

SIEBEL CRM ON DEMAND MARKETING



SIEBEL CRM ON DEMAND
CAN ENHANCE THE WAY
YOU MARKET

- Capture all vital customer data in a single source
- Create more-personalized campaigns
- Gain visibility into your marketing initiatives
- Enhance lead routing and list management

With Siebel CRM On Demand Marketing, you'll have the integrated tools to enhance the way you and your team market to your customers. These tools can help you know your audience better, quickly create targeted and personalized campaigns, and improve the management of your leads.

Campaign Design & Execution

Targeting the right message to the right customer is the centerpiece of effective marketing. Utilizing advanced segmentation capabilities, your marketing team can easily perform multidimensional segmentation to generate campaign lists segmented by any combination of information you track in Siebel CRM On Demand.

Design multistage marketing programs using the solution's powerful graphical interface. Plan a campaign using multiple offers for each stage of the campaign. Each stage can have multiple offers, segments, and campaigns. The possibilities are endless.

You can also design stages based on customer responses or event triggers. For example, if a prospect visits the Web site and downloads a brochure, a follow-up e-mail can be generated thanking that prospect for visiting.

E-mail Marketing On Demand

Easily set up and configure e-mail campaigns on the fly using the easy-to-use campaign creation interface. You don't have to be an HTML genius or segmentation wiz to create personalized, high-impact e-mail campaigns.

With CRM On Demand, you can:

- Send e-mail campaigns
- Create rich HTML and text e-mails using an embedded HTML and text editor
- Merge customer data into personalized e-mails
- Insert conditional messaging based on recipient attributes
- Track delivery and response for each recipient automatically

Advanced List Management

List management functionality further increases productivity and usability. When creating new lists or editing lists, users are provided with context-sensitive help to guide them through correctly defining list criteria. In addition, list content can be easily exported from the list page into third-party applications such as Microsoft Excel for further analysis.

KEY FEATURES:

LEAD ASSIGNMENT

- Automated lead assignment
- E-mail notification for new leads

LEAD MANAGEMENT

- Closed-loop lead tracking
- One-step lead conversion
- Historical lead tracking
- Lead qualification scripts
- Two-tier lead management

CAMPAIGN MANAGEMENT

- Comprehensive campaign planning and management
- Real-time tracking of budgetary and other metrics
- Multidimensional contact segmentation

Outlook E-mail Integration

Associate inbound and outbound e-mails, including attachments, with contacts, leads, accounts, opportunities, and service requests. Capture new e-mail addresses, search for addressee information, and edit and create new records in Siebel CRM On Demand. You can do it all with a single click while working directly within Microsoft Outlook.

Campaign Management

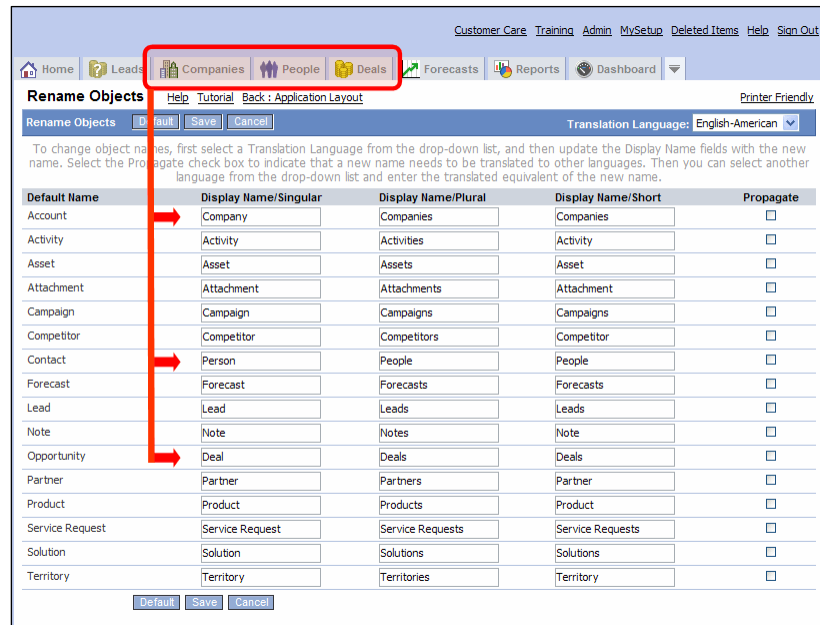
Response Capture

Capture responses in real time using embedded links within Web pages, product links, downloads, Web submission forms, and surveys. Siebel CRM On Demand Marketing automatically associates each response to the original campaign and contact, allowing you to easily measure marketing effectiveness.

With Response Capture, you can:

- Analyze responses by channel
- Analyze responses by campaign
- View closed-loop response tracking from prospect to closure
- Determine which of your campaigns are the most effective

Customization



Tailor your hosted CRM solution to a whole new level using Siebel CRM On Demand’s powerful new customization capabilities, which allow you to create customer fields and reports using dozens of fields and multiple logical arguments.

Customization features let you:

- Automatically rename tabs and objects throughout the solution

- Pass data to an external system by creating a hyperlink
- Create tailored home pages
- Define role management, user-privileges data access, and screen layout
- Run reports and analyses from customized fields

Offline Access

Full Name	Title	Account	Work Phone	E-Mail
William Rick	Sales	ZI Inalpha Corporation	(256) 730-6768	WilliamRick@usphotosf...
Melanie Brooker	Manager-Marketing	VPRT	(305) 844-4211	MelanieBrooker@usphoto...
Andrea Crouch	Sales Department	VPRT	(305) 844-4211	AndreaCrouch@usphoto...
George Dooley	President	VPRT	(305) 844-4211	GeorgeDooley@usphoto...
G. D. Brown	Director-Marketing	Wireless One, Inc.	(601) 936-1517	G.Brown@usphotosoft.c...
Henry Burkhalter	President & Chief Executive Officer	Wireless One, Inc.	(601) 936-1517	HenryBurkhalter@uspho...
Jim Perry	Vice President-Sales	Wireless One, Inc.	(601) 936-9355	JimPerry@usphotosoft.c...
Richard Reiss	Chairman, President & CEO	Wire One Technologies, Inc.	(973) 282-2033	RichardReiss@usphoto...
Ernest McKee	Chairman, President & CEO	Westwood Corporation	(918) 524-0006	ErnestMcKee@usphoto...
Fred Corcennino	Vice President Sales	Western Multiplex Corporation	(206) 340-6787	FredCorcennino@usphoto...
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Kay Kienast	Vice President-Marketing	Vina Technologies, Inc.	(510) 492-0608	KayKienast@usphotosoft...
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Jack Feeney	Vice President-Sales & Marketing	Videstek, Inc.	(610) 327-9295	JackFeeney@usphotosoft...
Jochen Kuchner	International Sales Manager	Videstek, Inc.	(610) 327-9295	JochenKuchner@usphoto...
Joy Mossholder	Manager-Marketing	Videstek, Inc.	(610) 327-9295	JoyMossholder@usphoto...
Philis Stevaert	President	Videstek, Inc.	(610) 327-9295	PhilisStevaert@usphoto...
Denise Grey	Chief Marketing Officer	Versa Technologies, Inc.	(678) 589-3570	DeniseGrey@usphotosoft...
James Logsdon	President & Chief Operating Officer	Versa Technologies, Inc.	(678) 589-3570	JamesLogsdon@usphoto...
Theodore Procky	President & Chief Executive Officer	Versar, Inc.	(703) 642-8625	TheodoreProcky@usphoto...
Lawrence White	Executive VP-Corporate Development	Versar, Inc.	(703) 642-8625	LawrenceWhite@usphoto...
James Slatner	Vice President-Marketing	Verlink Corporation	(256) 772-3757	JamesJames@usphoto...
Graham Pattison	President & Chief Executive Officer	Verlink Corporation	(256) 772-3757	GrahamPattison@usphoto...
David Perry	President & Chief Executive Officer	Vestro Corporation	(650) 667-8950	DavidPerry@usphotosoft...
Jeff Crozier	Vice President-Sales	UBET Wireless	(435) 646-5200	JeffCrozier@usphotosoft...

Take Siebel CRM On Demand on the road. Offline functionality allows access to accounts, contacts, opportunities, tasks, and appointments without internet access. Modify or create new sales opportunities and synchronize updates when reconnected to the internet in the office, at home, or in a hotel.

Lead Management

Automated Lead Assignment

The screenshot displays the Siebel CRM OnDemand interface for a Lead Detail. The page is organized into several sections:

- Key Lead Information:**
 - Mr./Ms.: Mr.
 - First Name: Mike
 - Last Name: Effers
 - Company: Gibbons Equipment
 - Job Title: President
 - Created By: Ed Taylor (11/28/2003 07:39 PM)
 - Primary Phone #: 702-779-5000
 - Cellular Phone #: 702-779-5500
 - Work Fax #: 702-779-5500
 - Email: mike.effers@gibbons.equipment.com
 - Never Email:
 - Modified By: Ed Taylor (2/3/2004 08:00 AM)
- Opportunity Related Information:**
 - Status: Qualifying
 - Rating: A
 - Product Interest: 1000LT
 - Potential Revenue: \$250,000.00
 - Estimated Close Date: 12/5/2003
 - Next Step: Call
 - Source: Advertisement
 - Campaign: Industry
 - Industry: Retail
 - Annual Revenues: \$300,000,000.00
 - Number of Employees: 80
- Additional Information:**
 - Associated Account
 - Associated Contact
 - Associated Opportunity
 - Lead Owner: Ed Taylor (highlighted with a red box)
 - Reassign Lead Owner:
 - Sales Person: Ed Taylor
 - Description: Prospect responded to recent advertisement.
 - Address: 850 Wycomb Street, Norman, OK 73117, USA
 - Web Site: www.gibbons.equipment.com
- Open Activities:** Table with columns: Priority, Subject, Activity, Date, Status, Owner.
- Completed Activities:** Table with columns: Priority, Subject, Activity, Date, Status, Owner.
- Attachments:** Table with columns: Attachment Name, Size (In Bytes), Type, Created By, Modified By, Last Modified.

Automatically assign leads to the right person based on territory, product expertise, or user-defined rules. Reassign leads based on territory changes or personnel changes. Lead assignment features include a built-in wizard for directly importing leads from spreadsheets, automatic lead assignment based on predefined rules, e-mail notification for new lead assignments, and easy reassignment of leads.

With Automated Lead Assignment, you can:

- Streamline lead importing
- Conduct easy analysis of lead sources by campaign and channel

Lead Followup

The screenshot shows the Siebel CRM OnDemand interface for the Leads Homepage. The top navigation bar includes links for Home, Calendar, Service, Campaigns, Accounts, Contacts, Opportunities, Forecasts, and Dashboard. The main content area is divided into several sections:

- Lead Lists:** A list of filters for lead management, including All Leads, All Converted Leads, All Leads Being Qualified, All Qualified Leads, All Recently Created Leads, All Recently Modified Leads, All Rejected Leads, My Leads, and My New Leads.
- Recently Created Leads:** A list of leads with details such as name, company, and phone number. Examples include Margaret Henderson @ Centex Autos, Jim James @ Forest Ventures, and others.
- Lead-Related Tasks:** A table showing tasks related to leads. The table has columns for Due Date, Subject, and Lead. An example entry shows a due date of 11/27/2003, subject 'Send brochure', and lead 'Todd Graham'.
- Qualified Leads:** A table showing qualified leads with columns for Full Name, Company, and Primary Phone #. An example entry shows Todd Graham, Walys Forklift & Crane, and phone number 602-388-4455.

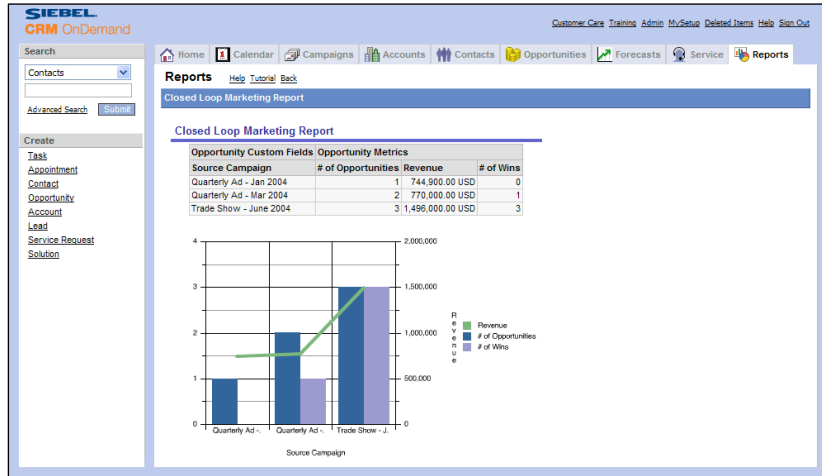
The interface also includes a search bar, a 'Create' menu with options like Task, Appointment, Contact, Opportunity, Account, Lead, Service Request, and Solution, and a footer with copyright information for Siebel Systems, Inc. (© 2004).

From qualifying leads to closing revenue, you can easily track leads through each stage of the sales process using Siebel CRM On Demand's closed-loop marketing design. Two-tiered lead management lets inside sales representatives qualify leads while field sales reps focus on converting leads into revenue-generating opportunities. Lead-management features include automatic lead assignment, automatic e-mail notifications, closed-loop lead tracking, and easy lead reassignment based on territory/personnel changes.

Lead management lets you:

- Track leads through each stage of sales cycle
- Support two-tiered lead management
- Identify productive lead sources
- Create a consistent standard for qualified leads
- Focus reps on the most promising opportunities

Marketing Analytics



Using powerful marketing analytics, you can view real-time and historical campaign reports to track conversion rates and responses to marketing programs. Built-in analytics allow you to quickly improve campaign effectiveness and monitor message effectiveness.

With prebuilt and configurable marketing analytics, you can:

- Easily quantify leads generated
- Gain real-time insight to campaign performance
- Associate responses to sales opportunities

Learn More About Siebel CRM On Demand

For more information, CONTACT

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