Siebel – Oracle CX Cloud Can Co-exist: Achieve Competitive Edge

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Siebel and CX Cloud

While the cloud is a buzzword of the modern era, and many of the enterprises have already migrated to one or the other cloud CRM platform, there are still several companies who continue to rely on the tried-and-tested Siebel CRM suite.

In this paper, let's glance at the benefits of Siebel platform as a core CRM backbone, and later, have a look at the potential options available for such enterprises to yield benefits from augmenting the existing CRM with Oracle CX Cloud components and associated use cases.

Siebel: An Enterprise-grade CRM Backbone for Modern Enterprises

Although the functional gap may not be as wide as it was in 10-12 years ago, Siebel still offers significantly richer 'out-of-the-box' industry-specific functionality than any cloud competitor. Apart from rich functionality, there are many other substantial advantages that matter to any enterprise. Siebel is based on a very robust data model and offers unparalleled extensibility. For example, it allows a unique capability of 'cloning'-complete module objects and reusing the underlying data model, as well as the whole logic embedded in a business layer.

You can easily build contemporary UI using Siebel 'OpenUI' framework. As an on-premise application, you have better control over application performance, security, and version upgrades. One can test the new version features and impact of an upgrade on existing customizations in a non-production environment. These are few important reasons why any enterprise would like to sustain its investment in Siebel.

Co-Existence: Best of Both Worlds

As a complete and matured CRM platform, Siebel covers most of the CRM functions encompassing an end-to-end customer journey. It is possible to customize and add functional extensions to the out-of-the-box functionality, but still there are situations when its helps considering augmenting Siebel with a cloud component, which excels at a specialized functionality.

Oracle CX Cloud Suite offers an integrated set of specialized modular cloud components addressing areas like marketing, sales, e-commerce, and service. Let's discuss few potential use cases of coexistence of CX Cloud with Siebel CRM in the next section.

Siebel and Oracle CX Cloud Co-existence Use Cases

Siebel and Oracle Marketing Cloud

Though Siebel provides a breadth of marketing capabilities including cross-channel campaign management, enterprises need to consider Oracle Marketing cloud's strength due to its specialization in delivering digital campaigns such as email, social, mobile, and web campaigns. Siebel's robust backend for the Sales and Marketing Cloud can provide a closed loop across the buying cycle.

Siebel Marketing can remain a primary platform for outbound and inbound call campaigns, as well as continue as the system of record for cross-channel marketing program management, segmentation, campaign planning, and marketing resource management. However, in Marketing, a cloud can focus on digital campaigns.

Integration with marketing cloud adds following benefits to Siebel-
- Easier segmentation and quicker campaign launch
- Effective personalization across digital platforms including mobile, social, and email
- Enhanced orchestration
- Allows capturing digital body language of customers, which can be viewed in Siebel as part of overall 360-degree view of the customer
- Improved user experience for marketing users and management

Siebel and Oracle CPQ Cloud

Although Siebel Suite provides comprehensive Quote Management capabilities, Oracle CPQ Cloud (earlier BigMachine) can be certainly considered as a worthy option when an organization wants to add CPQ capabilities to its CRM application.

Siebel can continue to hold customer profile and manage lead and opportunity cycle. CPQ Cloud session can be invoked from Siebel seamlessly to create an accurate Quote, which then can be stored against Siebel Customer record.

Integration with CPQ cloud adds following benefits -
- Best-of–the-breed product configuration experience
- Guided selling reduces training requirements and improves overall solution adoption
- Built-in deal management intelligence
- State-of-the-art document designer
- Improved user experience for marketing users and management

Siebel and Oracle Social Cloud

Social media has become an indispensable part of the modern life, with enterprises leveraging social channels extensively. Social media allows delivering highly personalized campaigns, collecting opinions, and feedback even for service delivery.

In this co-existence scenario, Siebel continues as a system of records for customer information and collates relevant information from social media channels using capabilities of Oracle Social CRM Cloud. This arrangement can help enterprises in various manners as below:

Key Use Cases

Some of the potential uses cases which can be addressed by integrating Siebel and SRM cloud are as below:

- View relevant social conversions by customers and stakeholders as part of profile/360-degree view
- Generate leads in Siebel identifying specific social conversations
- Identify customer grievances and potential escalations posts and routing the same as service requests in Siebel
- Displaying relevant social trends within Siebel
- Monitor customer and stakeholder sentiments on a given 'topic'

Siebel and Oracle Service Cloud

Integration with service cloud can augment capabilities of Siebel-based customer service management in various ways, some of the indicative use cases are described below:

Key Use Cases

- Host an online support portal for customers
- Guided self-assistance for customers
- Online FAQs and answers, and context-driven knowledge

Siebel and Oracle CX Cloud Integration Options

Oracle provides ready-to-use integrations between Siebel and CX Cloud components i.e. Siebel to Social cloud, Siebel to Marketing Cloud, Siebel to Service Cloud connectors are available off-the-shelf. There is also an option of building custom interface using web services available. Enterprises can also leverage ICS (Oracle Integration Service) cloud to deploy quick integrations between Siebel and Oracle CX Cloud components.

Summary

Although it is possible to customize and add missing functionality within Siebel, in most cases, there is an option of augmenting the required functionality using one of Oracle CX Cloud's component. The integration with oracle CX cloud provides access to a highly matured, specialized functionality to the Siebel CRM users in a rapid and flexible manner. In all, co-existence of Siebel CRM and CX Cloud allows enterprises to leverage best of both the worlds and gain competitive edge.

Author

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With more than 16 years of experience in implementing and supporting large-scale CRM applications and E-governance projects, Jeetendra has delivered solutions based on multiple platforms including Oracle Siebel, Oracle Sales Cloud, JDE, and Social Relationship Management.

He is an Oracle-certified Siebel CRM Business Analyst and Sales Cloud Consultant with in-depth functional and process knowledge of CRM processes across Sales, Service, and Marketing areas.