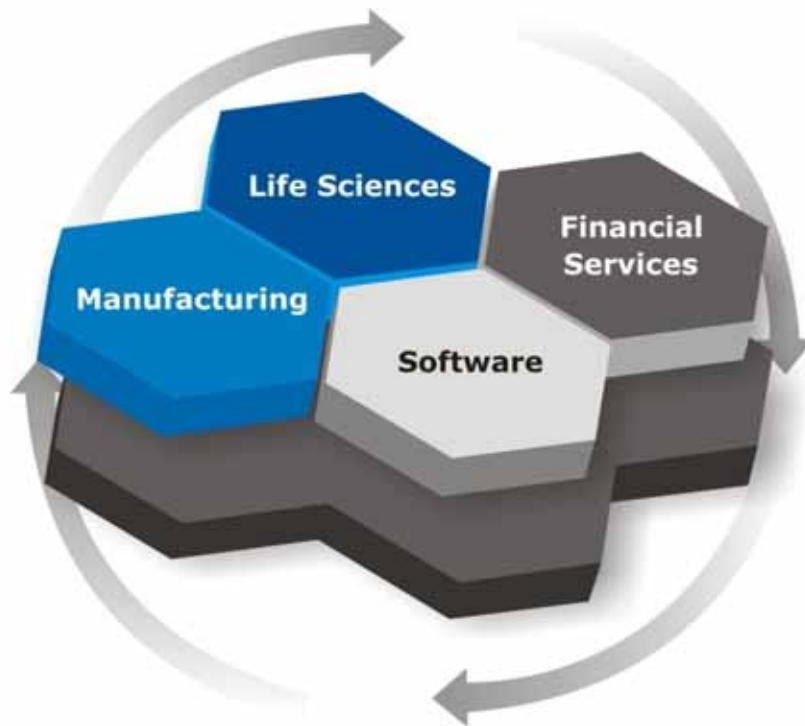


# Integrating Siebel CRM 8 with Oracle Applications

# Agenda

- Corporate Overview
- Siebel 8.0 – New Features
- Siebel Integration Approaches
- Integration with Oracle Applications
  - Option 1
  - Option 2
- Pros and Cons
- Evaluation of Suggested Approaches
- Case Study
  - Siebel Sales Implementation at Hypercom

# Corporate Overview

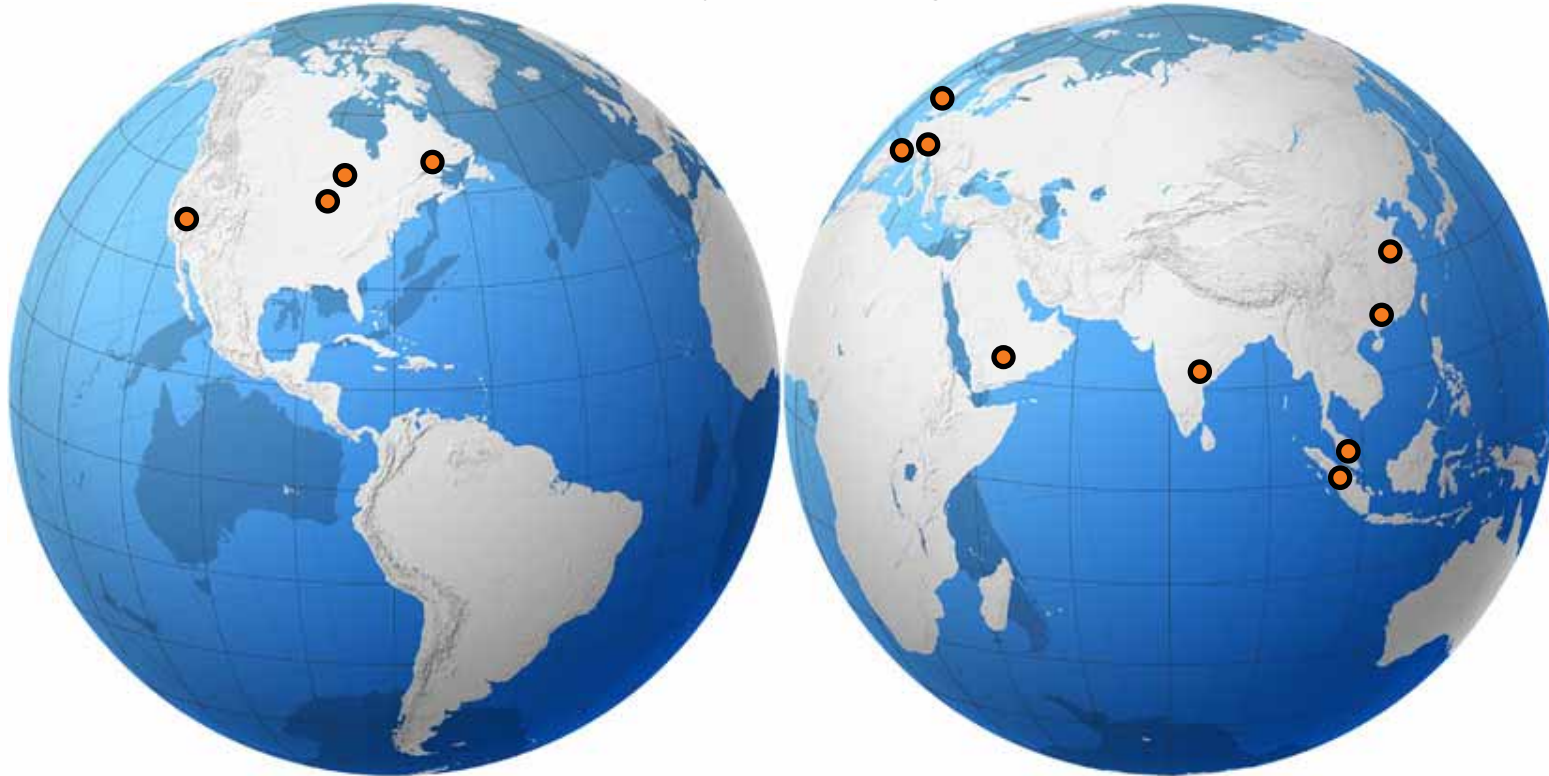


- World class global delivery model for IT services
- Deep focus in enterprise applications, business process integration and outsourced product development since inception
- 1800+ employees worldwide
- Over 200 active customers across 20 countries
- Superior process maturity: SEI CMM Level 5, ISO 9001, ISO 27001 & SAS70



# Global Presence

13 offices...2 Global Delivery Centers...high customer satisfaction



Fremont, CA | Chicago | Boston | Toronto | London | Paris | Geneva | Dubai | Hyderabad, India | Shanghai | Guangzhou, China | Singapore | Kuala Lumpur



# Siebel 8.0 – New Features

## **Siebel 8 – New Integration Features**

- Increased user effectiveness due to enhanced Search & query (Integrated Enterprise Search - **SOA based integration with FAST and Oracle SES engines**)
- **Support for Windows SharePoint Services** - Increased Coverage for Additional CRM Objects
- **Business Process Agility** - More responsive to changing requirements
- Integration between test product and Siebel Repository cuts Script maintenance time - **Reduced Cost of Script maintenance**

## **Siebel 8 – New Integration Features**

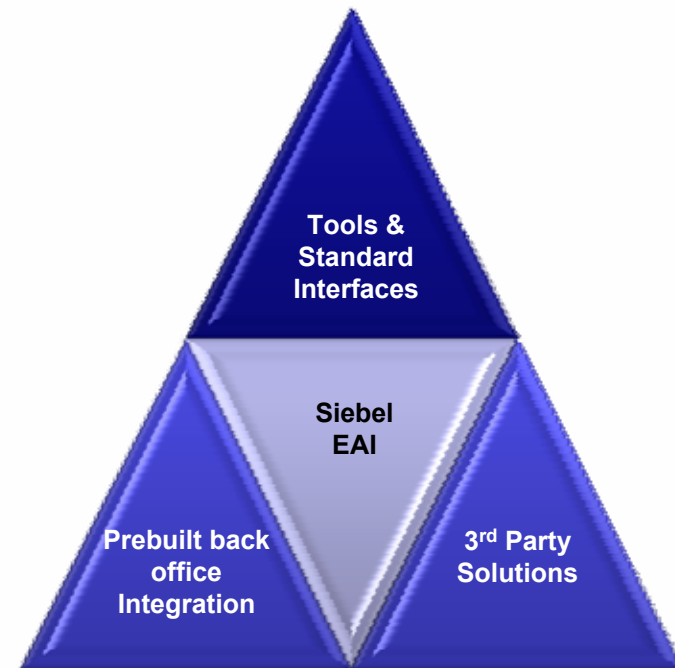
- **SOA:** SOA enabled business logic enhances Microsoft Office usability
- **Infrastructure Enhancements for SOA** - Ideal for Batch based web service transactions
- **Session Multiplexing for Web Services** - Reduced Memory consumption in the server
- **SOA:** Siebel infrastructure and tooling enhancements
  - New converter service methods to support property set to Integration Object Hierarchy conversion and vice versa for tooling enhancements

# Siebel Integration Approaches

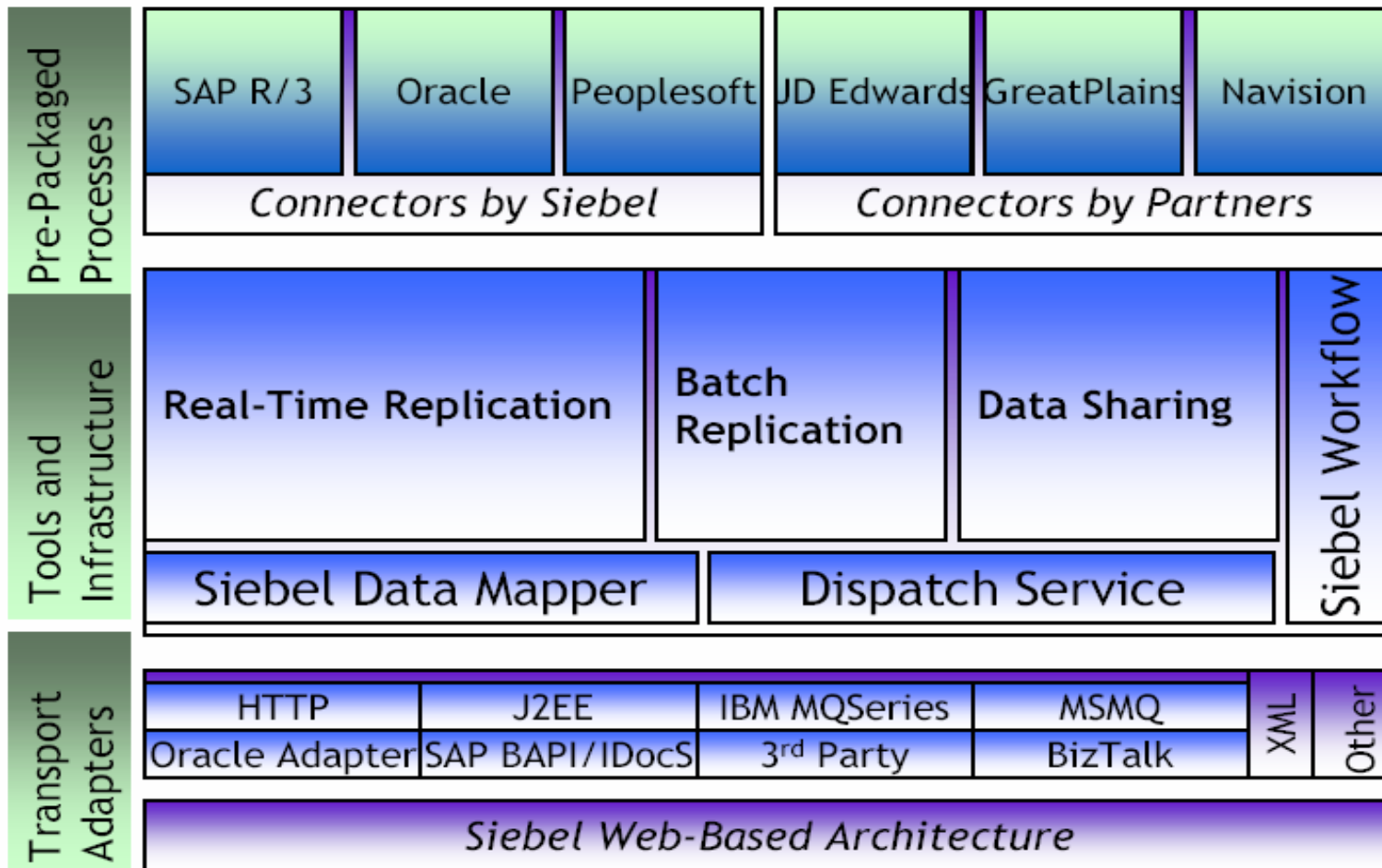


# Siebel EAI

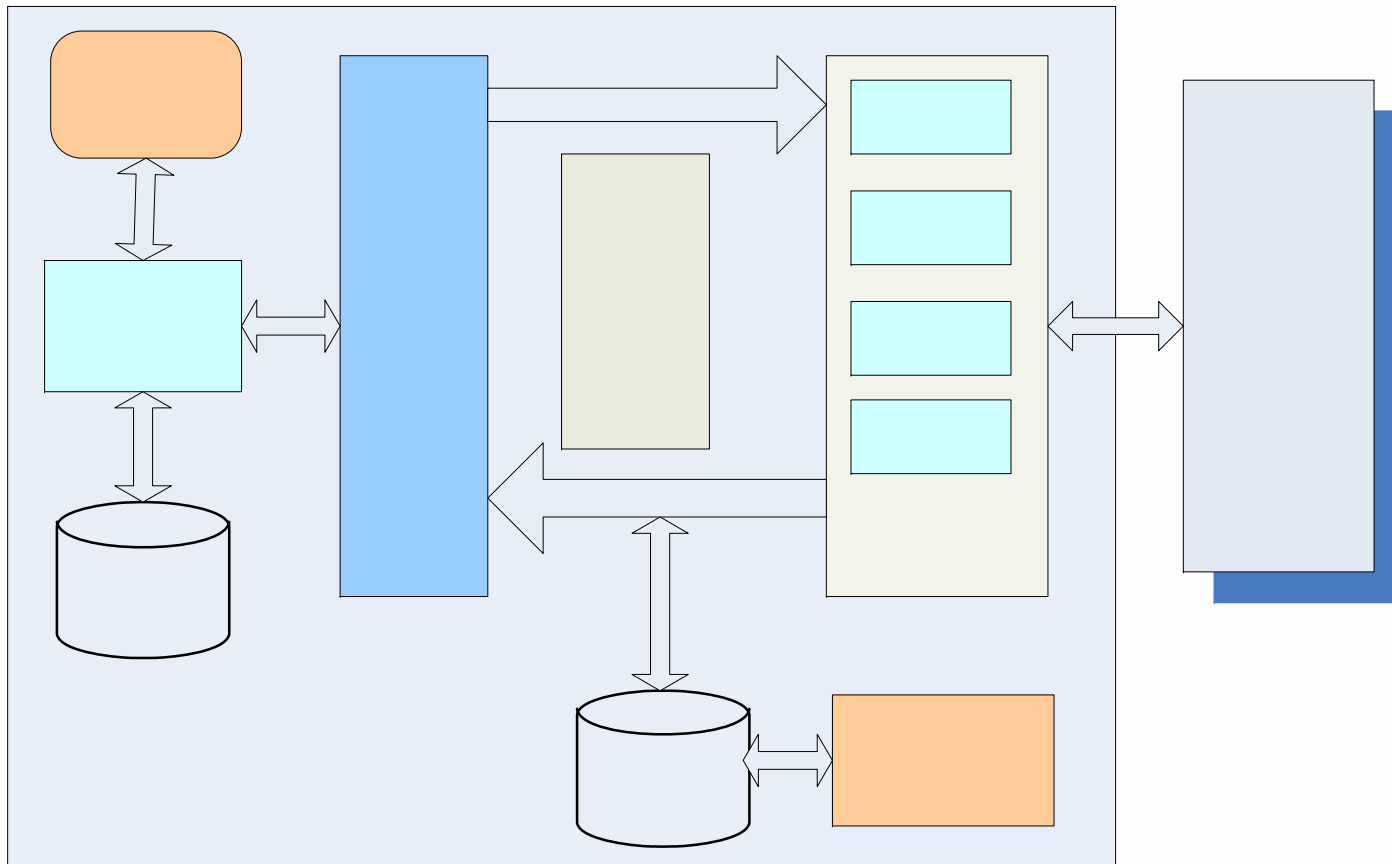
- Provides bidirectional real-time and batch solutions for integration.
- Allows flexible service based architecture.
- Expose internal Siebel Objects to external applications.
- Can leverage pre-built adapters and enterprise connectors.
- Allows data transformations.



# Siebel EAI Architecture



# Siebel EAI Architecture



## **Advantages of using Siebel EAI**

- Use of built-in Siebel functionality
- Minimal Risk
- Reusable components
- Extensible
- Reduced Cost
- Easy deployment and maintenance

# Integration Strategies & Tools

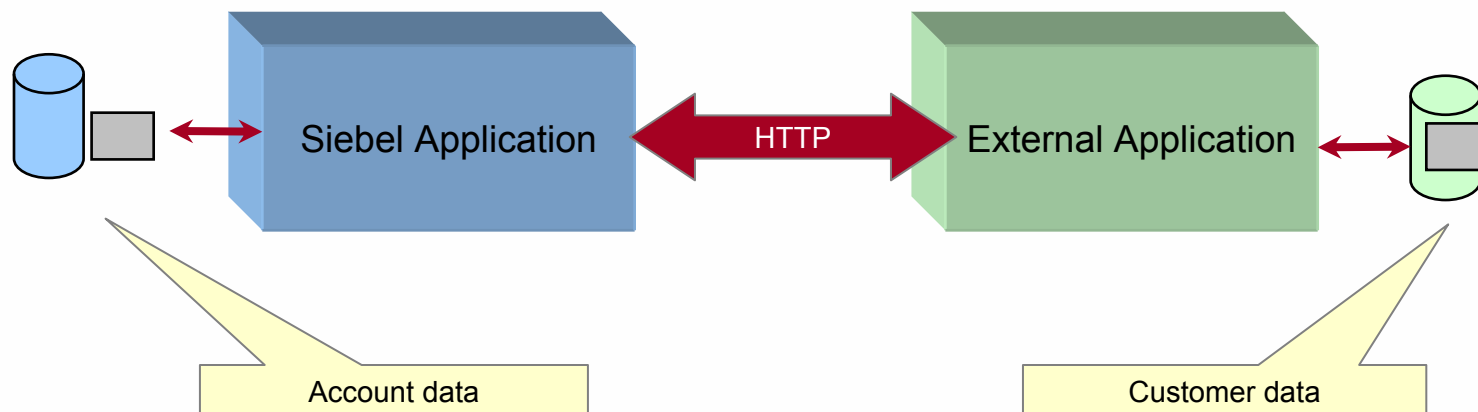
- Data Replication – Real-time
  - Workflow for EAI
  - eBusiness Connectors
  - EAI Dispatch Service
  - Object Interfaces
- Data Replication – Batch
  - Enterprise Integration Manager (EIM)
  - Workflow for EAI
  - Object Interfaces
- Data Sharing
  - Virtual Business Components (VBC)
  - Object Interfaces

# Integration Tools

- Workflow for EAI
- eBusiness Connectors
- EAI Dispatch Service
- Object Interfaces
- Enterprise Integration Manager (EIM)
- Virtual Business Components (VBC)

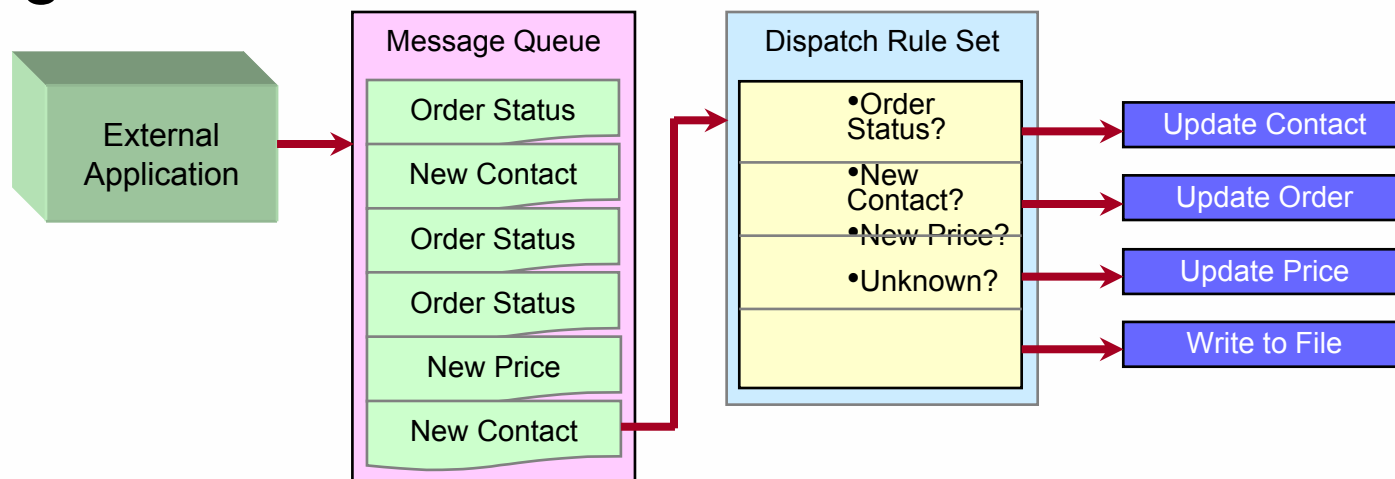
# Workflow for EAI

- Provides bidirectional data replication (synchronization) between a Siebel application and an external application using standard transports



# EAI Dispatch Service

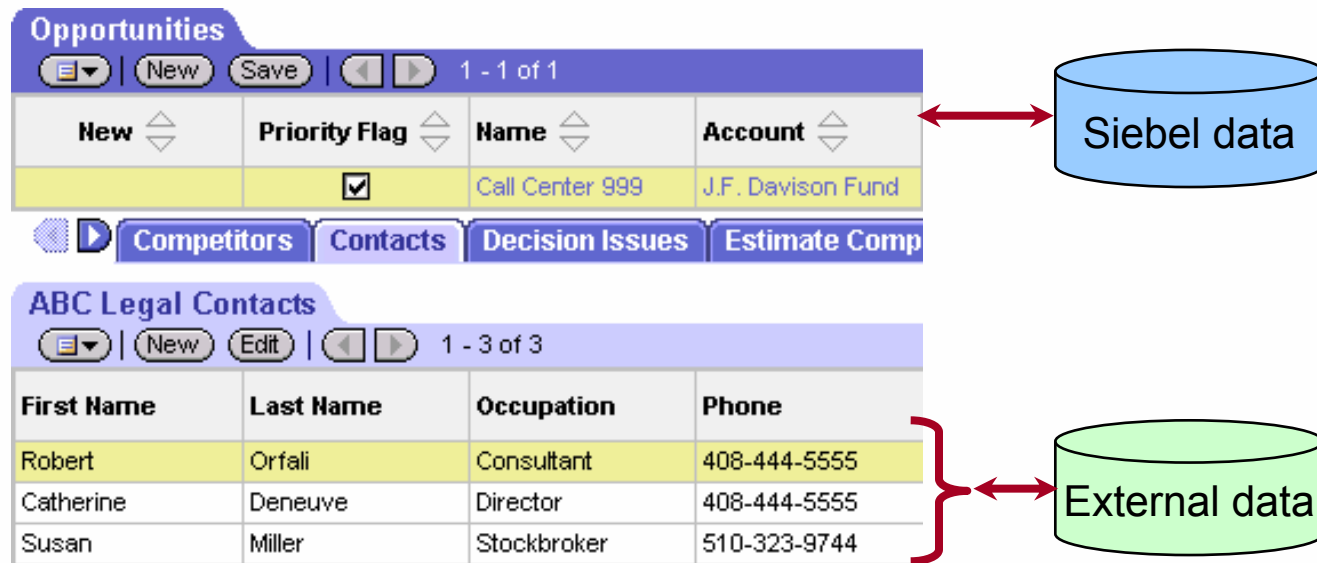
- Uses rules to evaluate the structure and contents of property sets (instances); data that matches a rule is sent to a specified workflow or business service. It can also optionally transform the data before sending it.





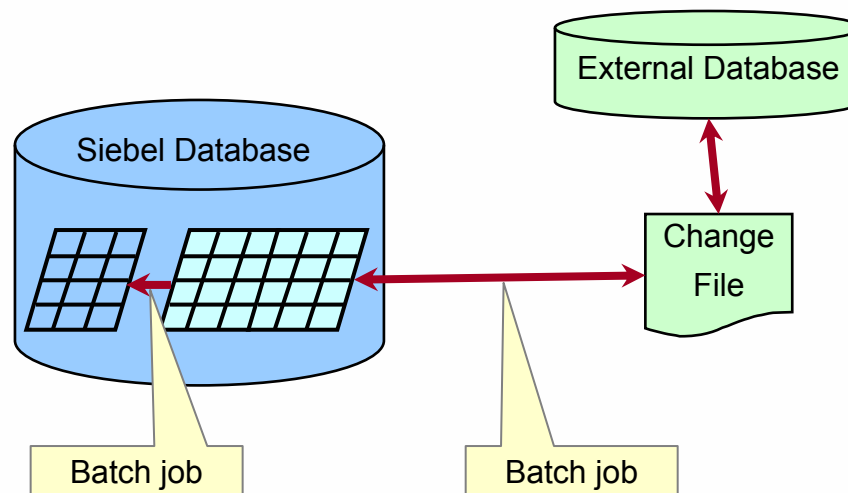
# Virtual Business Components

- Enable the display and manipulation of external data from within Siebel applets without storing it in the Siebel database



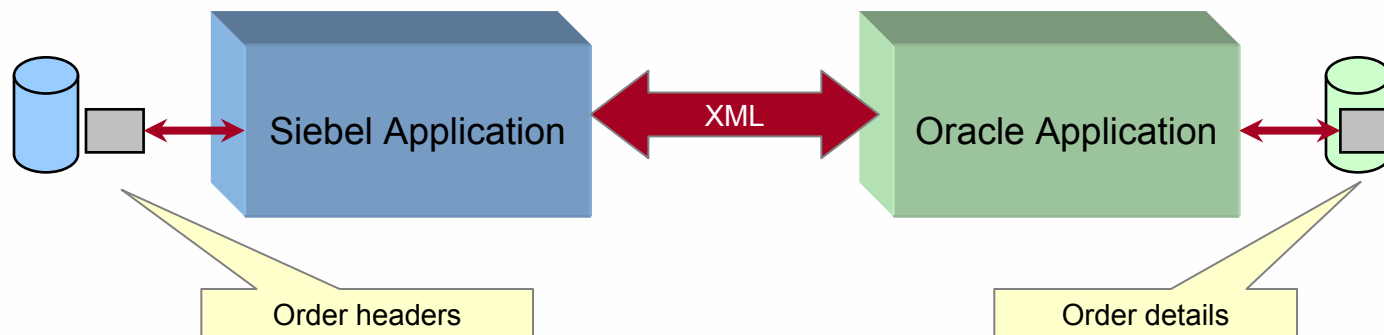
# Enterprise Integration Manager

- Exchanges large volumes of data between the Siebel database and external sources through interface tables in batch mode



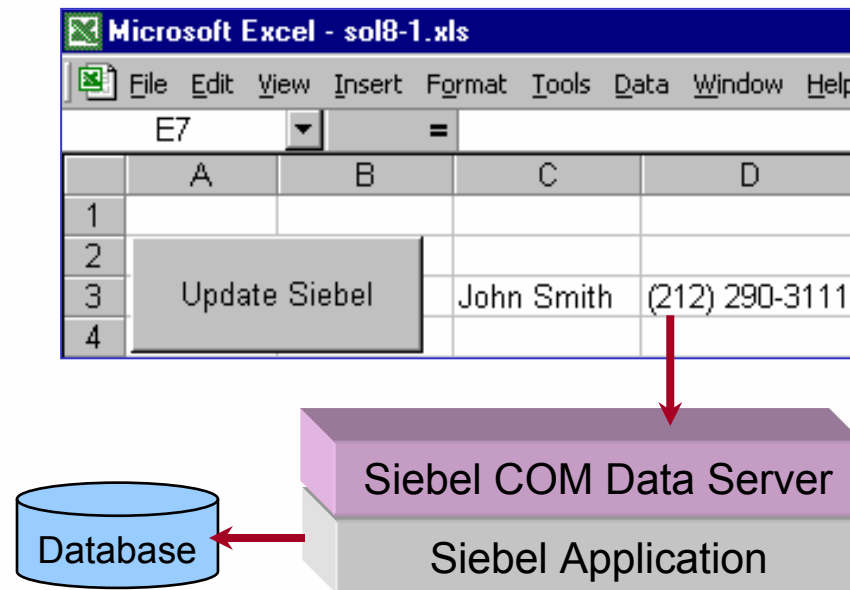
# eBusiness Connectors

- Provide end-to-end integration between Siebel Applications and other applications like Oracle and SAP R/3



# Object Interfaces

- Expose Siebel objects to programmatic access from Siebel Visual Basic scripts, eScripts, or external applications



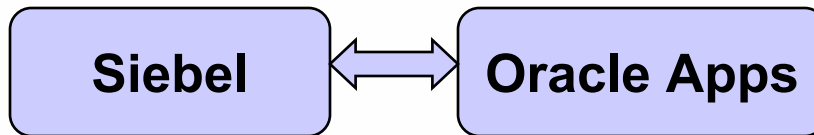
# Siebel EAI Tools

Integration Requirements	Siebel eAI Features/Components
Metadata Definition	<ul style="list-style-type: none"> <li>•Integration objects based on Siebel business objects, Integration Object Wizard</li> <li>•Integration objects based on external metadata</li> </ul>
Data Transformation	<ul style="list-style-type: none"> <li>•Siebel Data Mapper</li> </ul>
Business Process Coordination	<ul style="list-style-type: none"> <li>•Workflow Process Designer</li> <li>•Workflow Process Manager</li> </ul>
Transport Mechanisms	Transport Adapters: <ul style="list-style-type: none"> <li>•IBM MQ Series</li> <li>•Microsoft MSMQ</li> <li>•HTTP</li> </ul>
High Volume Data Exchange	Siebel EIM
Standards-based Integration Mechanisms	<ul style="list-style-type: none"> <li>•XML as a format for data exchange</li> <li>•COM, CORBA and Java-based programmatic interfaces, HTTP as a transport protocol</li> </ul>

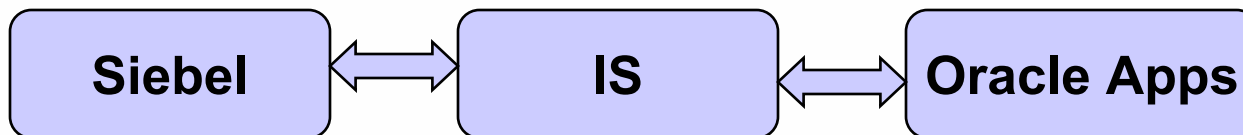
# Siebel - Oracle Applications Integration Approaches

# Suggested Approaches

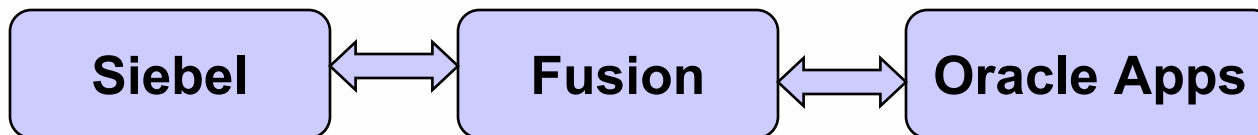
- Approach 1: Point to Point Integration (P2P)



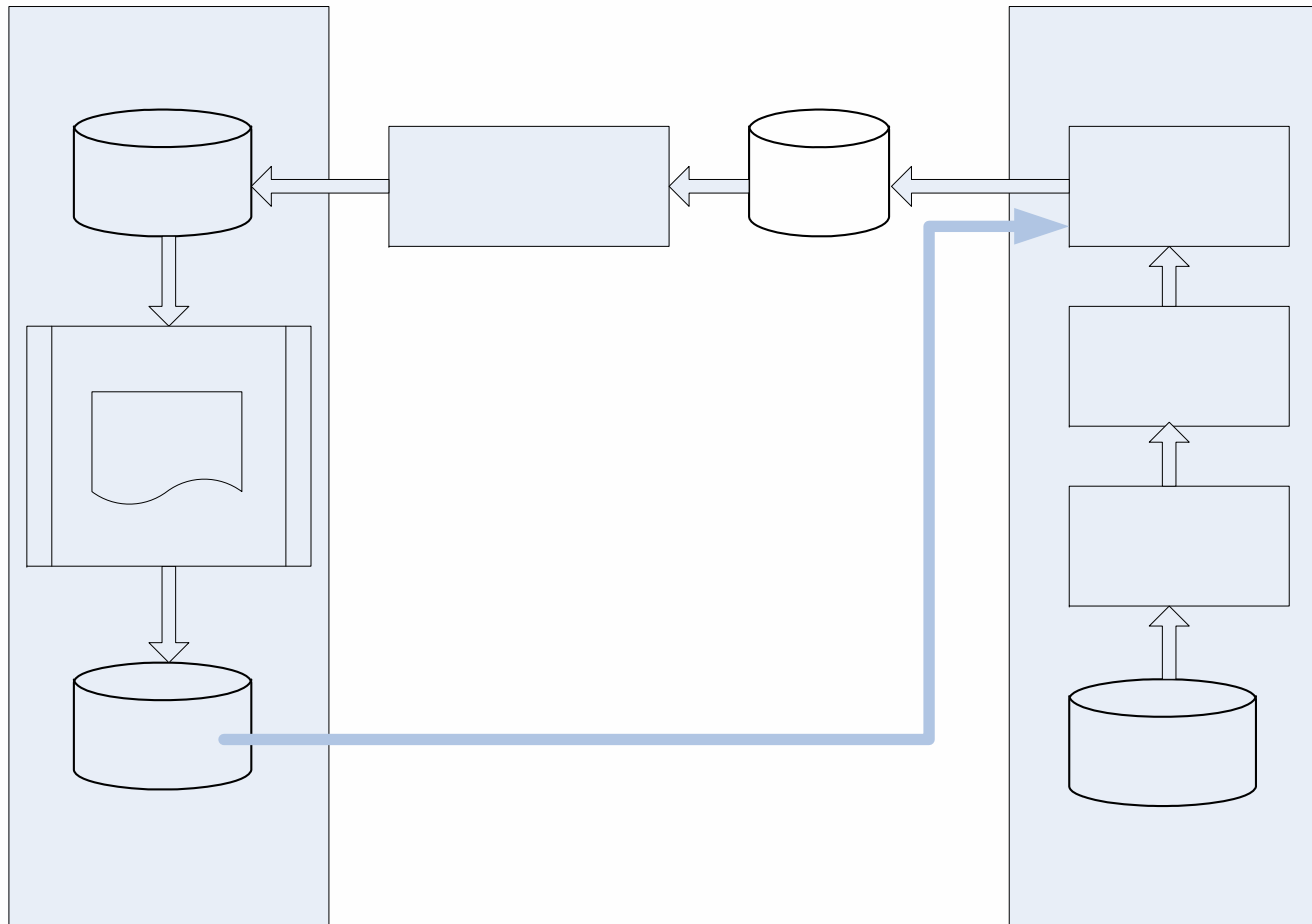
- Approach 2: Using Integration Server



- Approach 3: Using Oracle Fusion (AIA)

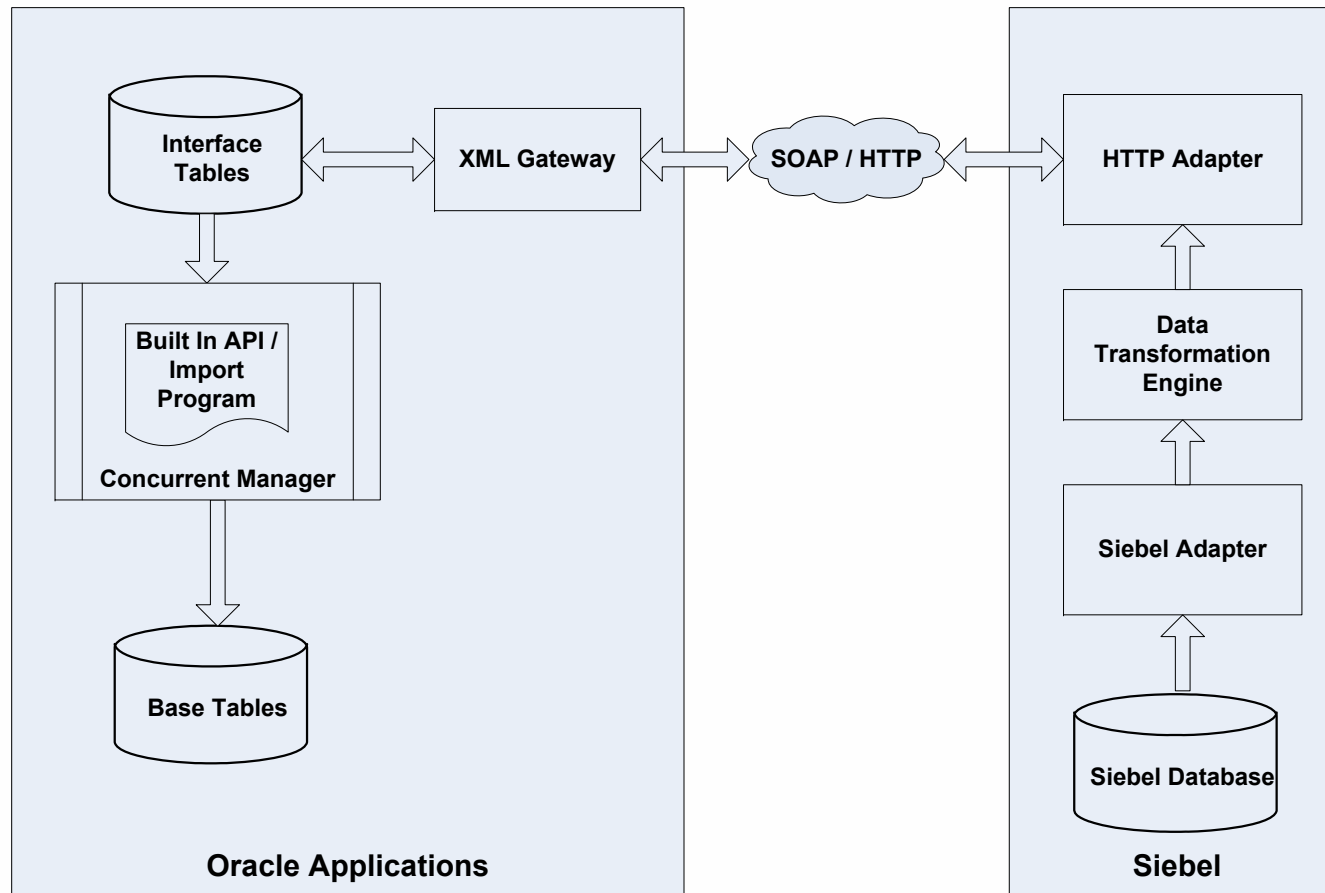


# P2P using Oracle Connector





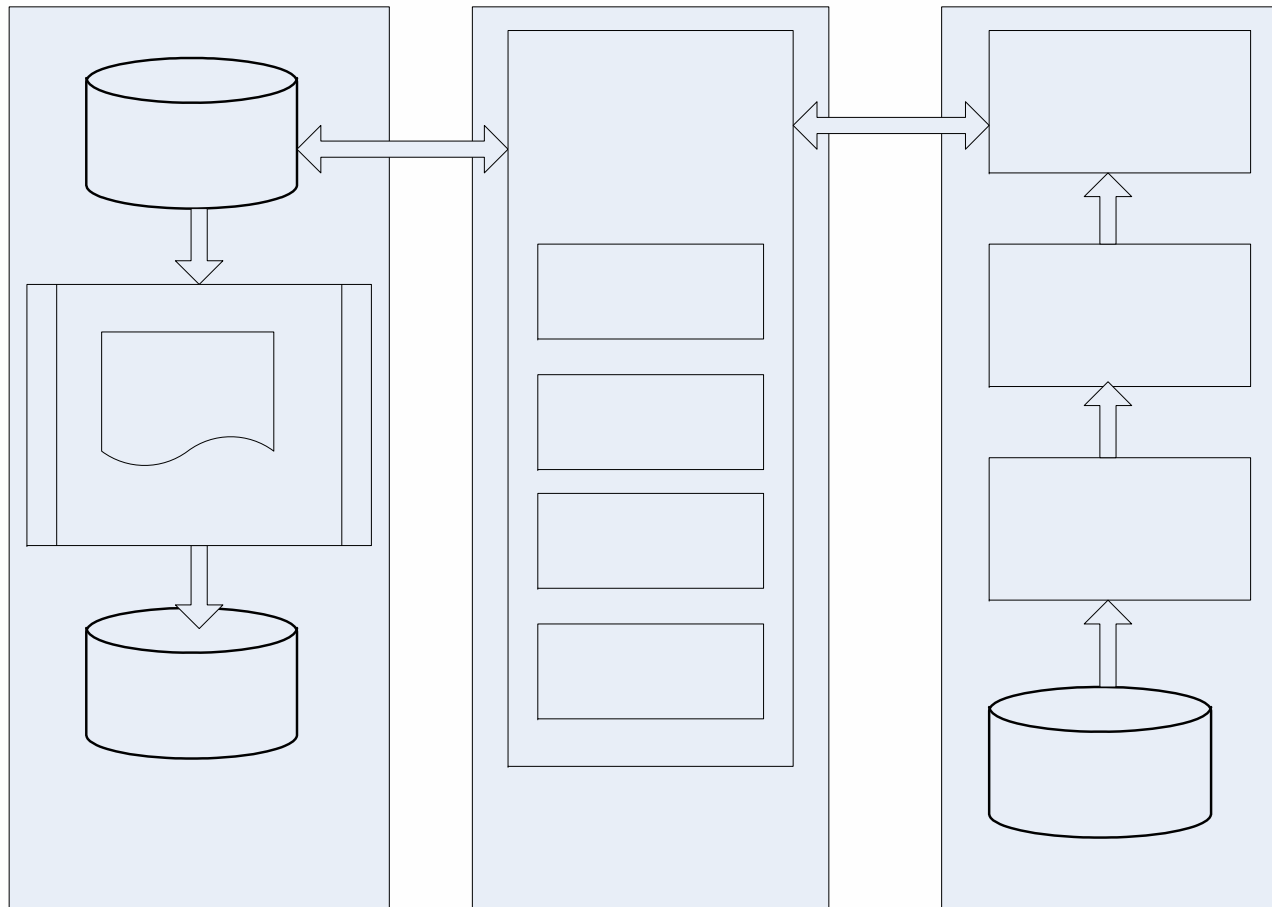
# P2P using Webservices



## **Pros & Cons Using P2P**

- Technology Risk is Minimal
- Existing Interfaces can be leveraged
- Implementation Time varies based on Integration Option
- Reusable Components exists
- Cost can be moderate

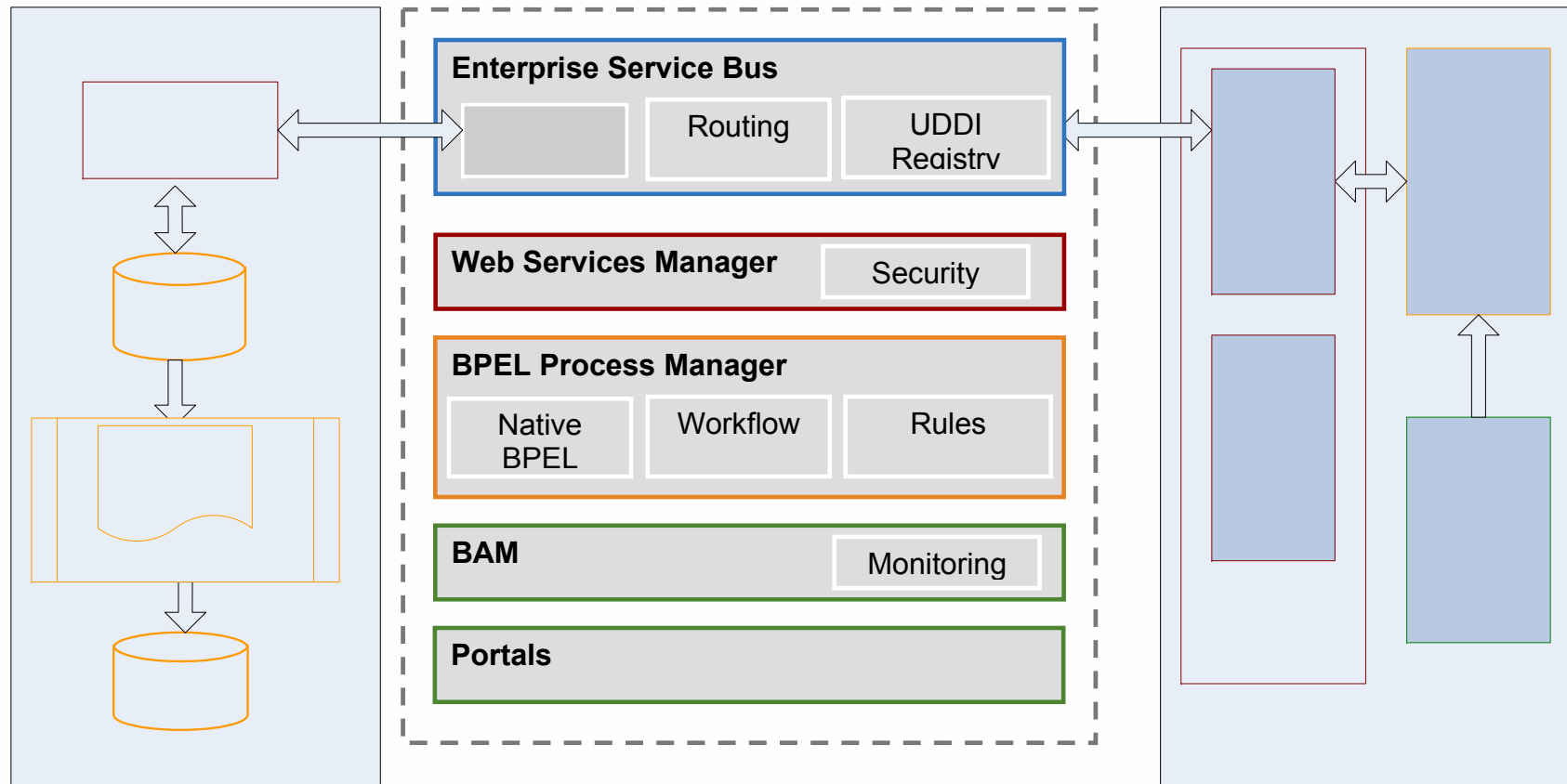
# Using Integration Server



## **Pros & Cons Using IS**

- Technology Risk varies based on the IS
- Implementation Time can be high
- Extendable and Scalable
- Cost could be moderately high

# Using Oracle Fusion (AIA)



## **Advantages of using Fusion (AIA)**

- Easy to build a process; ability to easily change the process
- Easy to Illustrate
- Scalable, High Performance & Reliable
- Adaptability; flexible
- Multichannelled
- Reduces the cost and complexity of process integration initiatives
- BPEL can interleave human interactions and connectivity to systems/services into a single end to end process flow
- It's perfect for process integration of any sort

## **Pros & Cons Using Fusion (AIA)**

- Implementation Time can be moderate
- Highly extendable and scalable
- Cost would be slightly high

# Evaluation of Suggested Approaches



# Implementation Details

- Basic Tasks for integrating Oracle Apps with Siebel:
  - Identify data to be integrated
  - Map and Transform Data
    - Siebel message format mappings to Oracle Apps data format
  - Transport the Data between the applications
  - Customization of API package
  - Generate WSDL for identified Integration Points.
  - Implement the business logic and perform business transactions
  - Logging of business transactions

# Evaluation Parameters

- Risk
  - Technology
  - Business
- Time to Realize
- Cost Factor
  - Realize
  - Maintain
  - Training
  - Licenses
  - Infrastructure

# Evaluation Parameters (Contd..)

- Business
  - Time Constraint
  - Maintainability
  - Extensibility
  - Upgrade Friendly
- Technology
  - Stability
  - Performance
  - Features such as BAM
  - Security
  - Error handling
  - Others

# Evaluation Matrix

Parameters/Approaches <sup>1</sup>	P2P	IS	Fusion (AIA)
<b>Risk</b>	4	3	2
<b>Time</b>	3	4	4
<b>Cost</b>	3	4	4
<b>Extensibility</b>	2	3	4
<b>Performance</b>	2	3	4
<b>Time to Realize</b>	4	3	3
<b>Maintainability</b>	3	3	3
<b>Stability</b>	3	3	4
<b>BAM</b>	2	4	4
<b>Common Error Handling</b>	2	4	4
<b>Standards Adherence</b>	3	4	4
<b>Reusability</b>	2	3	4

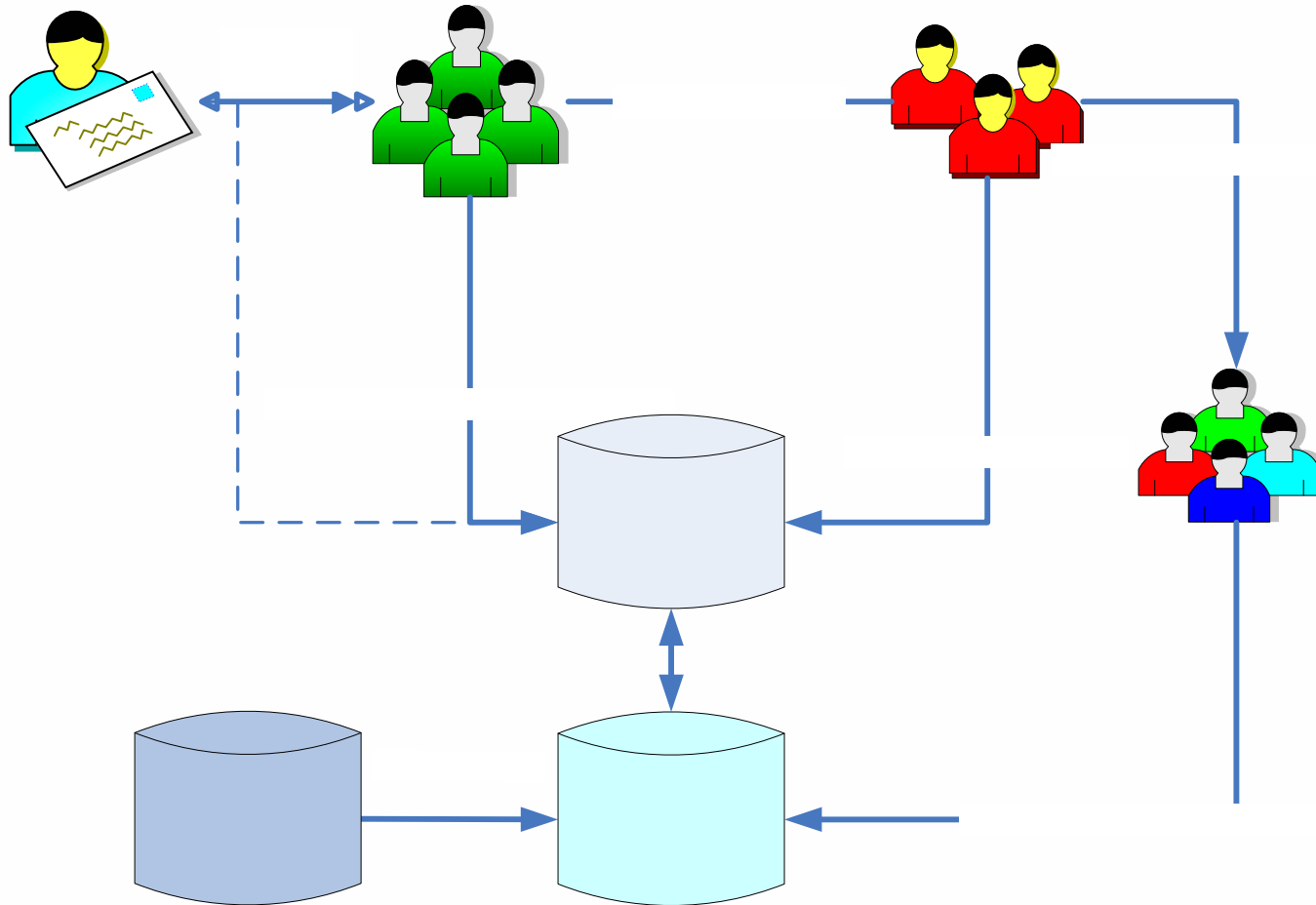
**1 : Low on the Feature**  
**4: Very High on the Feature**

# Case Study

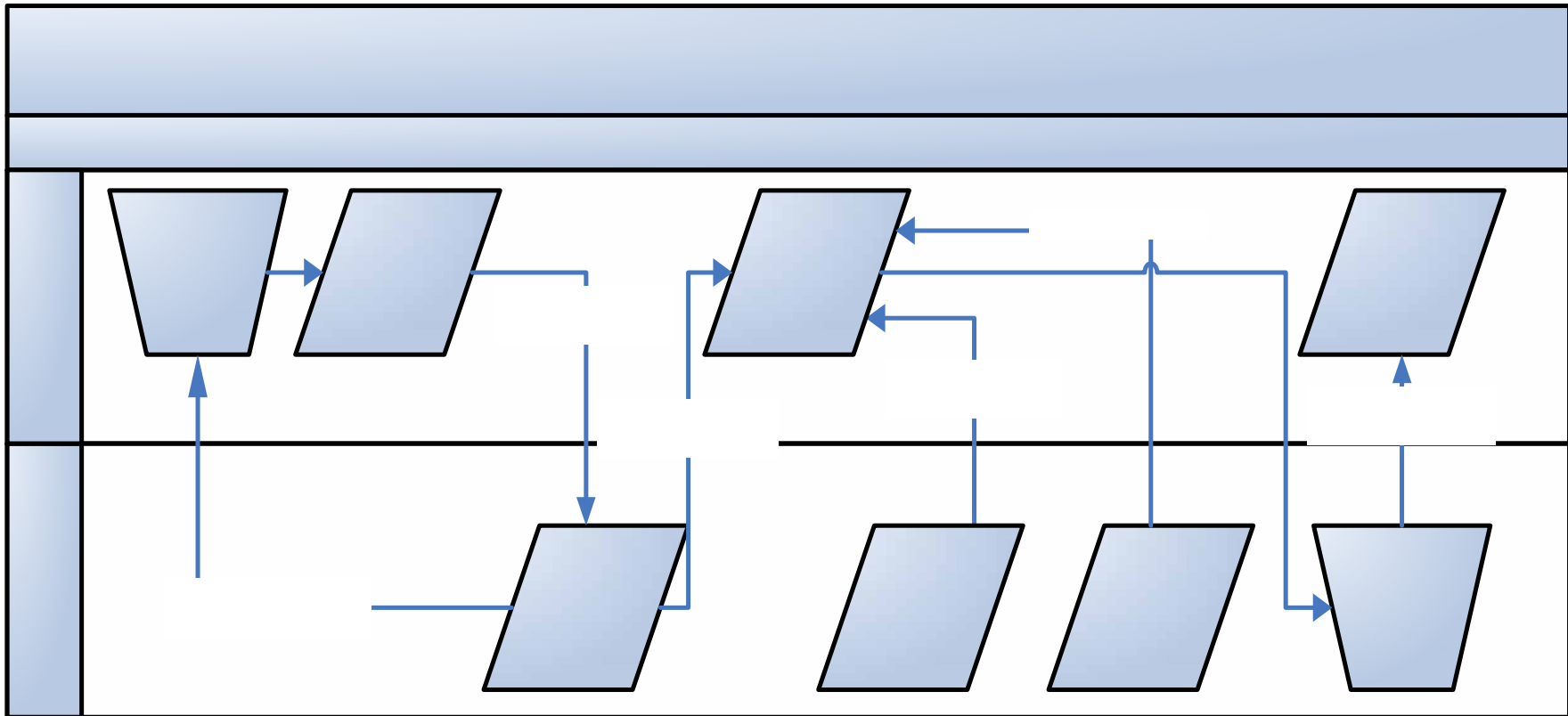
# Integration Scope with Oracle ERP

- Siebel 8.0 with Oracle ERP (11.5.10.2)
  - Customer Master / Site / Contacts
  - Sales History
  - Items / Pricing
  - Forecast Export
  - Other

# Business Scenario



# Integration Solution





# Benefits

- Centralized Repository for Contacts, Accounts and Activities helped to:
  - Provide better customer service
  - Sell products more effectively
  - Retain existing customers and discovering new ones
  - Help sales staff close deals faster
  - Account control

# Summary

- Think big, Start Small, Adopt Incrementally
- Break down Organizational Silos
- Adoption Models can help you understand your Progress

# Thank You.

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