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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.

The Siebel logo is displayed in a blue, bold, sans-serif font. It is centered within a white rectangular box. This white box is positioned in the middle of a vertical grey bar. To the left of the grey bar is a vertical red bar, and to the right is a large red rectangular area that fills the rest of the top half of the slide.

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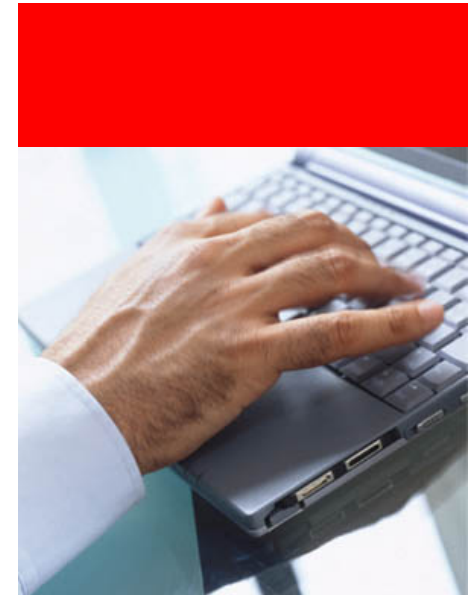
Service-enable Siebel with Oracle SOA
Suite BPEL Process Manager

Santosh Malik Principal Technologist, PTS.

Nishit Rao Group Product Manager, FMW

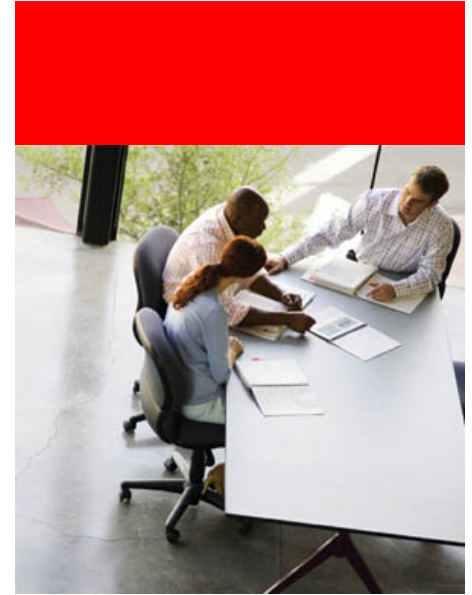
Program Agenda

- FMW Overview
- FMW and Siebel Certification Roadmap
- FMW and Siebel Demo
- Hands on Lab
 - Integrating Siebel using Oracle SOA Suite / BPEL
- Q & A





FMW Overview



ORACLE FUSION MIDDLEWARE



Development Tools

Unified SOA Development Tool & Framework



User Interaction

Web 2.0 Portal, Rich Internet Apps, Mobile, Search, Desktop, Presence, VoIP



Enterprise Performance Management

Planning, Budgeting, Financial Management & Reporting, Scorecards



Business Intelligence

Data Integration, Query & Analysis, OLAP, Dashboards, Reports, Alerts, Real-Time



Content Management

Web Content, Documents, Digital Assets, Imaging, Records, Information Rights



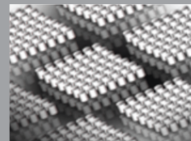
SOA & Process Management

ESB, BPEL PM, Workflow, BAM, Rules, B2B, MDM, Registry, SOA Governance



Application Server

Java EE, Web Services, Complex Event Processing, XTP, RFID & Sensors, SIP



Grid Infrastructure

Application Clusters, In-Memory Data Grid, Common Metadata Services



Enterprise Management

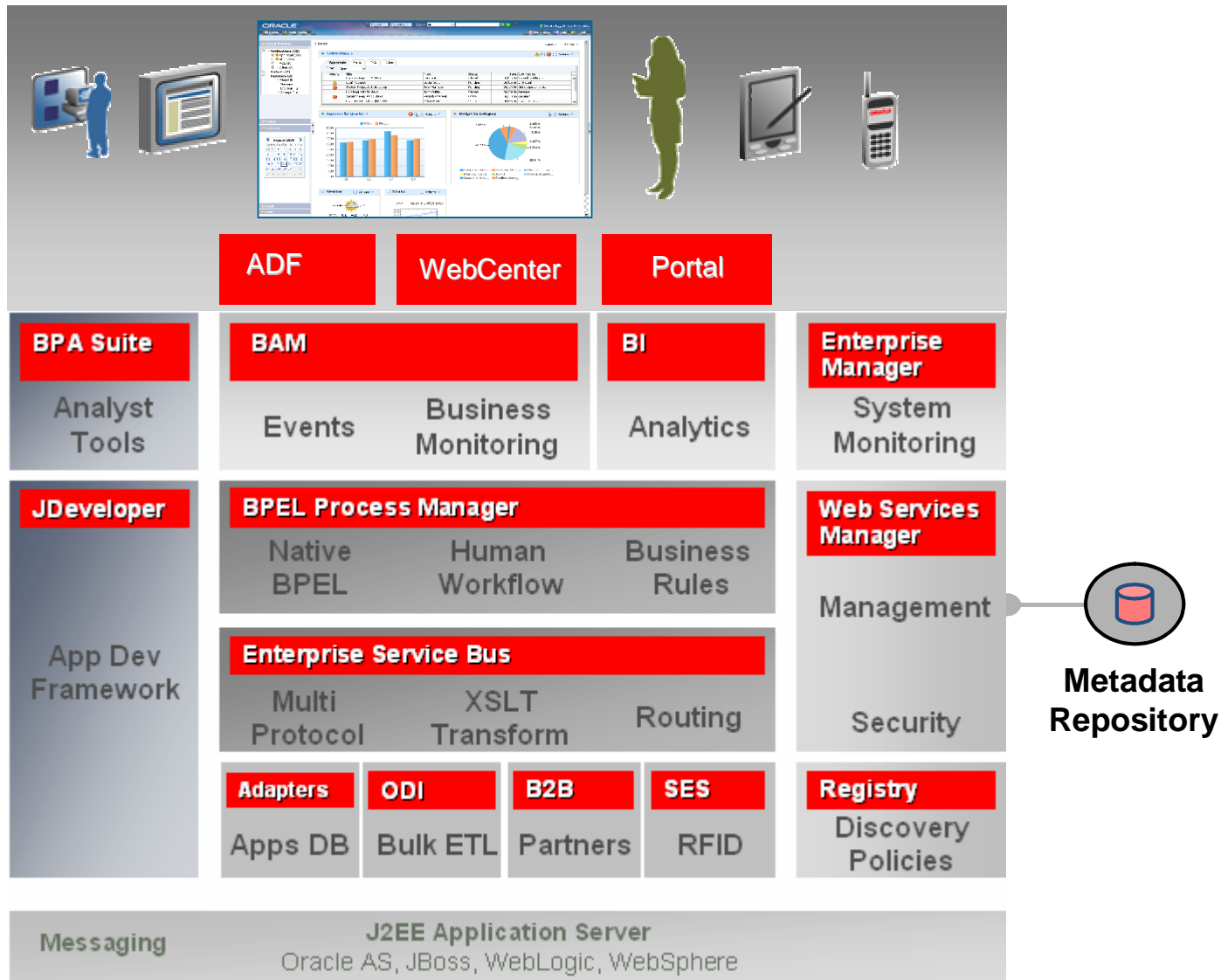
Provisioning, Diagnostics, Tuning, Configuration Management



Identity Management

Provisioning, Access Management, Federation, Audit, Directory

Oracle SOA & Webcenter Technologies





Oracle Fusion Middleware

The World's Best Middleware Suite - Gartner MQs

• Application Platform Suites	LEADER
• Development Tools	LEADER
• Application Server	LEADER
• Web Services Platform	LEADER
• Enterprise Portal	LEADER
• Enterprise Content Mgmt.	LEADER
• Enterprise Records Mgmt.	LEADER
• Enterprise Service Bus	LEADER
• Business Integration	LEADER
• Business Process Mgmt.	LEADER
• Business Intelligence	LEADER
• Corporate Performance Mgmt.	LEADER
• Access Management	LEADER
• Identity Provisioning	LEADER
• Web Services Management	LEADER
• Data Integration	LEADER



Oracle Fusion Middleware

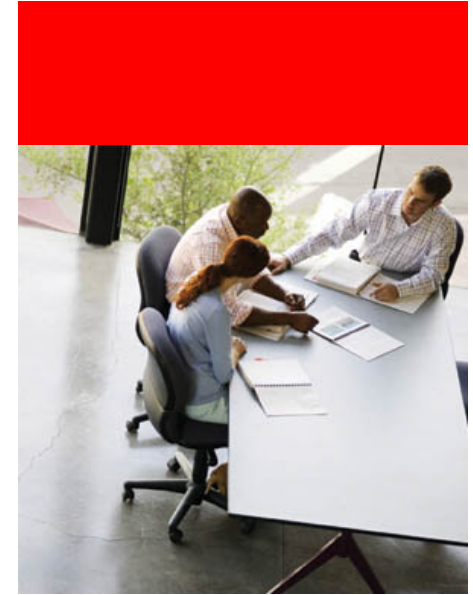
The World's Best Middleware Suite

- 50,000+** Global Customers
- 873** Business Week 1000
- 39** Fortune 50 Global
- 43** Fortune 50 US
- 7,800** Partners
- 4,780** ISVs
- 38,500** SIs
- 4,500** VARs
- 227** Patents
- 145** Industry Awards

Oracle Fusion Middleware

Used by the World's Leading Companies



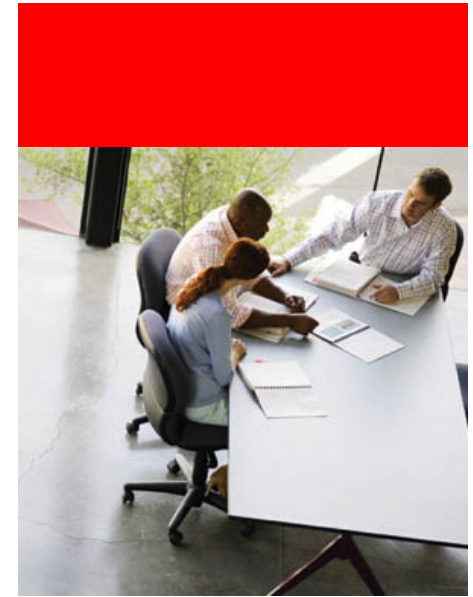


Certifications and FMW Uptake

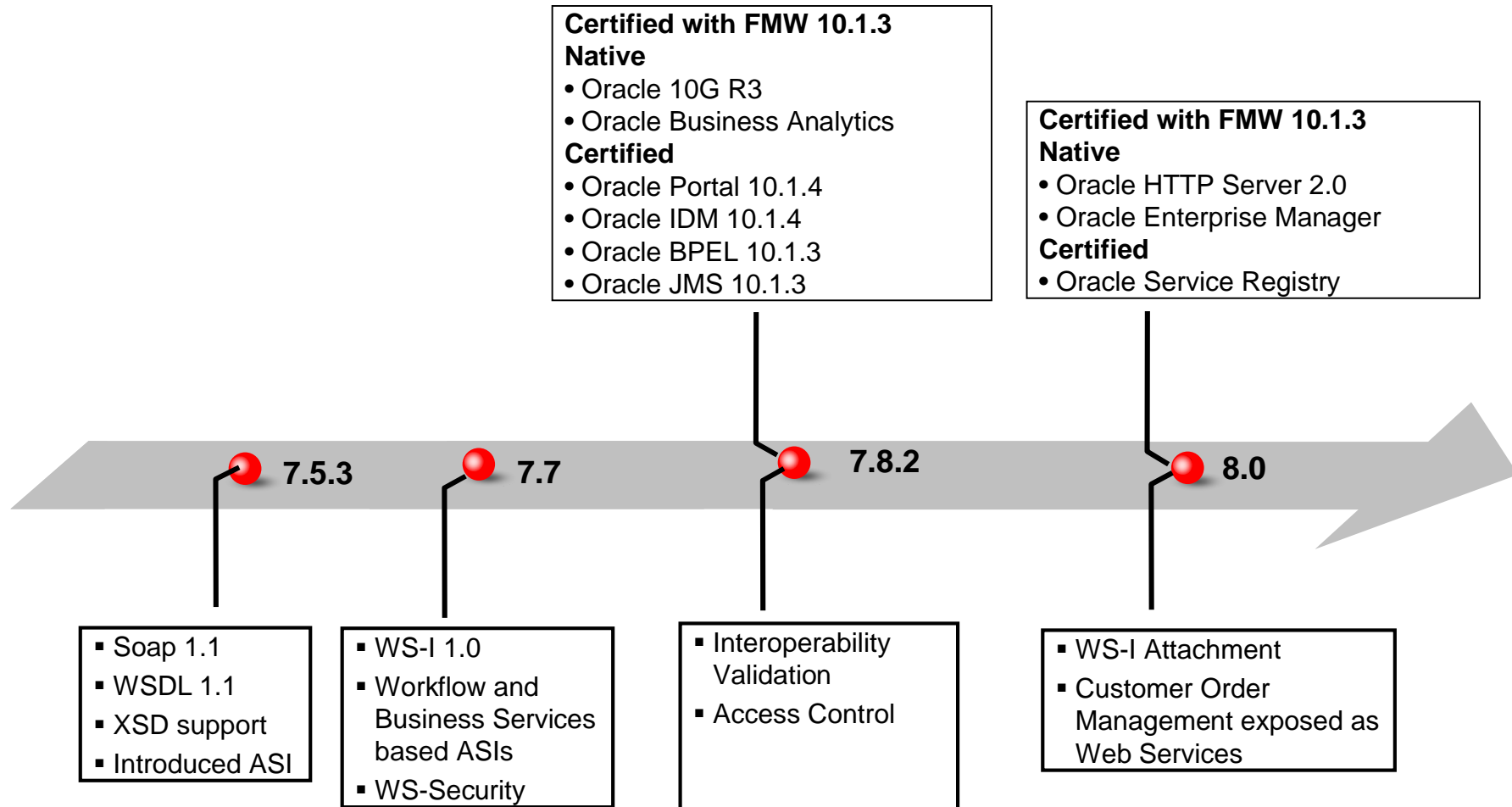
Supporting SOA with Applications Unlimited

	Oracle	PeopleSoft	Siebel	JD Edwards
Enterprise Business Services (out of box)	More than 150	More than 200	More than 100	More than 100
Enterprise Service Operations	More than 1000	More than 2000	More than 1000	More than 500
Enterprise Business Events	More than 1000	More than 200	More than 1000	More than 300
Modeled Business Process Support	More than 5000	More than 800	More than 1000	More than 300
Services Repository Available	YES	YES	YES	YES

FMW Certification Roadmap



Siebel SOA Journey



Siebel Fusion Support Roadmap

Siebel 7.8

Siebel 7.8
Certified with
10.1.3 Fusion Middleware

Native

Oracle 10G R3
Oracle Business Analytics

Certified

Oracle Portal 10.1.4
Oracle Identity Management
10.1.4
Oracle BPEL 10.1.3
Oracle JMS 10.1.3
Oracle Container for J2EE 10.1.3
for Siebel Resource Adaptor

Siebel 8

Siebel 8.0
Certified with
10.1.3 Fusion Middleware

Native

Oracle HTTP Server 2.0
Oracle Enterprise Linux
Oracle Enterprise Manager
Oracle Secure Enterprise Search*

Certified

Oracle Service Registry*

Applications

Siebel CRM OnDemand

Siebel 8.1

Siebel 8.1
Certified with
Fusion Middleware

Native

Oracle Clusterware
Oracle 11G DB
Oracle Content DB
Oracle Stellant
Oracle XML Publisher

Certified

Oracle JES Rules
Oracle JDeveloper
Oracle Data Integrator

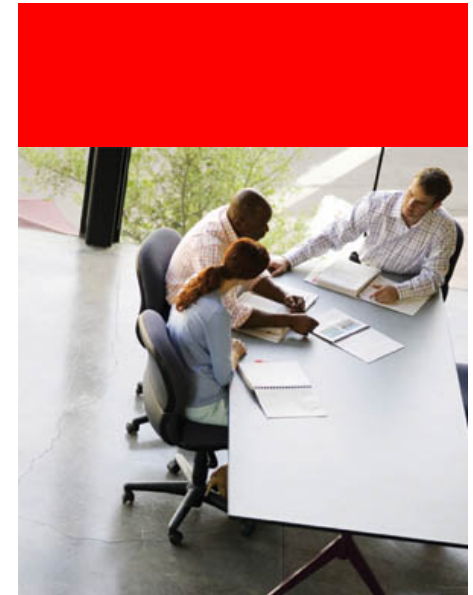
Applications

Siebel Self-Service

* Support will be post Siebel GA

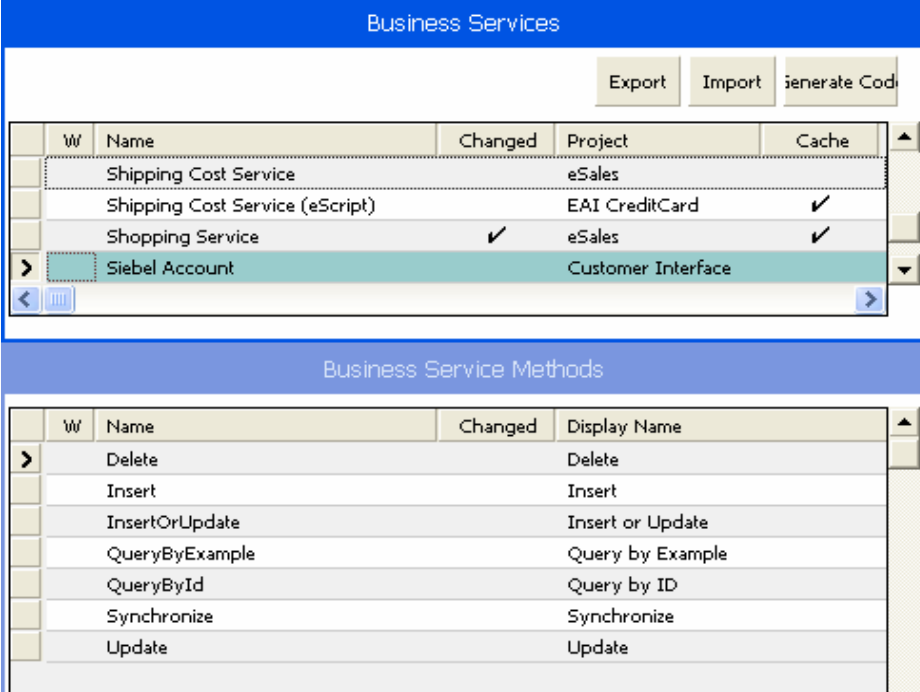
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Siebel Integration Overview



Siebel Business Services

- Pre-built and user built functions that act on Siebel Business Components.
- Example
 - Calculate Tax, using data from a number of Siebel Business components.
 - Account – Update, Insert Account.



The screenshot displays the Siebel Business Services interface. At the top, there are buttons for 'Export', 'Import', and 'Generate Code'. Below this is a table titled 'Business Services' with columns: 'W', 'Name', 'Changed', 'Project', and 'Cache'. The 'Siebel Account' row is selected and highlighted in green. Below the 'Business Services' table is another table titled 'Business Service Methods' with columns: 'W', 'Name', 'Changed', and 'Display Name'. This table lists various methods such as 'Delete', 'Insert', 'InsertOrUpdate', 'QueryByExample', 'QueryById', 'Synchronize', and 'Update'.

W	Name	Changed	Project	Cache
	Shipping Cost Service		eSales	
	Shipping Cost Service (eScript)		EAI CreditCard	✓
	Shopping Service	✓	eSales	✓
>	Siebel Account		Customer Interface	

W	Name	Changed	Display Name
>	Delete		Delete
	Insert		Insert
	InsertOrUpdate		Insert or Update
	QueryByExample		Query by Example
	QueryById		Query by ID
	Synchronize		Synchronize
	Update		Update

Siebel Workflows

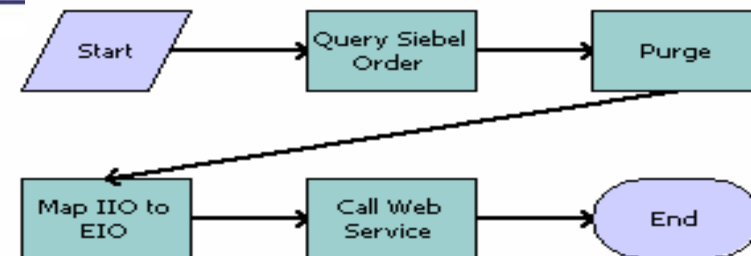
- Stitches together business services, data maps, scripts, events and interacts with GUI elements (applets).
- Example: Workflow starts when user hits 'Submit' button on Sales Order Applet.
- Extracts user data from Applet and executes a set of Business Services to send Sales Order data to external application

130258-2210831 1 Sales Order 3/2/2004 12:13:40 P Parker, Charles Administrator - SIA SADMIN

Sales Order

Menu ▾ New Delete Query Revise Submit

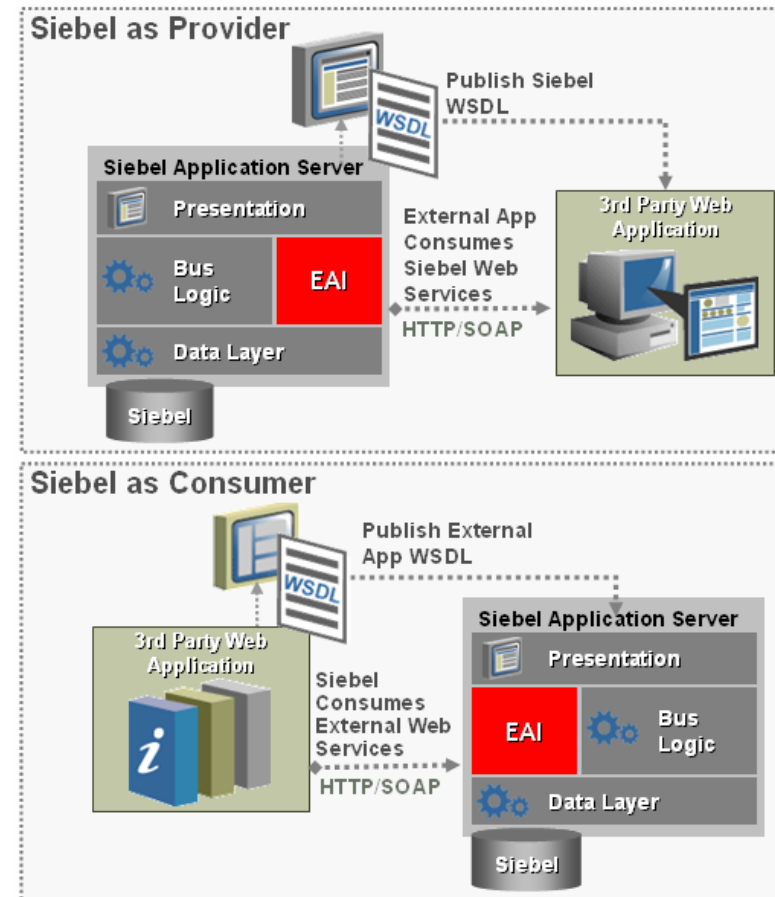
*Order #: 176914-5198722	Account: Marriott International H	Opportunity:
Revision: 1	Site: Corporate HQ	*Status: Billed
*Type: Web Order	Last Name: Carlson	*Created: 5/2/2005 5:51:58 PM
Sales Rep: PROXYE	First Name: Mike	Due: 5/3/2005 12:00:00 AM



Siebel CRM SOA Enablement

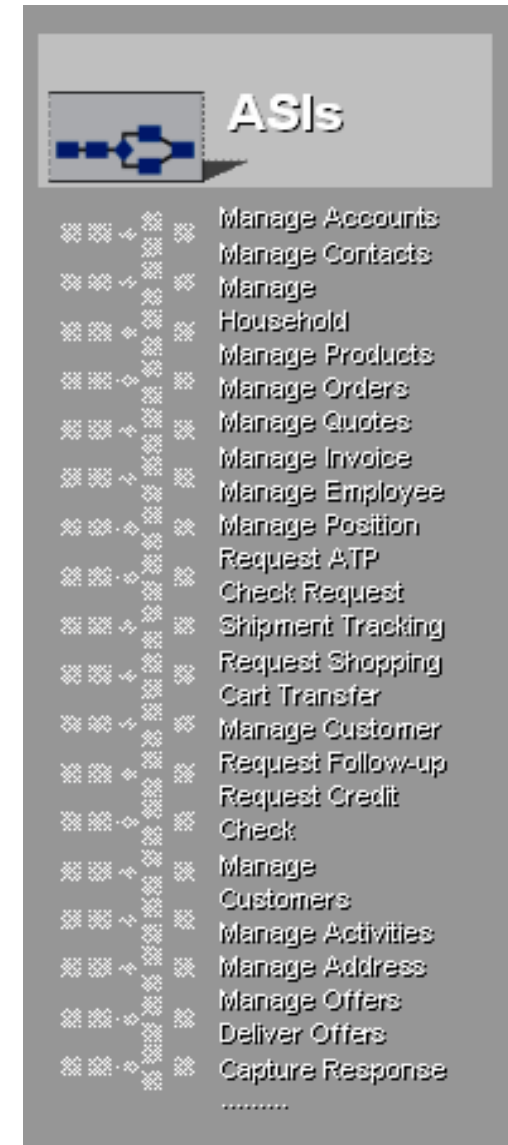
Towards SOA since Siebel 7.5

- **Web Services support**
 - Soap 1.1, WSDL 1.1, XSD support
 - WSI – 1.0, WS-Security
 - WS-Attachments
- **Web Service Dispatcher handles inbound Web Service Calls**
- **Web Service Outbound Proxy handles invocation of external Web Services**
- **Workflows and Business Services are exposed as web services**



ASI – Application Service Interfaces

- Exposes Siebel Business Services and Workflows as web services.
- Release independent interfaces
- Pre-built and out-of-the-box
- Uses XSD and WSDL to describe interface
- Inbound ASI
 - External Application Invoking Siebel
 - Oracle Financials syncing Order Status to Siebel Sales Order
- Outbound ASI
 - Siebel Application invoking external Web Service.
 - Example: Siebel Sales Order Applet invoking Oracle ERP to query quantity available (ATP Check).



Web Services Admin

File Edit View Navigate Query Tools Help powered by SIEBEL

Queries:

Web Services: **Home** **Accounts** **Contacts** **Opportunities** **Sales Orders** **Service** **Quotes** **Administration - Web Services** **User Preferences**

Inbound Web Services Outbound Web Services

Menu | **New** **Delete** **Query** **Export** **Import** **Generate WSDL** **Clear Cache** 1 - 10 of 10+

Namespace	Name	Status	Comment
http://siebel.com/asi/	CRM Contact Management	Inactive	
http://siebel.com/asi/	CRM Lead Management	Inactive	
http://siebel.com/asi/	CRM Marketing Management	Inactive	
http://siebel.com/asi/	CRM Party Management	Inactive	
http://siebel.com/asi/	CRM Service Management	Inactive	
> http://siebel.com/bpel/	Customer Account	Active	FMW + Apps Training LAB 1
http://www.siebel.com/xmlLOVService	EAILOVWS	Inactive	
http://siebel.com/asi/	Healthcare Group Policy Member Management	Inactive	
http://siebel.com/asi/	Healthcare Individual Policy Member Management	Inactive	
http://siebel.com/asi/	Healthcare Member Details Management	Inactive	

Service Ports 1 - 1 of 1

Menu | **New** **Delete** **Query**

Name	Type	Business Service/Business Process Name	Transport	Address	Binding	Comment
> BPELPort	Business Service	Siebel Account	HTTP	http://wa4028.oracleleads.com/eai_enu/start.swe	SOAP_RPC_LITERAL	

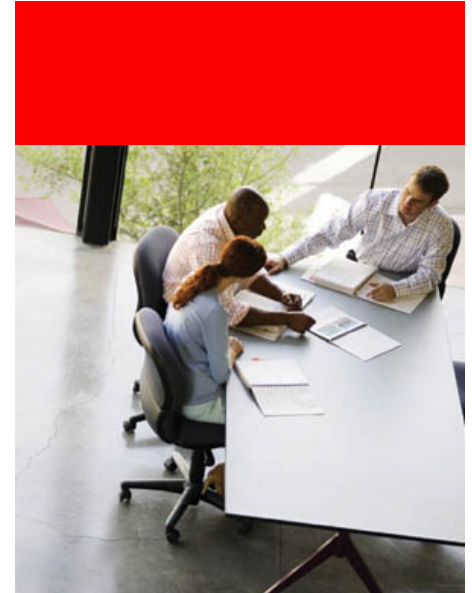
Operations 1 - 2 of 2

Menu | **Add** **Delete** **Query**

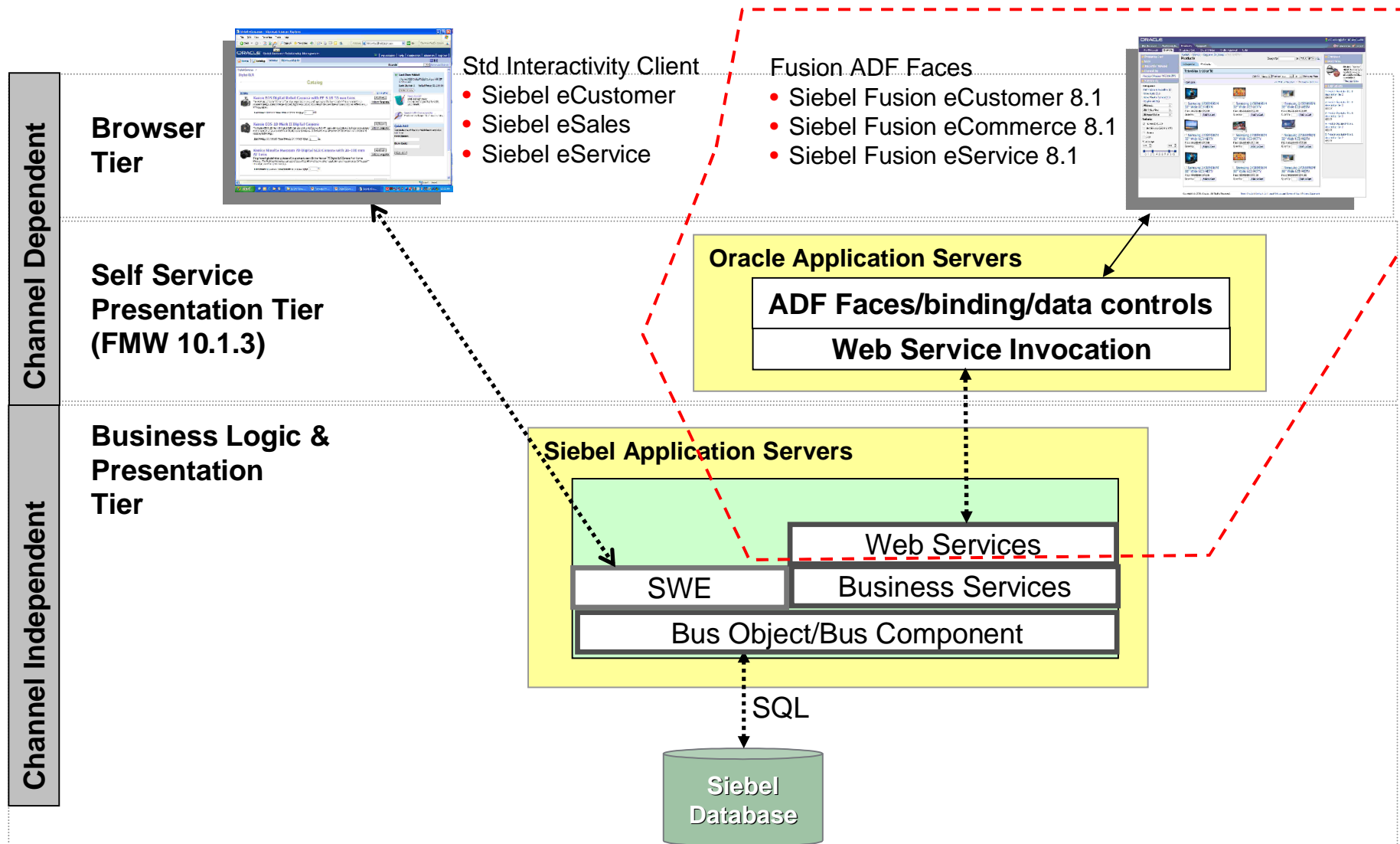
Name	Method Display Name	Authentication Type	Request Filter Set	Request Filter Me	Response Filter S	Response Filter Method Display
> BPELQuery	Query by ID	None				
BPELInsert	Insert	None				



ADF for Siebel

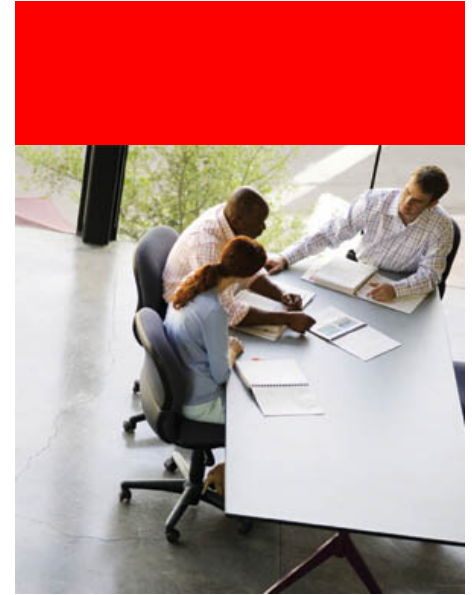


Self Service 8.1 with Fusion ADF Presentation Tier

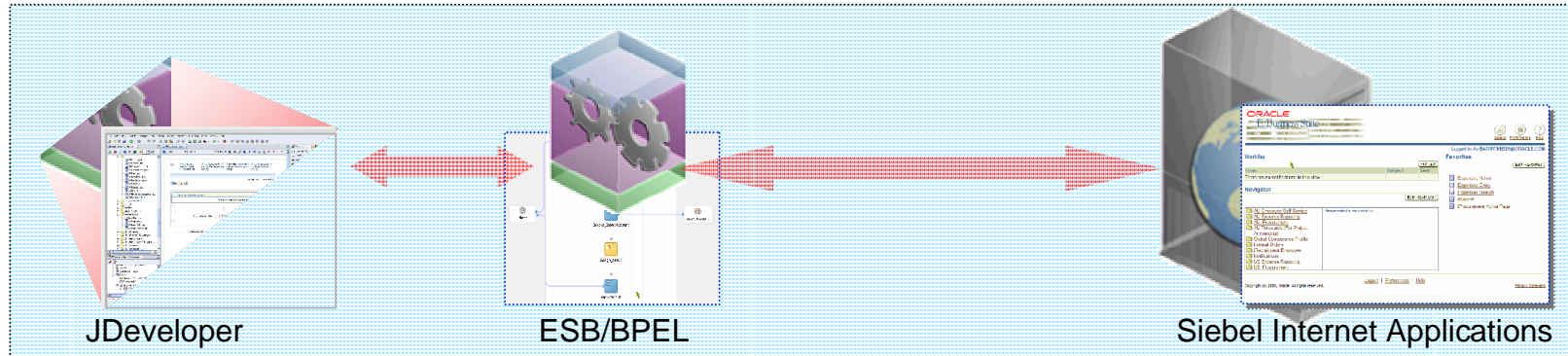




WebCenter for Siebel



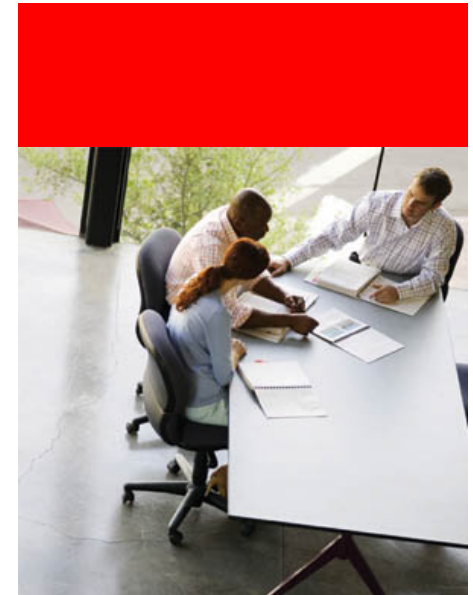
Calling Siebel Web Services



Proxy Through BPEL SOA Middle Tier

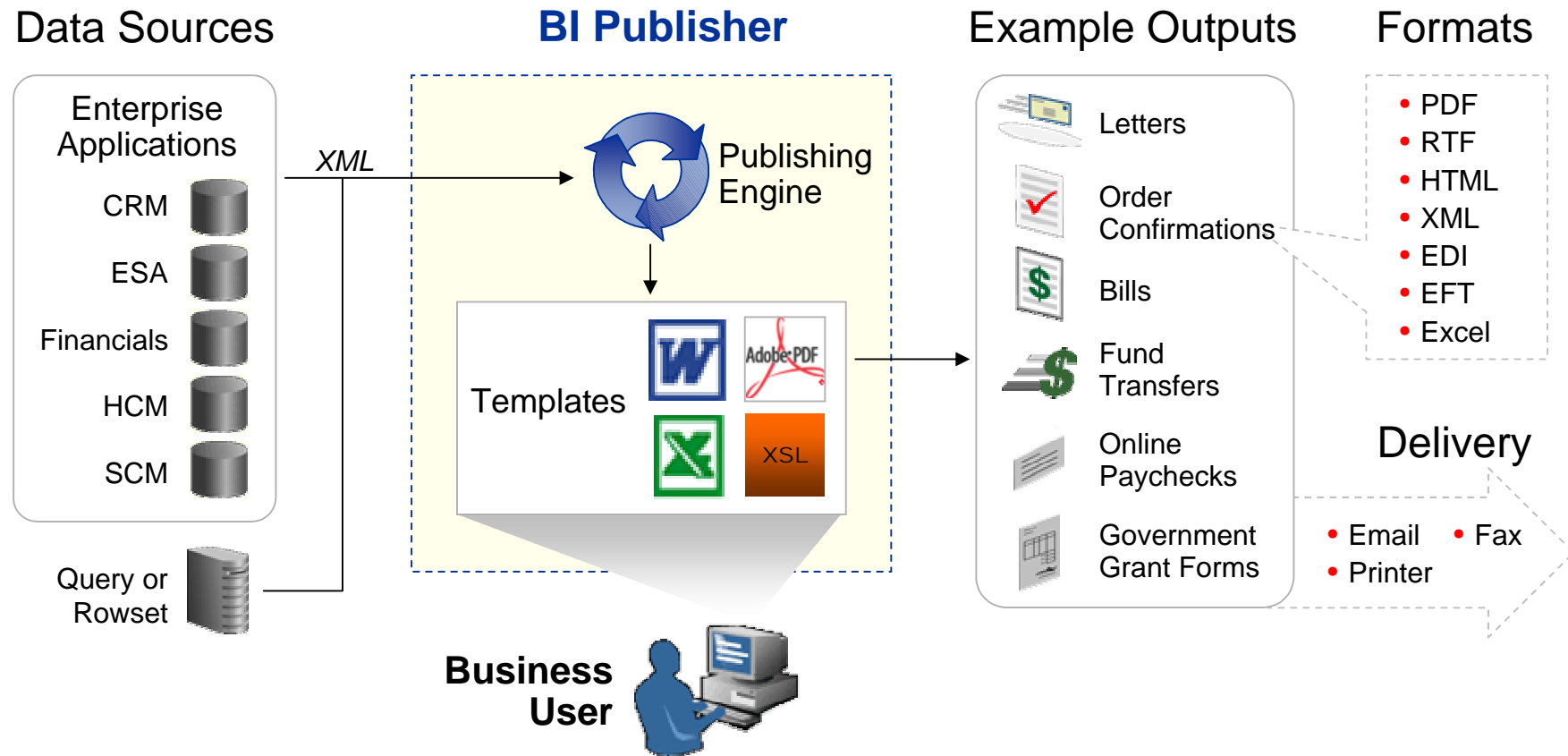
- The BPEL transformation engine is able to support the complex types being returned from Siebel.
- This can be used to call the web service and subsequently expose the transformed web service to the ADF data control.


Reporting in with XML Publisher



BI Publisher

Enable Business Users to Format and Deliver Documents





BI Publisher in Oracle Applications Limited Use License

- Oracle E-Business Suite
 - 500 templates in 11i 900 templates in R12
 - Project to convert all remaining Oracle Reports reports
 - Conversion utility from Oracle Reports
- PeopleSoft
 - Integrated into 8.48
 - Products shipping content in R9
 - Financials • HCM • SCM
 - Grants • CRM • Student Admin
- J.D. Edwards
 - Integrated into 8.96
 - Allow customers to develop their own templates
 - Subsequent releases will add Apps content
- More coming ...

OTN Micro-site for Siebel and Fusion Middleware

<http://www.oracle.com/technology/tech/fmw4apps/siebel/index.html>

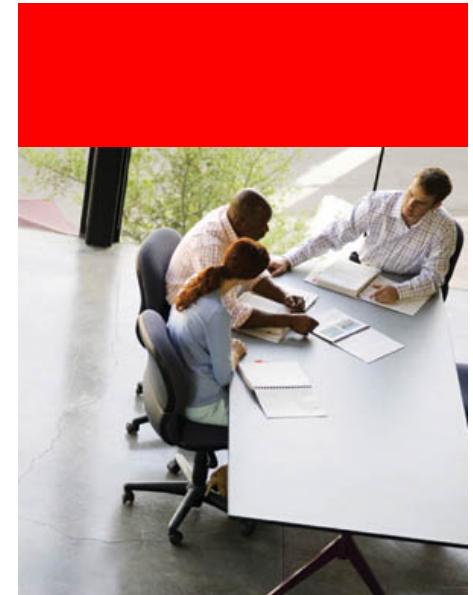


The screenshot shows a web browser window titled "Best Practice Center - Fusion Middleware and Siebel - Windows Internet Explorer". The address bar shows the URL <http://www.oracle.com/technology/tech/fmw4apps/siebel/index.html>. The page content includes:

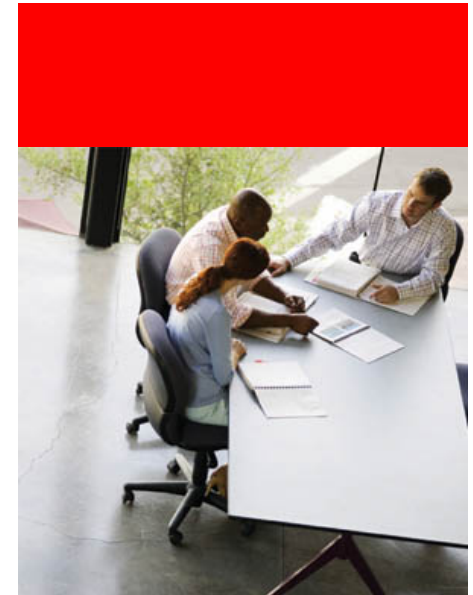
- ORACLE TECHNOLOGY NETWORK** header with a search bar and user account information.
- PRODUCTS** and **TECHNOLOGIES** navigation menus on the left.
- COMMUNITY** navigation menu on the left.
- Getting Started**, **Downloads**, **Documentation**, **Forums**, **Articles**, **Sample Code**, and **Tutorials** tabs.
- SIEBEL ORACLE FUSION MIDDLEWARE Best Practice Center** main heading.
- Introductory text: "Come here to start creating SOA (Service-Oriented Architecture) with your Siebel applications today. 'Best Practices' are offered for how to service-enabling Siebel CRM Business Services, Workflows, and Business Components and then build integrations, business processes and composite applications using Fusion Middleware technology such as BPEL, ESB, BAM, ADF, and WebCenter. Experts from Siebel Development, Consulting, Product Management as well as leading System Integrators and customers will show you how."
- Getting Started** section with links to "Service Enabling Siebel with FMW" and "Fusion Middleware - a crash course".
- How-To Tutorials** section with links to "Siebel Web Service creation", "ADF + Siebel WS: Presenting Siebel Data on a Web Application using ADF Form and Jdeveloper", "BPEL + Siebel WS: Create Account in Siebel using BPEL Process Manager", "ADF + BPEL + Siebel WS: Building complex web application leveraging ADF, BPEL, & Siebel web services", and "WebCenter + Siebel: Consuming Siebel Web Services in Webcenter".
- Blogs** section with links to "Publish-Subscribe" versus "Read" in Siebel Integration, "Securing Siebel Web Services Using OWSM", "Siebel Import WSDL tool doesn't understand my BPEL-generated WSDL", "Interfacing Siebel OnDemand to Siebel OnPremise", "Combining Sync and Async BPEL processes with Siebel", and "Invoking Siebel OnDemand Web Service via BPEL".
- FREE DOWNLOAD** section with links to "Oracle BPEL Process Manager", "Oracle ADF & JDev", and "Oracle SOA Suite".
- Learn More** section with links to "Oracle Fusion Middleware", "BPEL Process Manager", "ADF", and "Oracle By Example".
- Podcasts** section with a link to "Thomas Kurian - How Oracle Applications Customers Can Benefit from Oracle Fusion Middleware Today (MP3)".
- Webcasts** section with a link to "Live Webcast: Leveraging BPEL to extend Siebel Business Processes (Dec 11, 2007 @ 11:00AM)".
- Forums** section with a link to "Siebel Technology".
- Blogs** section with links to "Publish-Subscribe" versus "Read" in Siebel Integration, "Securing Siebel Web Services Using OWSM", and "Siebel Import WSDL tool doesn't understand my BPEL-generated".

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End to End FMW Demo



Service Enabling Siebel – Hands on Lab Overview





Siebel

Query Account By ID

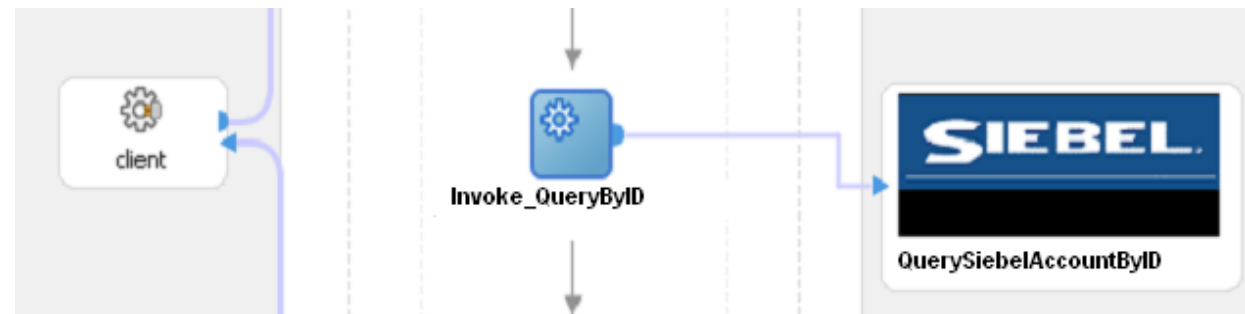
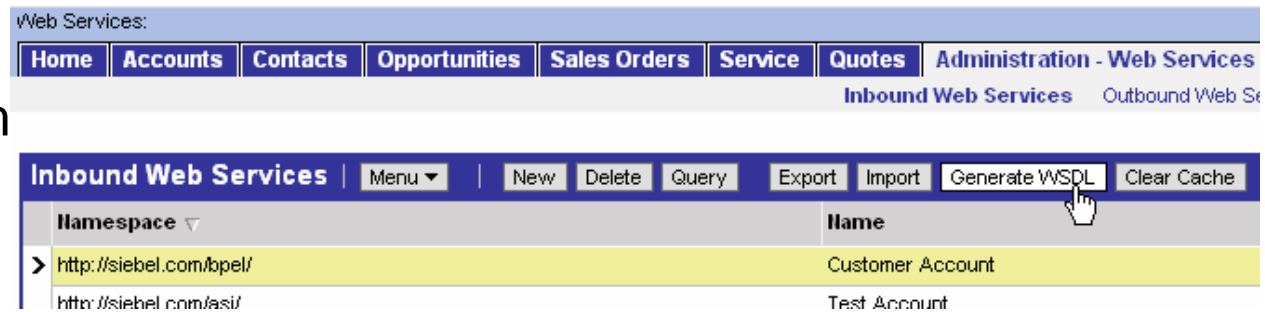


Bill of Materials

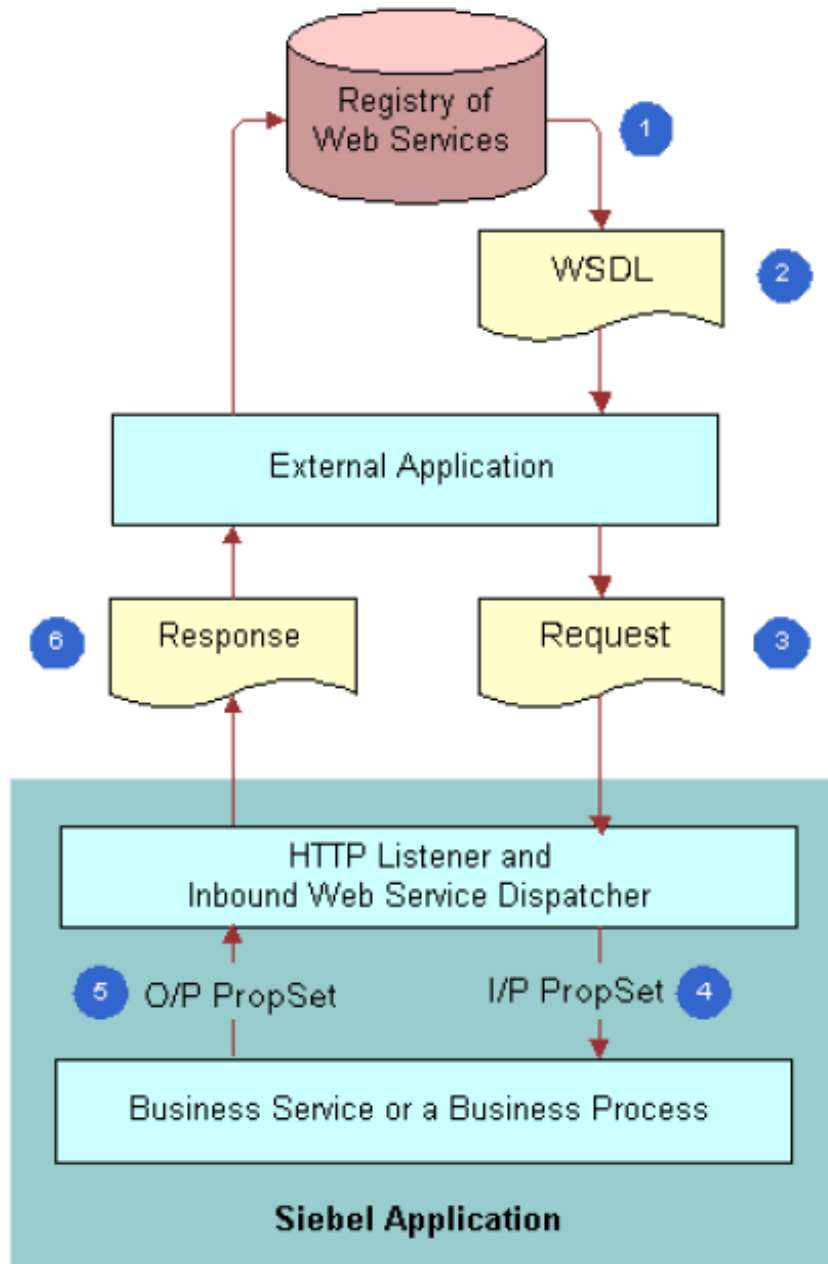
- SOA Suite 10.1.3.1
 - BPEL Process Manager
- jDeveloper 10.1.3.1
- Siebel Call Center v 7.8

Invoking Siebel Business Service


- Find Siebel Web Service for Account
- Generate WSDL from WS-Admin
- Consume WSDL in BPEL
- Invoke to Query Account



BPEL / External App calling Siebel Web Service



1. Create an inbound web service record for a Business Service/ASI using WS-Admin.
 1. Typically existing Business Service.
2. Generate the WSDL file in WS-Admin and import into external App / BPEL.
3. External app / BPEL sends SOAP request to Siebel.
4. Dispatcher converts SOAP request into request PropSet. The PropSet is passed to a Business Service OR a Workflow.
 1. Dispatcher is just another Business Service
5. Business Service or Workflow returns response PropSet.
6. Response is converted to SOAP message and sent back to calling application.



Q & A

Contact Information

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- **Nishit Rao** nishit.rao@oracle.com

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