

BUSINESS INTELLIGENCE FOR SIEBEL LEVERAGING THE SAP® BusinessObjects™ SOLUTION PORTFOLIO

Learn More About Your Customers Today

Your customers are important to you and, naturally, are the reason for your business success. You recognize how challenging it can be to gain customer trust – and how easy it is to lose their faith. As you establish loyal customer relationships, your organization continues to grow and maintain its competitive advantage. To manage your valued customer relationships and touch points, your company selected Siebel. Now your organization faces a new challenge – how can you optimize the value of customer data from Siebel to become more customer-centric today?

SAP understands the value of leveraging customer information to maximize your relationship with the customer. By taking advantage of our leading business intelligence (BI) offerings that are designed to fit seamlessly into your Siebel environment, your company is equipped to understand customers, manage relationships, and achieve a more customer-centric focus. With SAP® BusinessObjects™ BI solutions, you learn more about your customers' needs, wants, and preferences today – ensuring you continue to achieve customer success.

With SAP BusinessObjects XI, we continue to deliver our leading BI platform with insightful end-user capabilities to customers using Siebel applications. Whether you are looking to standardize on a BI solution to complement Siebel or seeking a consolidated view of your customer using leading BI capabilities,

the SAP BusinessObjects solution portfolio offers the right tools and solutions to help you make the most of your Siebel investment. SAP BusinessObjects delivers:

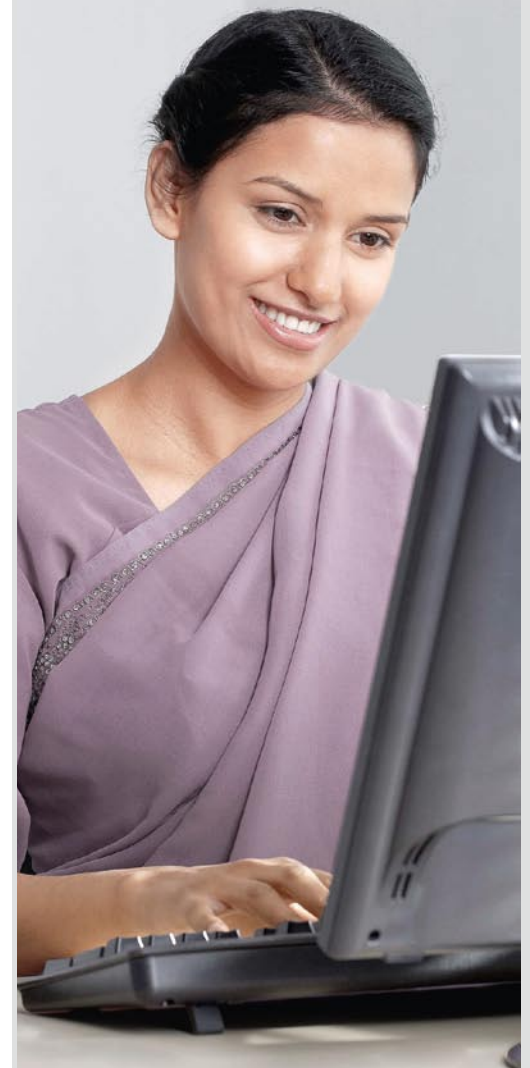
- Seamless integration with Siebel applications
- A flexible and open architecture platform
- Innovative end-user capabilities to provide consolidated and trusted customer insight

SAP offers you the technology, tools, and packaged data applications you need to integrate your Siebel data with other systems. Composed of software and services that support your operational and analytical initiatives, the SAP BusinessObjects XI solution portfolio includes SAP BusinessObjects Enterprise software, SAP BusinessObjects Data Quality Management software, SAP BusinessObjects Data Integrator software, and SAP BusinessObjects Rapid Marts® packages, among other solutions.

BI Integration for Siebel Software

SAP BusinessObjects Integration software designed for joint Siebel applications and SAP BusinessObjects customers enables you to integrate leading BI software with the Siebel environment. It allows you to extract valuable customer information to make better business decisions, and includes a set of data drivers, integrated security, and custom user interfaces that deliver rich, formatted, interactive reports for the Siebel environment.

The SAP® BusinessObjects™ solution portfolio provides a robust set of technology, tools, and packaged data applications that enrich your Siebel environment, helping you achieve new heights in customer intelligence.



The integration package for Siebel integrates Crystal Reports® software and SAP BusinessObjects Enterprise software directly with your Siebel system and includes the following components:

- **Native driver for Crystal Reports**, supporting Siebel 7.5, 7.7, and 8.0 – This database driver is designed specifically for reporting off Siebel data. It allows you to connect to Siebel data sources and design reports with the Crystal Reports designer, and it allows the SAP BusinessObjects Enterprise processing servers to run those reports against your Siebel system.
- **Security plug-in** allowing you to map Siebel responsibilities to SAP BusinessObjects Enterprise. SAP BusinessObjects Enterprise can then authenticate users against the Siebel system, and Siebel users can log on to SAP BusinessObjects Enterprise with their usual Siebel credentials.
- **Contextual awareness** that presents users with reports likely to be relevant to their current task. Users accessing Crystal Reports directly from a Siebel client application are automatically shown reports incorporating Siebel data.

With SAP BusinessObjects Integration functionality, users can make the most of the information stored in Siebel systems, such as Siebel Marketing or Contact Center, as well as non-CRM data. Designed to offer seamless integration into SAP BusinessObjects

Enterprise, the integration functionality provides your organization with access to other analytic capabilities, including dashboards, scorecards, financial planning and budgeting, integration with Microsoft Office environments, and self-service query and analysis – all of which provide insight into your customer base and enable your users to make better decisions today.

Flexible and Open Trusted BI Platform

SAP BusinessObjects Enterprise empowers the management and secure deployment of specialized end-user tools for performance management, reporting, and query and analysis on a scalable and adaptive open service-oriented architecture. Putting information in the hands of your end users sooner rather than later encourages better business decisions, making a positive impact on the bottom line.

Innovative and Insightful End-User Capabilities

SAP BusinessObjects solutions unlock the data stored in all of your operational and enterprise applications, delivering it to a variety of user interfaces – including reports, dashboards, Microsoft Office documents, and portals. Our enterprise performance management products provide users with dashboards and scorecards to align execution with strategy, while our planning applications offer strategic planning, budgeting, forecasting, and

consolidations. Our award-winning reporting tools deliver meaningful information to internal and external users, and our query and analysis tools enable end-users to interact with business information – all without needing to consult with IT or write SQL statements.

Data Quality for Siebel

To ensure you have high data quality where you need it and when you need it, we offer SAP BusinessObjects Data Quality Management software for Siebel Customer Relationship Management (CRM) and Universal Customer Master (UCM).

Tightly integrated into the Siebel application, our data quality technology offers an effective method for ensuring the highest levels of quality are maintained within your customer data. Our powerful data cleansing and matching functionalities are automatically invoked within the Siebel server during either real-time or batch processing of your customer data. Clean and consistent data enables you to achieve that most important goal – a single, 360° view of every customer. Whether you use it in real time or batch mode, the SAP BusinessObjects Data Quality Management technology helps ensure the customer information you use is reliable, accurate, and trusted.

SAP BusinessObjects Data Quality Management software designed for Siebel CRM can be linked to any



Siebel CRM application. SAP BusinessObjects solutions provide extensive data quality functionality for the Siebel community, with over 100 mutual customers and 100,000 seats.

We have extended our support for Siebel environments with a solution that provides embedded SAP BusinessObjects Data Quality Management software within Siebel's UCM application. As organizations realize the power of a comprehensive and accurate master data set, ensuring this data is maintained in pristine form becomes essential to retaining the value of this powerful corporate asset.

Data Integration for Siebel

SAP BusinessObjects technology, tools, and packaged applications are designed to help you to rapidly and successfully integrate data from Siebel with other systems. SAP

BusinessObjects Data Integrator software is a data integration tool that supports real-time and batch processes. It is designed to simplify and speed data movement and data sharing across the enterprise. SAP BusinessObjects Data Integrator allows organizations to easily explore, extract, transform, and deliver data anywhere, at any frequency. This software helps to ensure the integrity of your data, maximize developer productivity, and accelerate data integration performance for all of your operational and analytic initiatives.

SAP® BusinessObjects™ Rapid Marts® Packages for Siebel

Look to SAP BusinessObjects Rapid Marts® packages if you are looking to accelerate the deployment of analytics. These versatile packages are composed of a predefined data mart, metadata (SAP BusinessObjects universes), analytics, reports, and built-in best practices for data integration techniques – especially designed for Siebel.

SAP BusinessObjects Rapid Marts packages are an add-on to SAP BusinessObjects Data Integrator and enable your organization to gain immediate insight into business operations without waiting for a long data warehouse deployment or placing a heavy burden on your IT staff. SAP offers a variety of SAP BusinessObjects Rapid Marts packages designed for Siebel:

- **SAP BusinessObjects Call Center Rapid Mart™** package supports

analysis of and monitoring of call center-related data. With this SAP BusinessObjects Rapid Marts package, you can analyze generated service requests by campaign, sales rep, potential competitor, status, stage, and activities. You also can evaluate product defects and the effectiveness of service request management, and monitor information such as employee skills and customer surveys.

- **SAP BusinessObjects Campaign Rapid Mart package** supports analysis of campaign-related data. Using this SAP BusinessObjects Rapid Marts package, you can analyze campaign programs by market segment, campaign offer, or product. You also can determine campaign effectiveness, review campaign response by product market segment and offers, and monitor campaign costs.
- **SAP BusinessObjects Pipeline Rapid Mart package** supports analysis of sales opportunity and pipeline management data. It includes profile and account management information on products, pricing, and competitors. Users can analyze opportunity information by campaign, sales rep, potential competitor, status, stage, and activities. You also can understand customer behavior, and forecast revenue by account, opportunity, product, product line, employee, partner, division, organization, sales/service agreement, or project.

Summary

The SAP® BusinessObjects™ solution portfolio provides the technology, tools, and packaged data applications to integrate Siebel applications data with other systems rapidly and successfully and enrich your Siebel environment. SAP BusinessObjects business intelligence (BI) solutions include SAP BusinessObjects Enterprise software, SAP BusinessObjects Data Quality Management software, SAP BusinessObjects Data Integrator software, and SAP BusinessObjects Rapid Marts® packages, among other solutions.

Business Challenges

- Integrate Siebel applications data with other systems
- Ensure data quality across applications and deliver rich, formatted, interactive reports for the Siebel environment
- Deliver trusted information that supports operational and analytical initiatives

Key Features

- **Native driver for Crystal Reports®** – Connect to Siebel data sources, and design and reports against your Siebel system
- **Extraction, transformation, and load (ETL)** – Build a data warehouse or data mart of any size to fit your organization's requirements
- **Data security** – Tight integration with Siebel security gives users instant and secure access to data based on their Siebel credentials
- **Data quality** – Understand and cleanse your organization's data to correct errors, enrich data, and improve end-user trust and confidence in reporting
- **Data marts** – Accelerate deployment with prebuilt data integration solutions for accelerating the deployment of analytics from Siebel applications

Business Benefits

- **Make better-informed business decisions** by extracting valuable customer information
- **Enhanced data confidence and visibility**, with trusted information and a single view of the enterprise
- **Rapid deployment and lower total deployment costs**, with prebuilt data marts helping accelerate time to market
- **Timely, comprehensive solution**, leveraging a robust portfolio of products for managing integration of your Siebel applications

For More Information

To learn more about SAP BusinessObjects information management solutions from SAP, visit our Web site at www.sap.com/sapbusinessobjects.

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