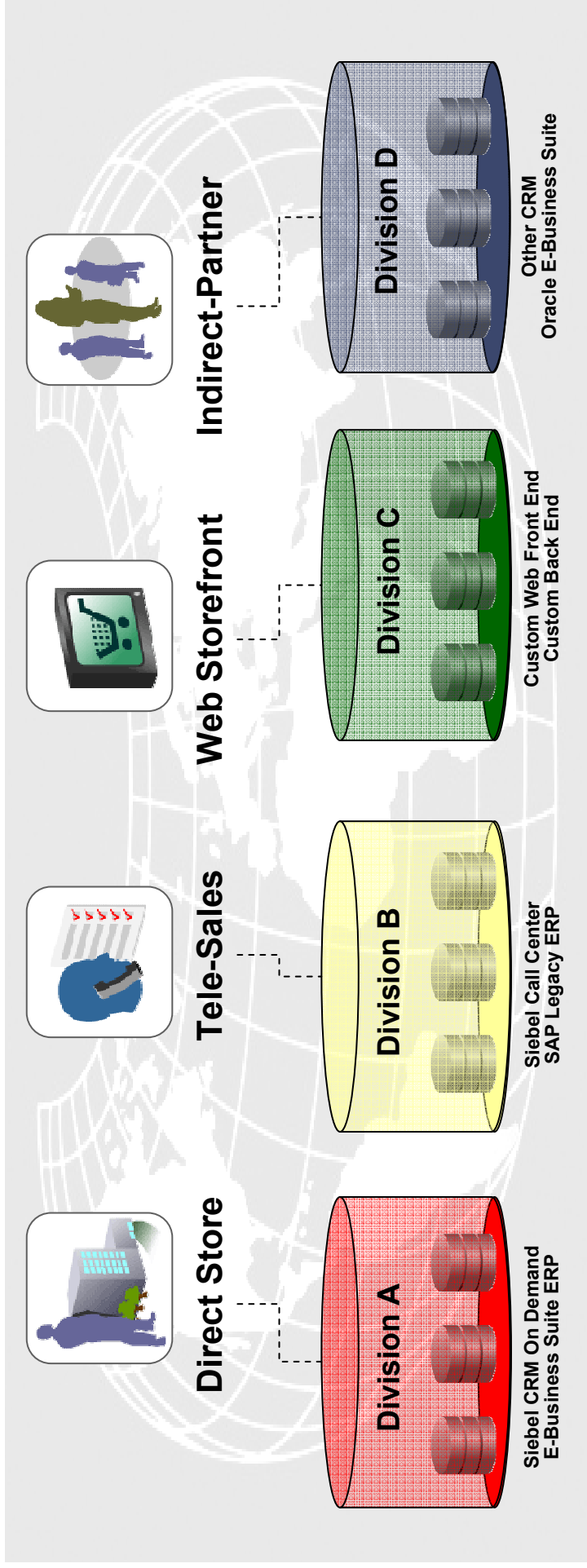
Rajesh Kalra
Senior Principal Product Manager, Application Integration Architecture



Agenda

- Application Integration Architecture Overview
- Process Integration Pack Roadmap
- Order to Cash
 - **Business Need**
 - **Solution Description, Functions, Benefits**
 - **Order to Cash Roadmap**
- Summary

Fragmented Systems Make Change Difficult



- Create synergy across channels, geographies and functions
- Reduce inconsistent and inefficient user-driven processes
- Rationalize logic and data that is replicated across multiple systems
- Enable change but with less risk, cost and complexity

Strategic Transformation through Composite Business Process Integrations

Business Goals

Enabling Faster Time to Market for New Products/Services

Improving Business Agility and Performance

Streamlining Operations



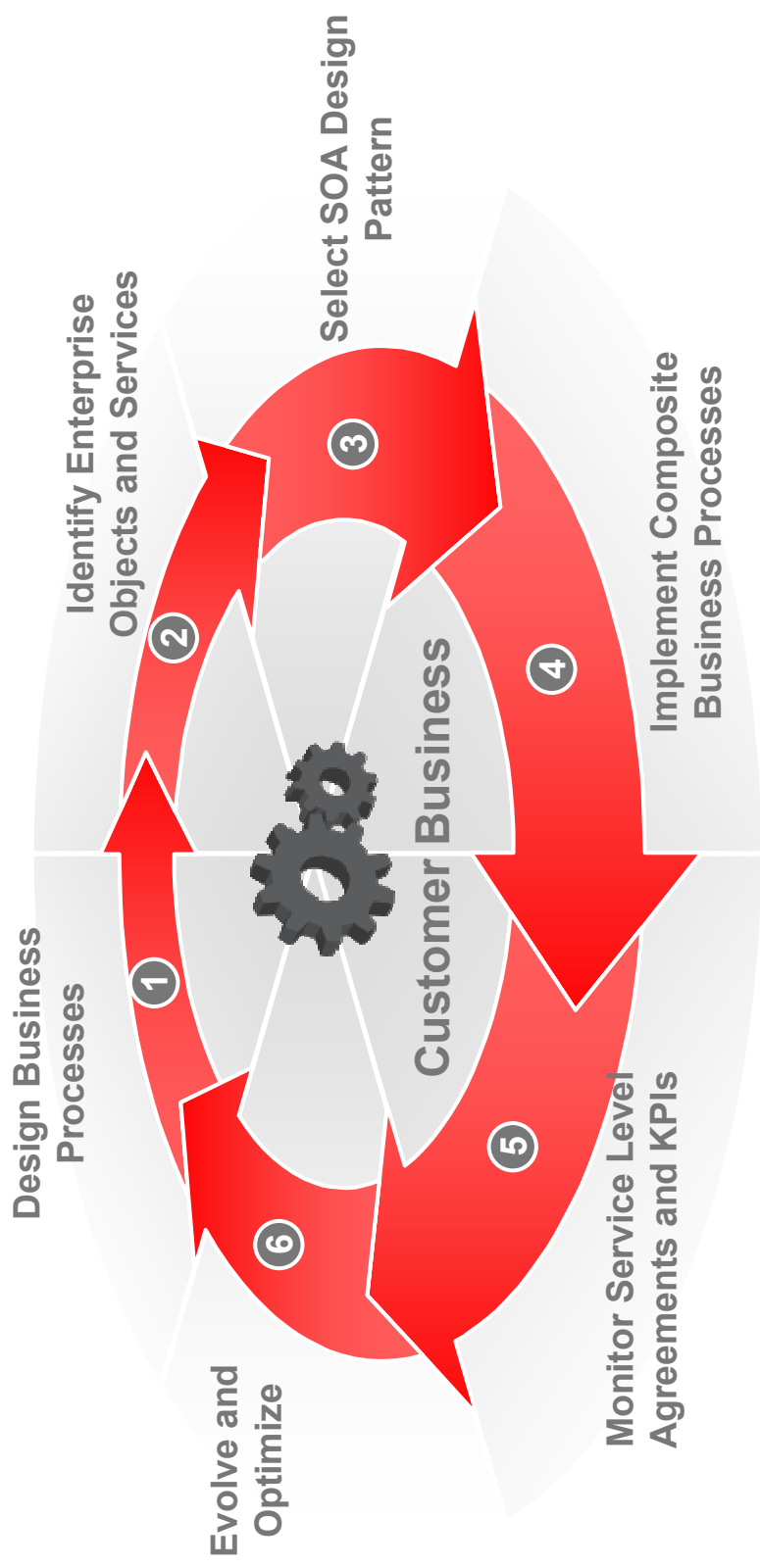
IT Strategy

- ✓ Leverage what you have in place
- ✓ Focus on cross functional processes
- ✓ Ensure ability to adapt to customer needs
- ✓ Sustainable and extensible integrations

Oracle AIA – Business Objectives

- 1. Deliver pre-built, seamless integrations** between our best of breed application that can be extended and sustained cost effectively
- 2. Enable composite industry processes** by delivering best practice industry processes, enterprise service and common object foundation
- 3. Provide a standards based architecture** that can be leveraged to integrate to ANY application required by our customers and partners.
- 4. Create an ecosystem** that allows strategic ISV's and SI's to accelerate delivery of industry processes to drive Application and FMW sales
- 5. Support evolution to Fusion Applications** by ensuring interoperability with existing applications and providing phased migration strategy.

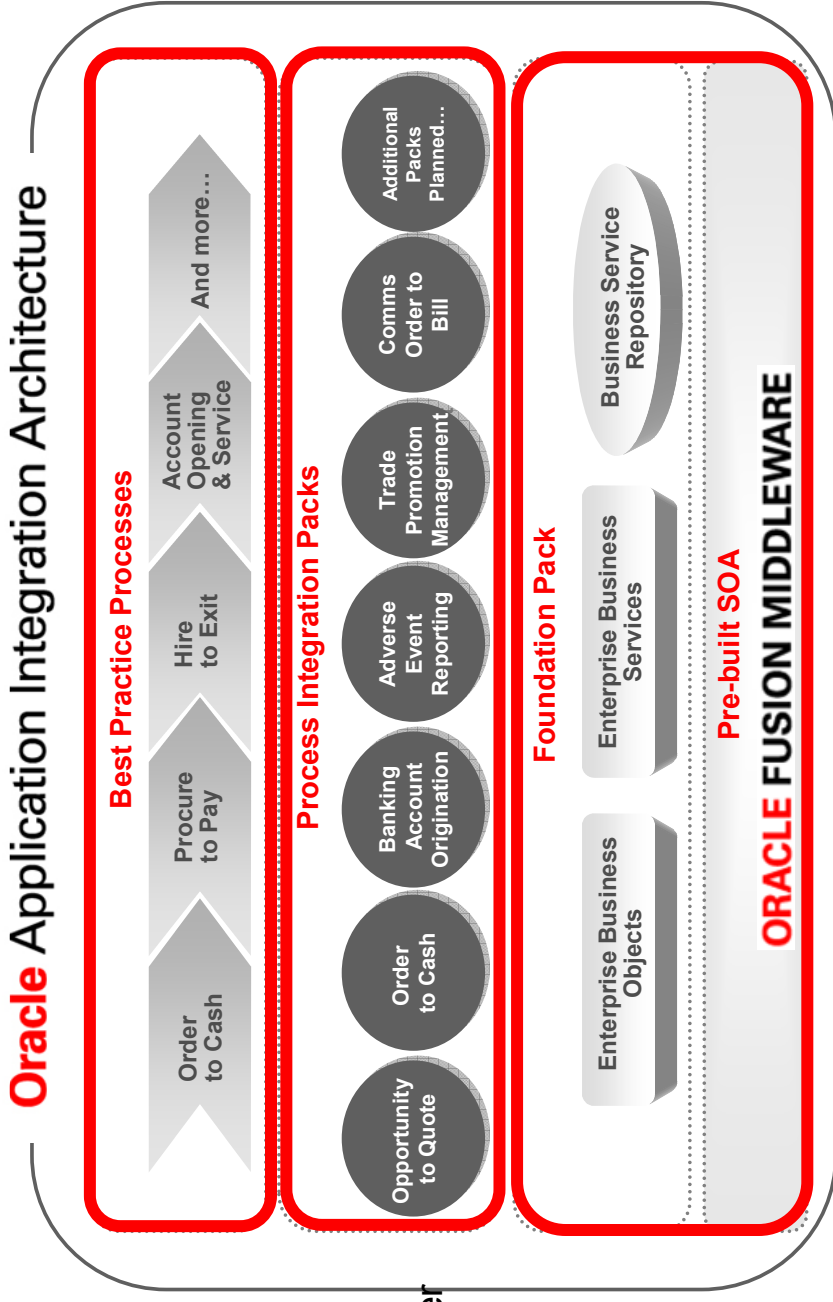
Oracle Application Integration Architecture Delivers a Comprehensive Approach to Business Process Integration



Oracle Application Integration Architecture

Key Components

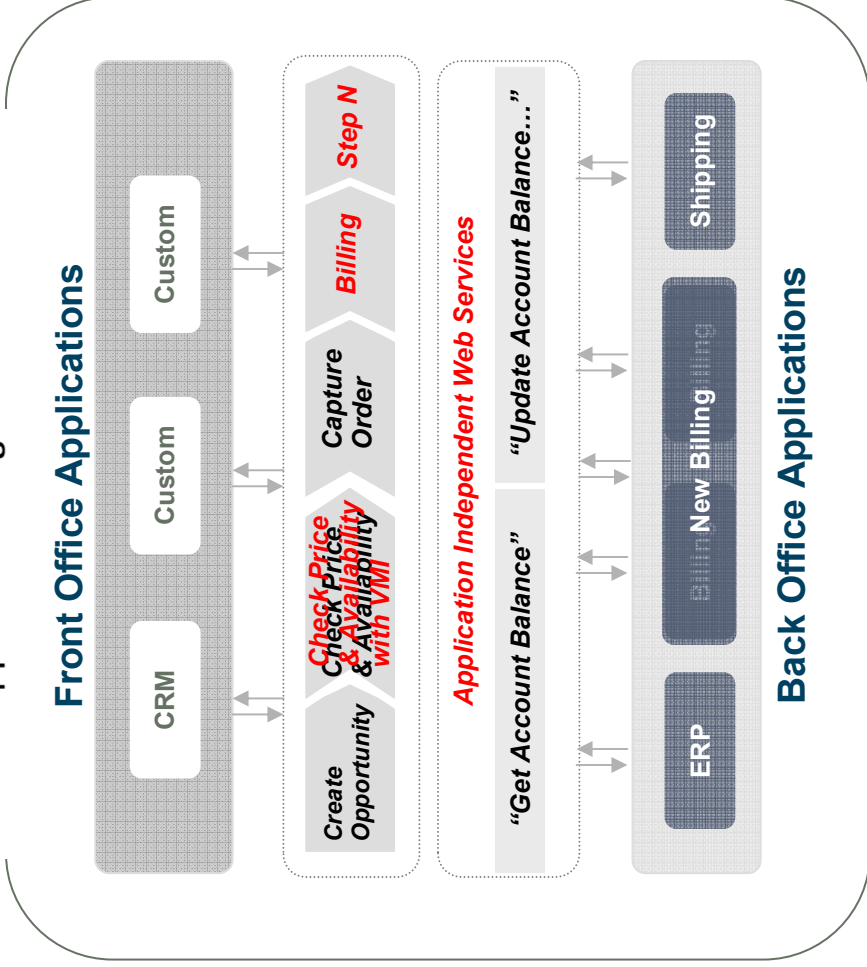
- **Best Practice Processes:**
Conceptual models decomposed to activity/ task to automate end to end process
- **Process Integration Packs:**
Pre-Built, out of box integration content to automate data transfer and transaction management
- **Foundation Pack:**
Application independent object and service definitions that can be leveraged to integrate any application to another



Flexible Composite Business Processes

Designed to be Extended and Adapted

Oracle Application Integration Architecture

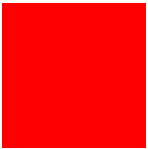


Key Capabilities

- Adapt and extend business processes to your needs
- Virtualize application capabilities into a reusable portfolio of services
- Easily plug and play applications

Benefits

- ✓ Rapid redesign of business processes
- ✓ Application changes are less disruptive to your environment
- ✓ Leverage applications of your choice



Application Integration Architecture Roadmap & Availability

Process Integration Packs V1.0

Current Availability

Process Integration Pack

Enabling...

Release Date



Siebel CRM On Demand Integration Pack for Oracle E-Business Suite

▶ Opportunity to Quote

April 2007



Siebel CRM Integration Pack for Oracle EBS Order Management

▶ Order to Cash

May 2007



Siebel Life Sciences Integration for Oracle Adverse Event Reporting System

▶ Adverse Event Reporting

August 2007



Siebel CRM Integration Pack for Trade Promotion Management

▶ Trade Promotion Management

September 2007



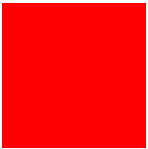
Siebel CRM Integration Pack for i-flex FLEXCUBE Account Originations

▶ Account Originations

October 2007

More...

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Process Integration Packs V1.0

Current Availability

Process Integration Pack	Enabling...	Release Date
--------------------------	-------------	--------------

 Siebel CRM Integration Pack for Banking Account Originations	▶ Account Originations	November 2007
---	------------------------	----------------------

 Demantra Demand Management Integration to E-Business Suite	▶ Demand Planning	April 2007
---	-------------------	-------------------

 Demantra Demand Management Integration to JD Edwards EnterpriseOne	▶ Demand Planning	June 2007
---	-------------------	------------------

 Oracle Transportation Management (Glog) Integration to E-Business Suite	▶ Transportation Management	Feb 2007
---	-----------------------------	-----------------

 Oracle Retail Integration to E-Business Suite Financials	▶ Financial Controls for Retail	Feb 2007
---	---------------------------------	-----------------

AIA 2.0 for Communications

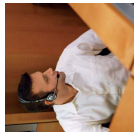
Process Integration Pack

Enabling...



Siebel CRM Integration Pack for Oracle Communications Billing and Revenue Management: Order to Bill

▶ **Order to Bill**



Siebel CRM Integration Pack for Oracle Communications Billing and Revenue Management: Agent Assisted Billing Care

▶ **Customer care**



Oracle Communications Billing and Revenue Management Integration Pack for Oracle E-Business Suite: Revenue Accounting

▶ **Revenue Management**

AIA 2.0 Cross Application Roadmap

Process Integration Pack

Enabling...

Siebel CRM Integration Pack for Oracle EBS Order Management*

▶ Order to Cash V2

Siebel On Demand Integration Pack for Siebel CRM*

▶ Opportunity to Quote

Siebel Universal Customer Master Integration Pack for Oracle E-Business Suite*

▶ Customer MDM

PIM Integration Pack for Oracle E-Business Suite and Siebel CRM*

▶ Product MDM

Demantra Sales and Operations Planning Integration to E-Business Suite*

▶ Sales & Ops Planning

Oracle Transportation Management Integration to JD Edwards EnterpriseOne*

▶ Transportation Management

Agile Integration Pack for Oracle E-Business Suite*

▶ PLM for High Tech

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**Planned deliverable; subject to change*

AIA 2.0 Industry Roadmap

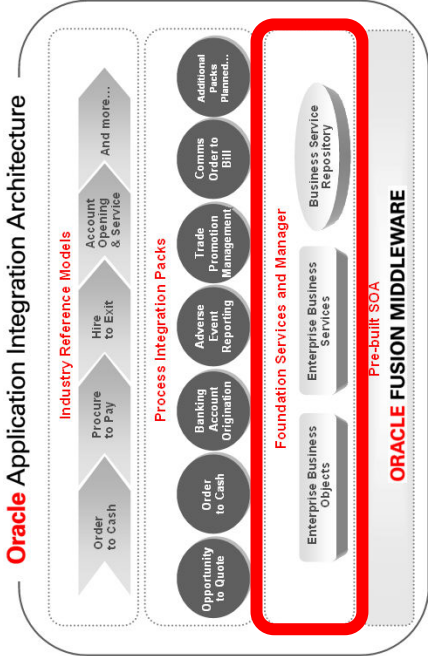
Industry	Process Integration Pack	Enabling...
Retail	Oracle Retail Merchandising Integration Pack for PeopleSoft Financials*	▶ Financial Controls
FinServ	Banking Industry Reference Model*	▶ Banking IRM
CPG	Demantra Trade Promotion Management Integration to Siebel CRM*	▶ Trade Promotion Management
CPG	Demantra Trade Promotion Management Integration to JD Edwards EnterpriseOne*	▶ Trade Promotion Management
High Tech	Price Protection Integration to E-Business Suite*	▶ High Tech Distribution
High Tech	Agile Integration Pack for Oracle E-Business Suite*	▶ PLM for High Tech



*Planned deliverable; subject to change

Foundation Pack

Helping You Accelerate Your SOA Initiatives



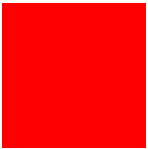
- Integrate any application to another
- Accelerate time to delivery with pre-built services and AIA methodology
- Reduce TCO with administration tools

Enterprise Objects	
Adv Shipment Notice	Item Structure
Account Balance Adj	Location
Bill of Materials	Manufacture Item Composition
Credit Charge Auth	Price List
Credit Eligibility	Purchase Order
Customer Party	Quote
Disbursed Payment	Received Payment
Engineering Change Order	Request for Quote
Installed Product	Requisition
Invoice	Sales Order
Item	Shipment Plan
Item Balance	Shipment Receipt
Item Composition	Supplier Party



“We love it when a plan comes together... Oracle has created one of the most compelling strategies we have seen in quite a while.”

AMR Research, *Alert Article*, April 2007



Siebel CRM Integration Pack for Oracle Order Management

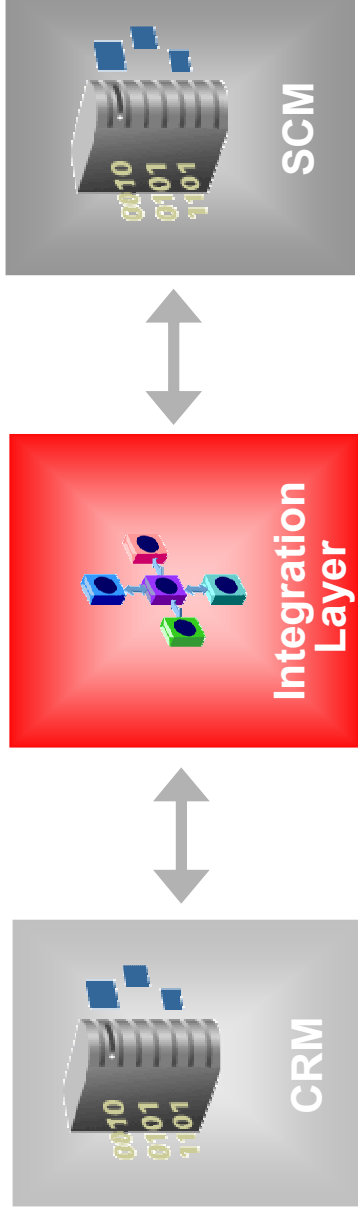


Business Need

- **Goal – Create Leading Campaign-to-cash process**
 - Best of breed front and back end systems to maximize customer facing capability and delivery efficiency

- **Challenges**

- Reacting to changing business needs



- **At least 2 Apps categories and a Toolset**
- **At least 3 Vendors (release compatibility, process problem solving...)**
- **Evolving requirements (processes, products, channels)**

Description

Siebel CRM Integration Pack for Oracle Order Management is a pre-built bridge that seamlessly links best-of-breed CRM campaign-to-order with leading SCM order-to-cash

- Focused on Order Integration
 - Most common point to join front and back systems for campaign-to-cash process
- Let the respective best-of-breed apps do what they to best,
 - Integrate only what is needed to complete the process

Siebel: Leading Campaign-to-Order

Marketing



Increase Campaign Response Rate	Increase Marketing Sourced Revenue	Increase Lead Generation Cost	Increase Customer Acquisition Cost
		Improve Targeted Prospecting	Accelerate Lead Maturation

Account Mgmt / Sales



Increase Revenue per Sales Rep	Increase Revenue per Customer	Shorten Sales Cycle	Increase Average Order Size
Increase Close Rate	Increase Conversion Rate		

Oracle: Best-of-Breed Order-to-Cash

Plan/Manufacture/Fulfill



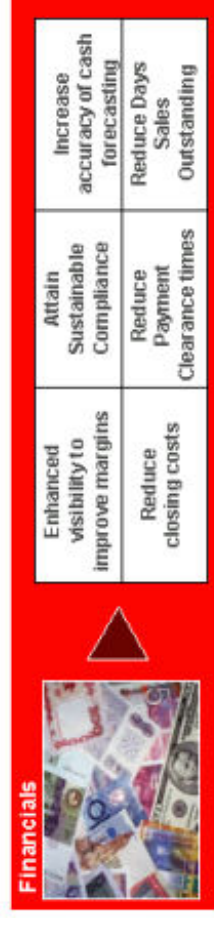
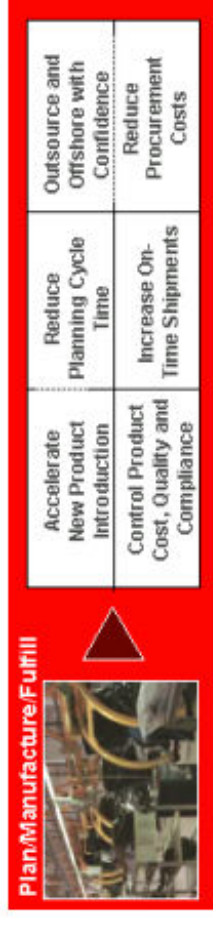
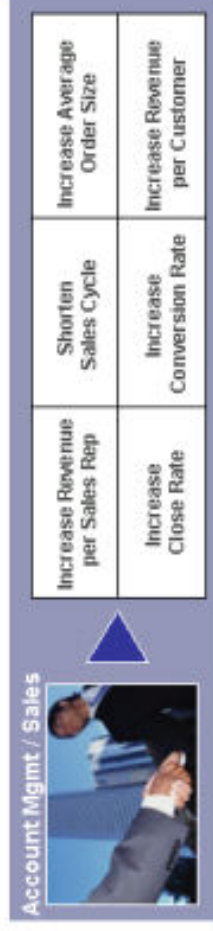
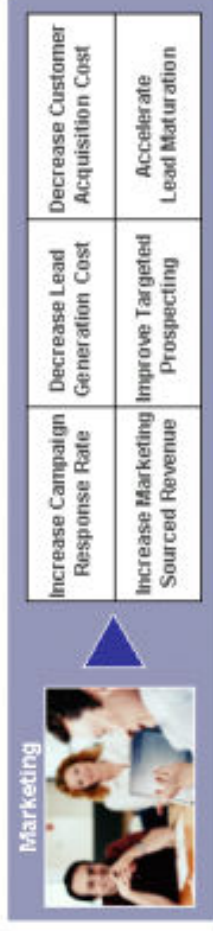
Accelerate New Product Introduction	Reduce Planning Cycle Time	Outsource and Offshore with Confidence
Control Product Cost, Quality and Compliance	Increase On-Time Shipments	Reduce Procurement Costs

Financials



Enhanced visibility to improve margins	Attain Sustainable Compliance	Increase accuracy of cash forecasting
Reduce closing costs	Reduce Payment Clearance times	Reduce Days Sales Outstanding

Integration Creates Additional Value



Key Benefits:

- Achieve complete opportunity-to-cash process
- Faster time to market for new products
- Faster time to revenue

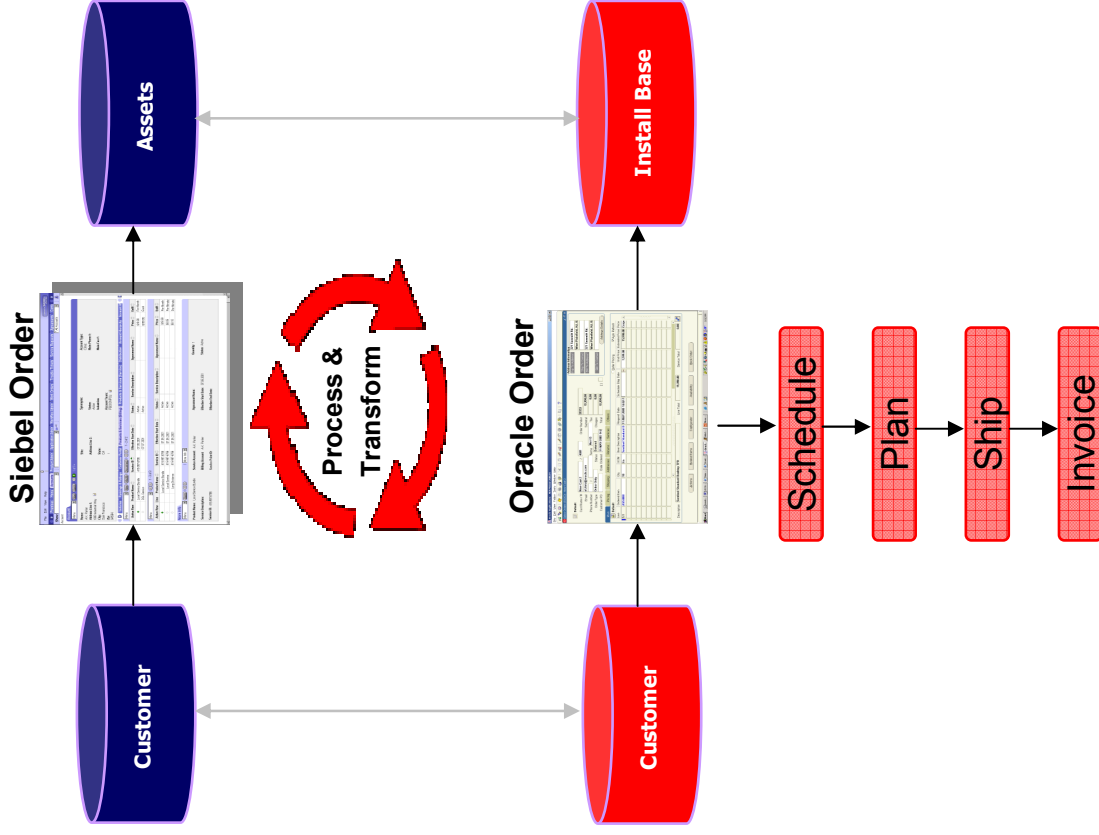
Industry Focus:

High Tech, Industrial Manufacturing

Processes Addressed:

- Siebel order with Oracle order for goods and services fulfillment, and billing
- Oracle Configurator with Siebel Order Capture for configured products, services
- Oracle Pricing with Siebel Order Capture
- Siebel Order Capture to Oracle for ATP, credit check, tax, with G-Log to calculate shipping charges. Includes new orders, change orders, renewals and RMAs
- Services and Lifecycle Management

Achieve Complete Opportunity-to-Cash Process



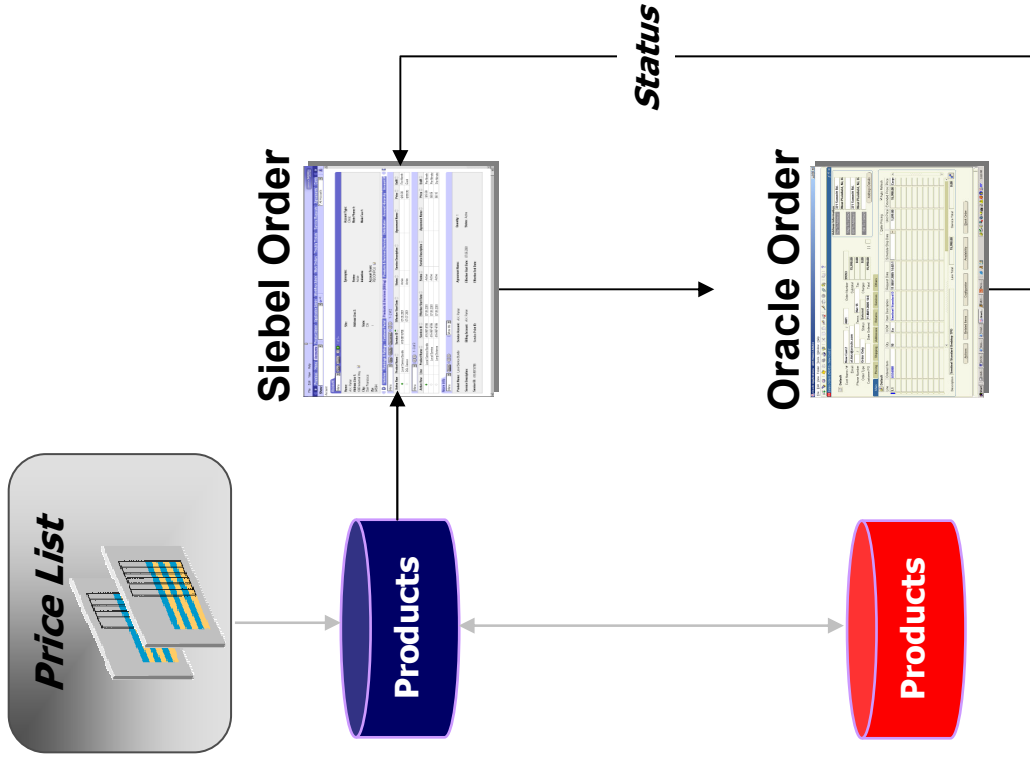
Benefits:

- Reduced implementation costs with OOTB maps and business processes
- Enhanced customer visibility across the process with customer synchronization
- Increased efficiency for goods and services lifecycle management with support for different order types

Features:

1. OOTB maps and business processes required to create an order in Siebel and automatically generate and fulfill that order in Oracle Order Management including new orders and change orders
2. Initial load and updates of customer including accounts, account sites, contacts
3. Creation of new and update of existing customers upon order submit from Siebel Order to Oracle Order Management
4. Support for RMAs, renewals initiated in Siebel
5. Initial load and updates of assets in Siebel from Oracle

Faster Time To Market For New Products



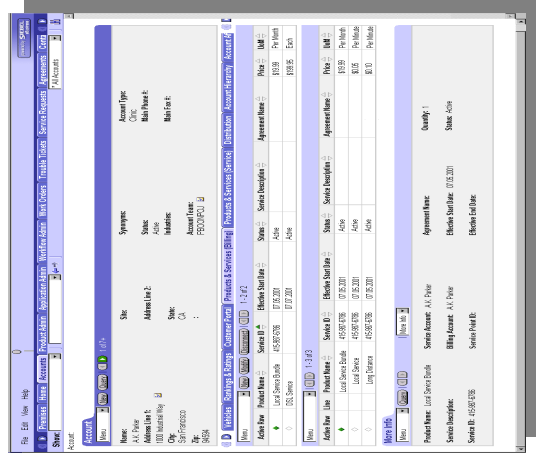
Benefits:

- Consistent product and pricing definitions with product synchronization
- Enhanced cross/up selling with best of breed Siebel Order Capture
- Increase fulfillment and manufacturing efficiency with best of breed Oracle

Features:

- Initial load and update of Oracle items to Siebel product master including attributes as item number, description, type, status, UOM, attributes, flex fields, categories
- Oracle price lists can be synced with Siebel price lists
- An Oracle Order Management order can automatically be created upon Siebel order 'submit' and fulfillment status updates will be sent back to the Siebel order

Faster Time To Revenue



Siebel Order

Oracle Services

ATP

Credit Check

Shipping Cost

Configurator

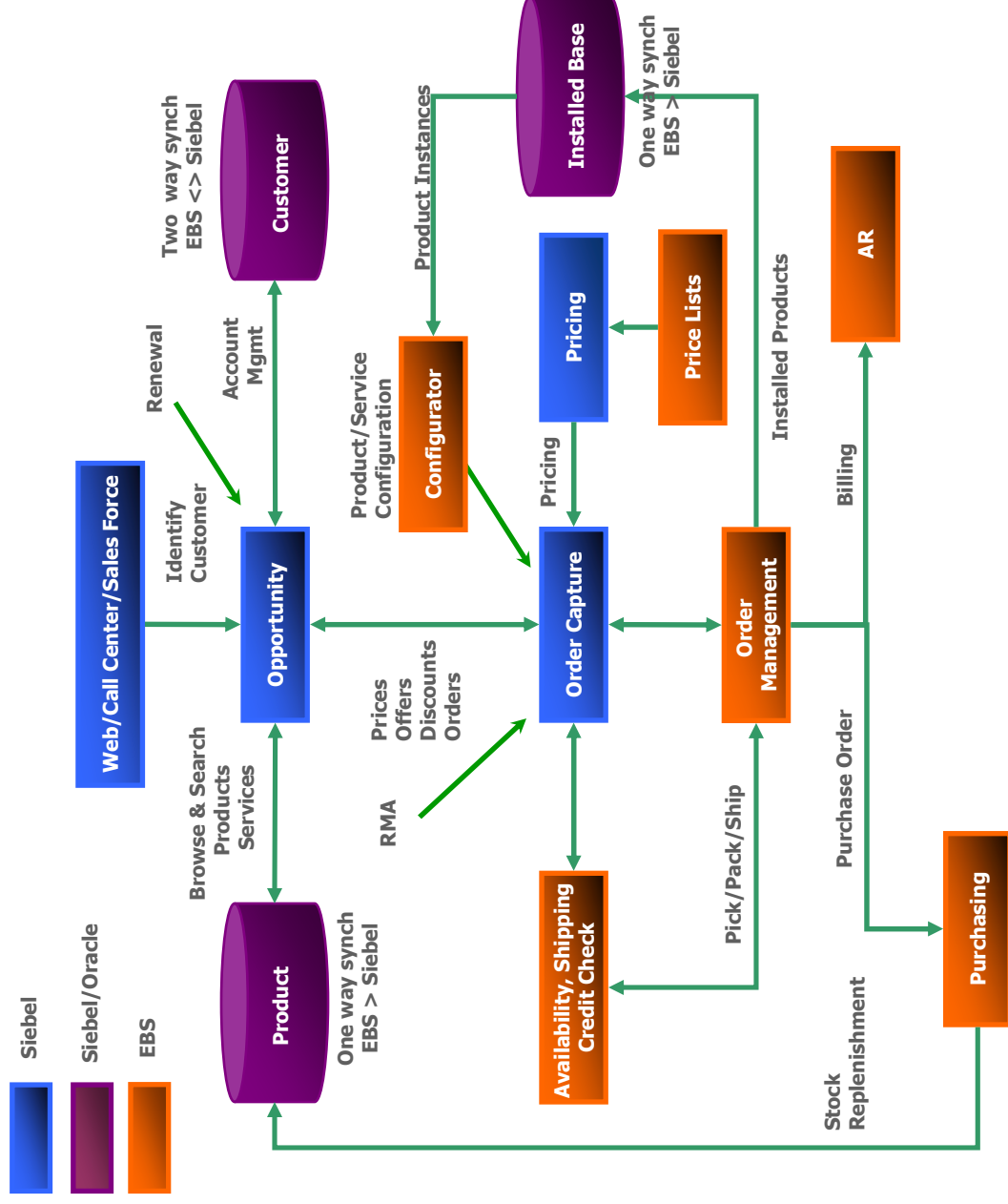
Benefits:

- Reduced order errors with Oracle Configurator
- Faster order processing with call-outs to Oracle ERP

Features:

- Oracle Configurator can be used by the Siebel order for accurate option selection
- The Siebel order can perform credit check and payment authorization using financial information in Oracle
- ATP and shipping costs from Oracle supply chain can be used during a Siebel order

Feature Summary



CUSTOMER

- Support bi-directional synch
- Send new customer, address information to EBS only if used to place an order
- Support customer merge in EBS, synched to SEBL

PRODUCT

- EBS as the product master
- Synch product hierarchy to SEBL

PRICING

- Oracle price lists synched to Siebel

CONFIGURATOR

- EBS configurator presented from SEBL Order Capture UI
- Leverages SEBL eligibility, compatibility, and pricing

ORDER

- SEBL order capture calls EBS for ATP, credit checks, payment authorization, estimated shipping
- Complete order synched to EBS for fulfillment
- Order status synched back to SEBL, at header and line levels

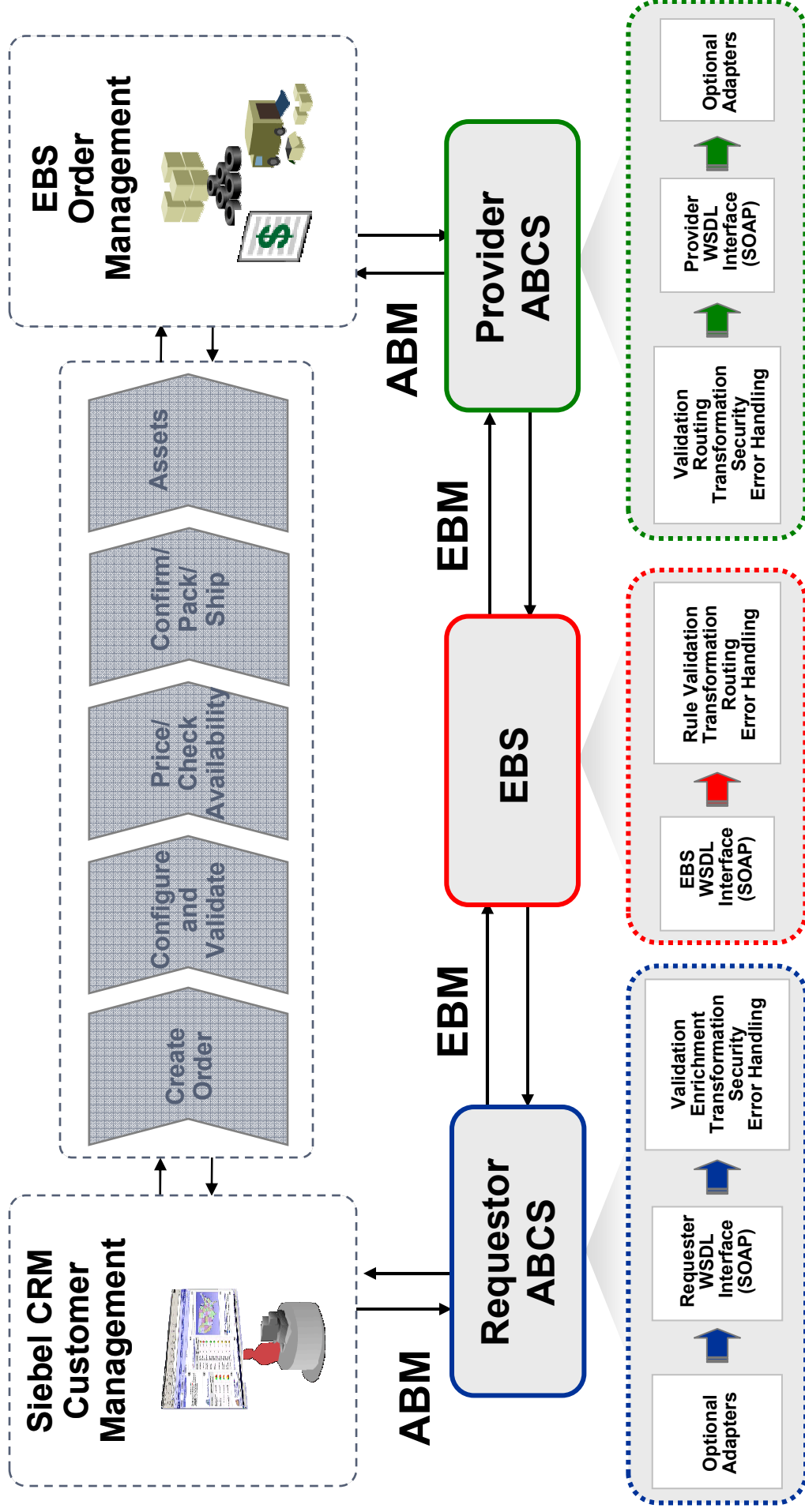
INSTALL BASE

- IB synched to SEBL as asset

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Order-to-Cash Business Process

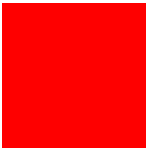
Sales Order Integration Scenario





Order to Cash PIP V2 - Roadmap

- Functionally same as O2C V1
- Based on AIA 2.0 Architecture
- Supports the following combinations
 - Siebel 8.0 SIA – Oracle EBS 11i10
 - Siebel 8.1 SIA – Oracle EBS 12.1
- Target: CY 2008



Demo

- Insert Demo Here

*Order #: 176914-5524781 Account: Marriott International H
 Revision: 1 Site: Corporate HQ

Opportunity: Total: \$1,129.00
 *Status: Shipped Price List: PCS Technologies Pric
 Oracle Id: 15920

Requested Date: 2/14/2006 12:00:00 Available Date:
 Single Source: Available Status:
 Source: Available Status As Of:

Availability Message:

Sequence	Product	Qty	Action	Requested Date	Source	Available Qty	Available Date	ATP Status
1	PCS aIONE	1	Add	2/14/2006 12:00:00		1,000	2/14/2006 12:00:00	Available
2	PCS Photo all in one 1	1	Add	2/14/2006 12:00:00		999	2/14/2006 12:00:00	Available

1 - 2 of 2

Requested Schedule Lines | Promised Schedule Lines | No Records | No Records

Line #	Requested Qty	Requested Date	Source	Line #	Available Qty	Available Date	Source	Available S

1 of 4

Oracle EBS Product Definitions			
Item	List Price	Your Price	Explanation
<input checked="" type="checkbox"/> Software - Project Management	75.00	75.00	[?]
<input checked="" type="checkbox"/> Software - Graphics	50.00	50.00	[?]
<input type="checkbox"/> Software - Web Browser	0.00	0.00	[?]
<input checked="" type="checkbox"/> Office Suite	0.00	0.00	[?]
<input type="checkbox"/> Software - Word Processing	50.00		[?]
<input type="checkbox"/> Software - Spreadsheet	50.00		[?]
Office Suite			
Item	List Price	Explanation	
<input type="checkbox"/> Software - English Office Suite	100.00	[?]	
<input checked="" type="checkbox"/> Software - French Office Suite	100.00	[?]	
<input type="checkbox"/> Software - Spanish Office Suite	100.00	[?]	
Hard Drive Option Class			
Item	List Price	Your Price	Explanation
<input checked="" type="checkbox"/> 0 Hard Drive - 2GB	100.00		[?]
<input checked="" type="checkbox"/> 0 Hard Drive - 8 GB	0.00		[?]
<input type="checkbox"/> 0 Hard Drive - 20GB	25.00		[?]
<input type="checkbox"/> 0 Hard Drive - 12GB	75.00		[?]
<input checked="" type="checkbox"/> 2 Hard Drive - 40 GB	50.00	37.50	[?]



Siebel Eligibility Rules

Product Configuration Rules

Siebel Pricer Rules



File Edit View Search Navigate Run Debug Refactor Versioning Tools Window Help

System Processes Run Ma... XformOrderCOMToEBS.xsl XformOrderCOMToEBS.xsl

Source: coOrder.xsd

- <source>
- listOfOrder
- order
 - id
 - baseData
 - billingData
 - pricingData
 - shippingData
 - statusData
 - relatedBusUnit
 - listOfRelatedParty
 - relatedOrderType
 - relatedInventoryLocation
 - relatedPricelist
 - relatedPaymentTerm
 - listOfCardPayment
 - listOfComment
 - listOfOrderLine
 - listOfRelatedDocument
 - listOfRelatedPaymentMethod
 - customData

Target: APPS_XX_BPEL_CALLPROCESSORDEREBS111_OE

<star>

db:InputParameter

- P_API_VERSION_NUMBER
- P_INIT_MSG_LIST
- P_RETURN_VALUES
- P_ACTION_COMMIT
- P_HEADER_REC

if

- BOOKED_FLAG
- CUSTOMER_PREFERENCE_SET_CODE
- CUST_PO_NUMBER
- FREIGHT_CARRIER_CODE
- FREIGHT_TERMS_CODE
- HEADER_ID
- INVOICE_TO_CONTACT_ID
- ORDERED_DATE
- ORDER_NUMBER

choose

- when
 - ORDER_SOURCE_ID
- otherwise
 - ORDER_SOURCE_ID

choose

- when
 - ORDER_TYPE_ID
- otherwise
 - ORDER_TYPE_ID

choose

- when
 - ORG_ID
- otherwise
 - ORG_ID

choose

- when
 - ORIG_SYS_DOCUMENT_REF
- otherwise
 - PAYMENT_TERM_ID

choose

- when

Diagram showing data flow from source to target with various control structures like if, choose, when, otherwise.

Design Source History Log

Design Editing

Deployed BPEL Processes		In-Flight BPEL Process Instances 1 - 20		Next Page	
Name	Instance	BPEL Process	Instances	Activities	Last Modified
AssetTest	700010 : Instance #700010 of CRMIntegCreateOrderSEBL782 ...	CRMIntegCreateOrderSEBL782ToEBS11i10Sync (v. 1.0)			8/6/07 7:07:08 AM
Bug5947052	690001 : Instance #690001 of CRMIntegSaveOrderAcctCOMTo ...	CRMIntegSaveOrderAcctCOMToEBS11i10Sync (v. 1.0)			8/3/07 3:23:06 PM
CRMIntegCheckATPSEBL782ToEBS11i10Sync	683587 : Instance #683587 of CRMIntegSaveOrderAcctCOMTo ...	CRMIntegSaveOrderAcctCOMToEBS11i10Sync (v. 1.0)			8/3/07 2:51:47 PM
CRMIntegCheckCreditSEBL782ToEBS11i10Sync	683585 : Instance #683585 of CRMIntegSaveOrderAcctCOMTo ...	CRMIntegSaveOrderAcctCOMToEBS11i10Sync (v. 1.0)			8/3/07 2:42:48 PM
CRMIntegComplexProductEBS11i10ToSEBL782Sync (v. 1.0)	683581 : Instance #683581 of CRMIntegCreateOrgAccountSE ...	CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 2:15:50 PM
CRMIntegComplexProductEBS11i10ToSEBL782Sync (v. 2.0)	683583 : Instance #683583 of CRMIntegCreateAccountSEBL7 ...	CRMIntegCreateAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 2:15:50 PM
CRMIntegComplexProductEBS11i10ToSEBL782Sync (v. 3.0)	683567 : Instance #683567 of CRMIntegCreateOrgAccountSE ...	CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 10:02:32 AM
CRMIntegComplexProductEBS11i10ToSEBL782Sync (v. 4.0)	683569 : Instance #683569 of CRMIntegCreateAccountSEBL7 ...	CRMIntegCreateAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 10:02:31 AM
CRMIntegComplexProductSyncOracle11i10ToSEBL782Sync	683562 : Instance #683562 of CRMIntegCreateOrgAccountSE ...	CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 9:19:44 AM
CRMIntegCreateAccountSEBL782ToEBS11i10Sync	683564 : Instance #683564 of CRMIntegCreateAccountSEBL7 ...	CRMIntegCreateAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/3/07 9:19:44 AM
CRMIntegCreateOrderSEBL782ToEBS11i10Sync	683552 : Instance #683552 of CRMIntegCreateOrgAccountSE ...	CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/2/07 3:11:14 PM
CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 1.0) *	683554 : Instance #683554 of CRMIntegCreateAccountSEBL7 ...	CRMIntegCreateAccountSEBL782ToEBS11i10Sync (v. 1.0)			8/2/07 3:11:14 PM
CRMIntegCreateOrgAccountSEBL782ToEBS11i10Sync (v. 14.0)	683466 : Instance #683466 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:32:31 PM
CRMIntegCreateQuoteSEBL782ToEBS11i10Sync (v. 1.0)	683435 : Instance #683435 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:32:30 PM
CRMIntegCreateQuoteSEBL782ToEBS11i10Sync (v. 2.0)	683476 : Instance #683476 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:30:37 PM
CRMIntegCreateQuoteSEBL782ToEBS11i10Sync (v. 3.03030) *	683478 : Instance #683478 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:28:08 PM
CRMIntegCreateRMASOrderSEBL782ToEBS11i10Sync	683471 : Instance #683471 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:28:07 PM
CRMIntegErrorHandlerService	683472 : Instance #683472 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:28:02 PM
CRMIntegFetchStructureDataAndXFormToCommonSync	683453 : Instance #683453 of CRMIntegUpdateOrderEBS11i1 ...	CRMIntegUpdateOrderEBS11i10ToSEBL782Sync (v. 1.0)			7/31/07 7:27:58 PM
CRMIntegGetEBSUserResp					
CRMIntegMapATPCOMToEBS11i10Sync					
CRMIntegMapATPCOMToSEBL782Sync					

Order to Cash PIP Benefits

- Provides a complete campaign-to-cash business process
 - Reduced implementation costs with OOTB maps and business processes
 - Enhanced customer visibility across the process with customer synchronization
 - Increased efficiency for goods and services lifecycle management with support for different order types
- Decreases time to market for new products
 - Ensure consistent product and pricing definitions with product synchronization
 - Enhanced cross/up selling with best of breed Siebel Order Capture
 - Increase fulfillment and manufacturing efficiency with best of breed Oracle
- Enables Faster time to revenue
 - Reduced order errors with Oracle Configurator
 - Faster order processing with call-outs to Oracle ERP



Additional Information

- Oracle.com
- <http://www.oracle.com/aia>



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