

ORACLE®

Responsive Web Design

Siebel Open UI

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September 28–
October 2, 2014
San Francisco

ORACLE
OPEN
WORLD

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Safe Harbor Statement

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Program Agenda

- 1 ➤ User Experience Evolution
- 2 ➤ Travel through Siebel UI Evolution
- 3 ➤ Responsive Web Design with IP-2013 and Box Fusion
- 4 ➤ Looking ahead to the future with Open UI
- 5 ➤ IP-2014 Highlights demo

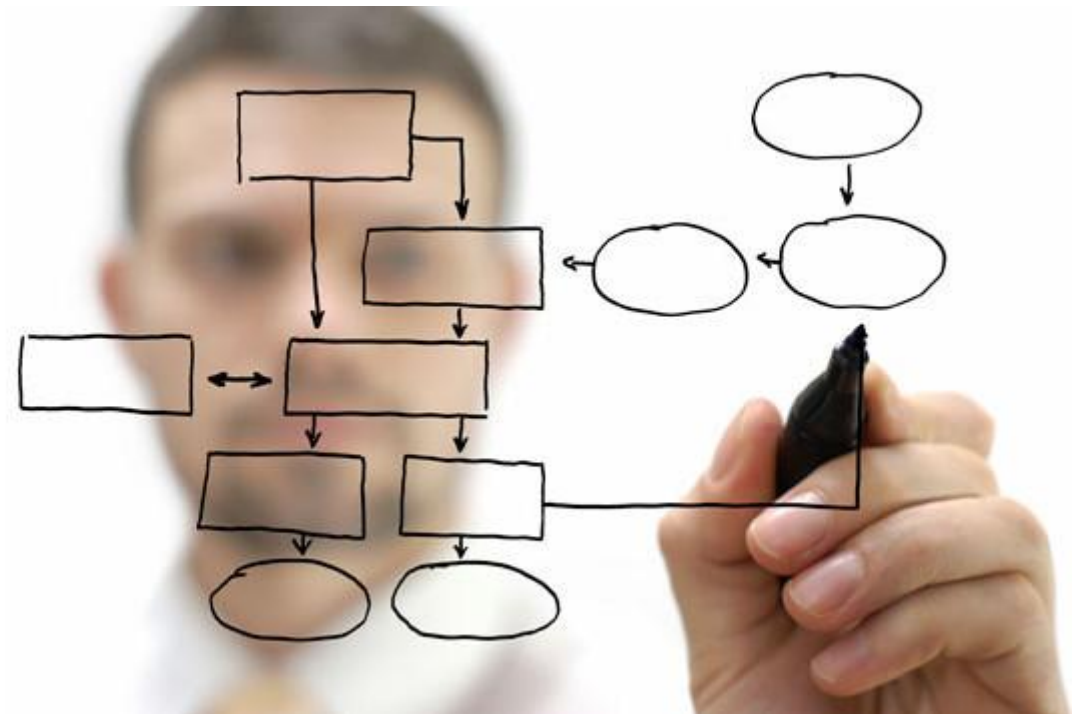
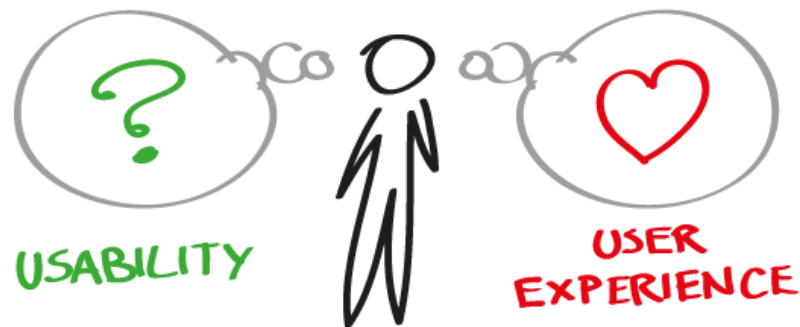
A woman with long brown hair and glasses is sitting at a wooden table in a cafe. She is wearing a brown leather jacket and a blue patterned scarf. She is holding a black mobile phone to her ear with her left hand and looking down at a magazine or newspaper on the table with her right hand. The background is a bright, modern cafe with large windows and other people sitting at tables.

User Experience Evolution

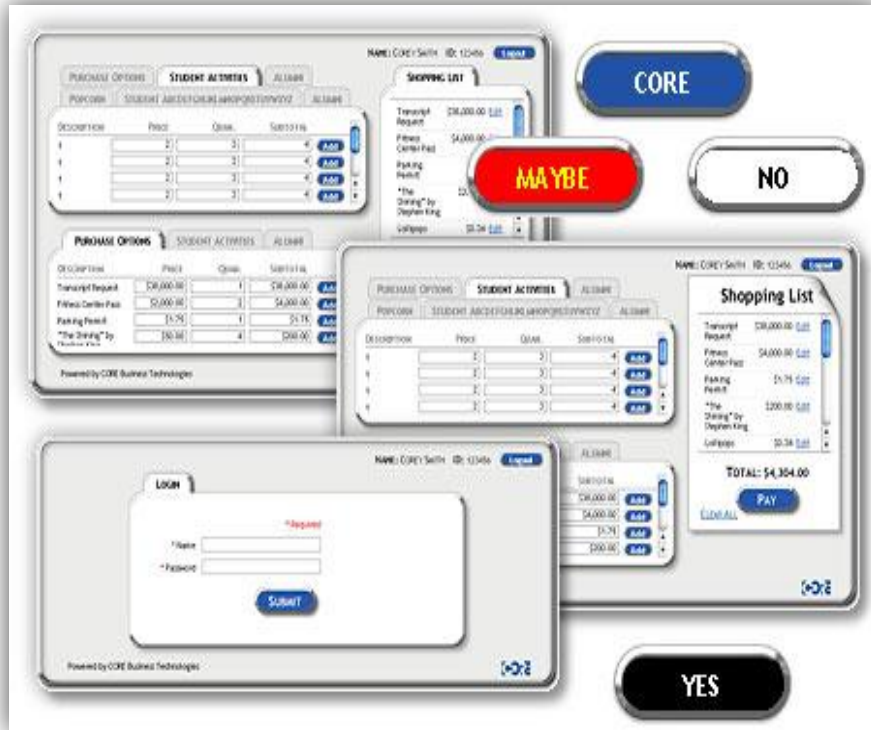
What is Usability?

“User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations”

- User friendly experience
- Role / Persona based functional design
- Accessible anywhere
- Simplified and intuitive



User Interface Evolution



- Desktop interfaces of the past
- Enterprise applications based on list and forms
- Focused to repeatable tasks

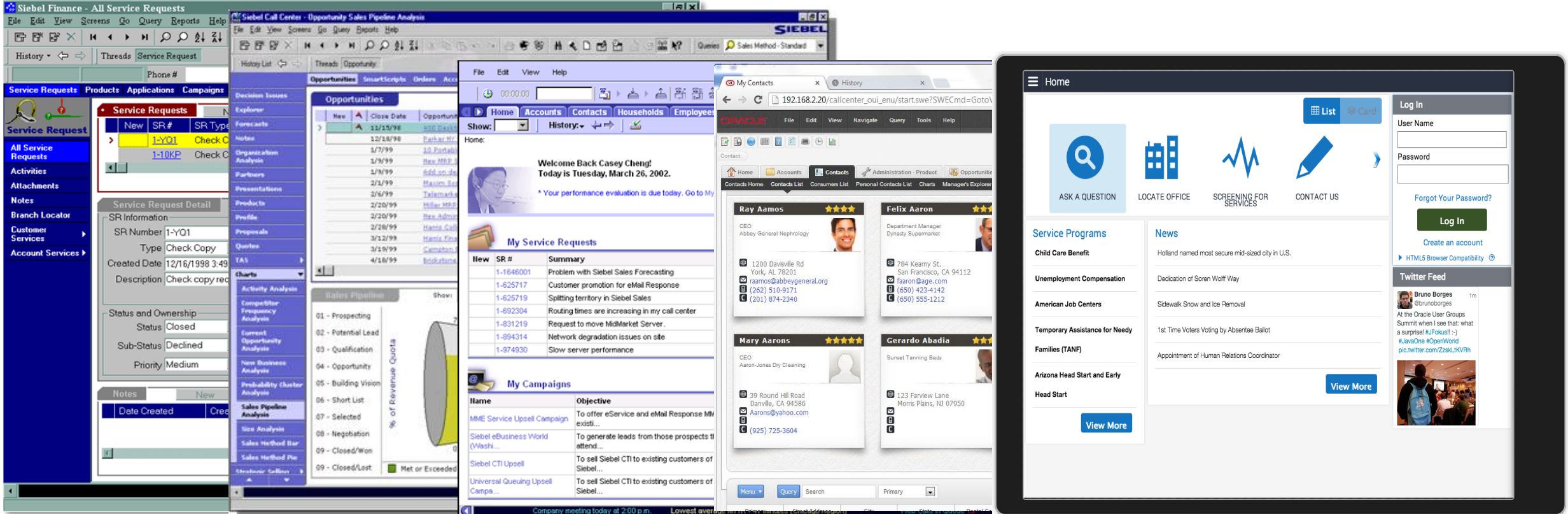


- Mobile and Social change the way we use applications
- Millennials expect modern, social, user experiences
- Easy to read, simplified, rapid, consumable interfaces

A woman with long brown hair and glasses, wearing a brown leather jacket and a blue patterned scarf, is sitting at a wooden table. She is holding a black mobile phone to her ear with her left hand and looking down at a large open book or document on the table with her right hand. The background is a bright, modern office or cafe setting with large windows and other people blurred in the distance.

Travel through Siebel UI Evolution

Siebel UI Evolution



Client Server

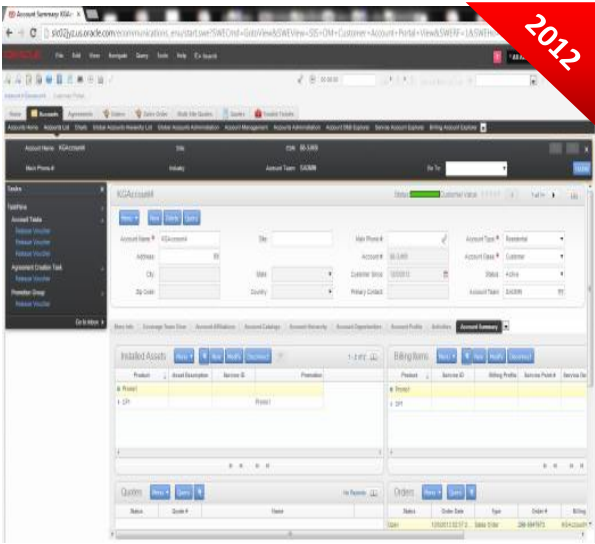
Insight

Web Architecture

Any Browser

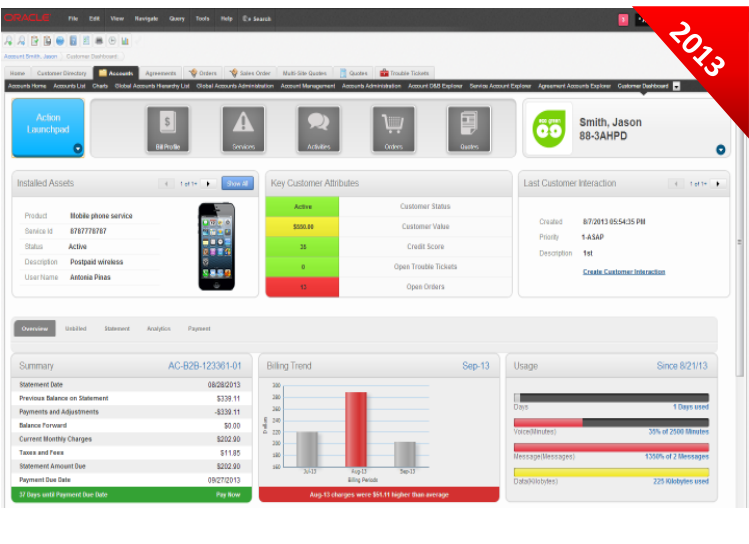
Any Device

Evolution of Open UI



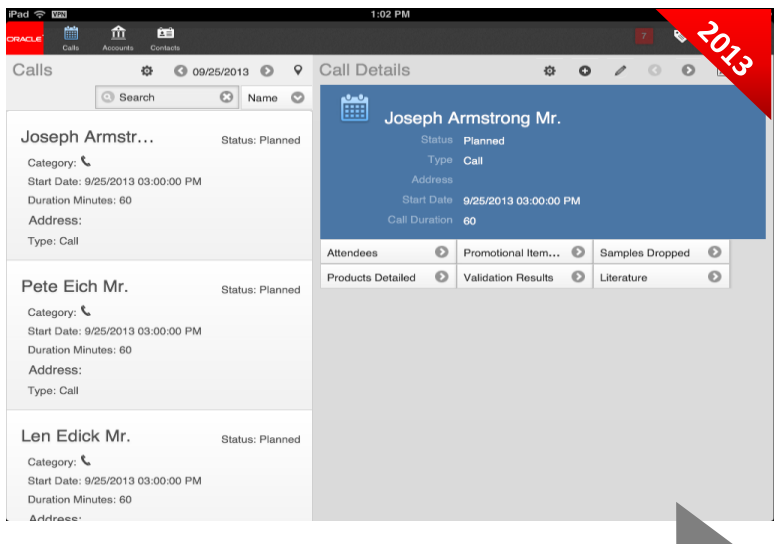
Innovation Pack 2012

Open UI Framework



Innovation Pack 2013

Process Simplification
Connected & Disconnected Mobile



Open UI – By Features

IP-2012 and Spring 2013

Usability and Productivity

- CTI, Email Response, Notifications
- Calendar –Daily, Weekly, Monthly completely configurable
- Siebel Search
- Chart and Reports
- Product Configurator, MVGs, Textboxes
- Smart Script, TBUI
- File attachments with drag and drop capabilities
- Currency, datetime controls
- Customer Dashboard
- Accessibility
- SiteMap filtering

Business Agility – Runtime Configuration

- Change look and feel of applications based on color themes, navigation – tab versus menu navigation
- Set theme by user preference

IP-2013

Usability and Productivity

- Binocular Find and Search – single navigation paradigm
- Siebel Chat
- Promotion configuration and catalog for C/OM
- Dispatch board for agents
- Drag and Drop framework – integrated with shopping cart and calendar appts
- Partner Relationship Management
- Self-Service applications
- Redesigned Siebel Marketing and loyalty
- Function space diary for event management
- Self-Service Registration

Business Agility – Runtime Configuration

- Change Look and feel of applets and views
- Ability to create application look and feel by Roles, Responsibilities and User groups

Roadmap

Usability and Productivity

- iHelp
- Gantt Chart and Resource Scheduler
- Hierarchy View for Account, Contact & org chart
- Organizational Analysis View
- Inline editing for attachments & Correspondence
- Barcode scanning with global search
- Product Configurator administration
- Notifications for Universal Inbox
- Quote and Order Home Pages
- Smartsript designer
- Marketing Program Designer
- Print and email Invoice and Signature capture

Business Agility – Runtime Configuration

- Responsive Web design
- Ability to create views once and deploy across desktops and tablets

iHelp

Roadmap

Account Home: 1-2BHS

Sales Order ORACLE File Edit View Navigate Query Tools Help

Sales Orders Home Order:

How do I...

Create an Order

[Navigate to Orders View](#)

- Navigate to the All Sales Orders View**
- Create new record**
 - Click New Button
 - Select Order Type
 - Select Account
 - Select Price List from the form applet
- Drill into the order to enter more details**
- Select Products** in the Order Line Items View
- Apply Discounts** in the Line Item Details View
- Enter Billing Information** in the Payment Information View
- Enter Payment Information** in the Payment Information View
- Submit Order** from the Order Form Header View

[Return to Sales Order iHelp](#)

Frequently Viewed Sales Orders

- [My Sales Orders](#)
My Sales Orders
- [All Sales Orders](#)
All Sales Orders
- [My Sales Orders This Week](#)
My Sales Orders created this week
- [My Sales Orders Today](#)
My Sales Orders created today
- [My Pending Orders](#)
My Sales Orders with Status - Pending

Recent Records

- [1-2BHS](#)

iHelp

Create an Order

Search

Order #:

Type:

Account:

Last Name:

First Name:

Priority:

Status:

Add

Order #:

Type:

Account:

Last Name:

Price List:

New Navigation Paradigm

The screenshot displays the Siebel Web Call Center Home interface. The top navigation bar includes a Home button, the ORACLE logo, and standard menu items: File, Edit, View, Navigate, Query, Tools, and Help. A dark sidebar menu is open, listing various navigation options: Home, Accounts, Agreements, Orders, Sales Order, Multi-Site Quotes, Quotes, Customer Directory, Trouble Tickets, My BIP Reports, and Calendar. The main content area is divided into several sections:

- Accounts:** A table with columns for Status, Summary, and Account. The first row is highlighted, showing "Open" status, "North Bayview Clinic" summary, and "Atherton Group" account.
- My Analytics:** A calendar view for Sunday, September 21, 2014, with a grid of time slots from 08 to 07.
- My Activities:** A table with columns for New, Planned Start, Type, Description, and Account. It lists several activities, including "Account Call" and "Call Attendee" for "Albany General Hospital" on 9/19/2014 and 9/18/2014.
- My Orders:** A table with columns for Order #, Status, Priority, and Order Date.

The interface also features an "Edit Layout" button in the top right corner and a search icon in the top right navigation bar.

New Communications Panel

The screenshot displays the Oracle Service Request interface with two versions of the Communications panel. The top navigation bar includes 'Service Request', search, notification (4), user 'Jury', 'Tools', and 'Help'. The left sidebar lists 'Frequently View Requests' and 'Recent Record'. The main content area shows a 'Communications' panel for a chat session with 'jack.jones@oracle.com'. The panel is split into two views: 'Slim' and 'Normal Size'. The 'Slim' view is narrower, showing customer details and a chat log. The 'Normal Size' view is wider, showing the same details but with a larger chat log area and a 'Text (maximum 1023 characters)' input field. Both views include an 'Update' button and a 'Go To' dropdown. The 'Normal Size' view also features an 'Add & Go' button and an 'Edit Layout' button.

Communications Panel – Slim

Communications Panel – Normal Size



New Communications Panel - Undocked

The screenshot displays the Oracle Service Request application interface. The main window has a menu bar with 'Service Request', 'ORACLE', 'File', 'Edit', 'View', 'Navigate', 'Query', 'Tools', and 'Help'. Below the menu is a toolbar with various icons. The main content area is divided into two sections: 'Frequently Viewed Service Requests' and 'Recent Records'. The 'Frequently Viewed Service Requests' section contains a list of links for different request categories, such as 'My Service Requests', 'All Service Requests', 'My New Service Requests', 'My Pending Service Requests', 'My Closed Service Requests', 'My Open Service Requests', 'All HelpDesk Incidents', 'All HelpDesk Problems / Known Errors', 'All IT Service Requests', and 'All HelpDesk Cases'. The 'Recent Records' section is currently empty.

An undocked 'Communications' panel is overlaid on the right side of the main window. This panel has its own toolbar and a search bar. The search bar contains the text '->Chat from jack.jones@oracle.com'. Below the search bar, the panel displays customer information for 'Jack Jones', including 'Account', 'Site', 'Phone # : 861082798567', 'Email Address : jack.jones@oracle.com', and 'Job Title :'. There is a 'Go To:' field with a search icon. An 'Update' button is located at the bottom right of the customer information section.

The 'Communications' panel also shows a chat history for 'Jack'. The chat history includes a message from 'CCHENG (9/23/2014 12:12:42 PM) : Hello, Mr. Jones, How can I help you today?' and a response from 'Jack (9/23/2014 12:12:52 PM) : Auto Reply: Hello, Mr. Jones, How can I help you today?'. Below the chat history, there is a text input field with a placeholder 'Text (maximum 1023 characters)' and a 'URL' input field. Both fields have icons for linking, saving, and refreshing.

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Siebel Reports

My Sales Orders: 456850-15181052

Sales Order ORACLE File Edit View Navigate Query Tools Help

List Order:

Run Report

Report Name: Order Detail

Custom Name:

Output Type: PDF

Report Locale: English - United States

Schedule

Frequency: Run Daily/Weekly

Run Time: 17:36

Start Date: 9/21/2014

End Date:

Day(s): Mon Tue Wed Thu Fri Sat Sun

| Order # | Revision | Order Type | Created | Account | Last Name | Sales Rep | Priority | Status | Parent Order# |
|---------------|----------|-------------|----------------|-----------------|-----------|-----------|----------|---------|---------------|
| 456850-151... | 1 | Sales Order | 9/21/2014 0... | Glas Klar Re... | | SADMIN | Medium | Pending | |
| EE1 | 1 | Sales Order | 8/29/2014 0... | PaulSmythe | | SADMIN | Medium | Pending | |
| 456850-148... | 1 | Sales Order | 8/5/2014 04... | 3Com | | SADMIN | Medium | Pending | |
| RJ_ORD_01 | 1 | Sales Order | 7/23/2014 0... | | | SADMIN | Medium | Pending | |
| 456850-147... | 1 | Sales Order | 7/22/2014 0... | Sample Acc... | | SADMIN | Medium | Pending | |
| 456850-147... | 1 | Sales Order | 7/22/2014 0... | 3Com | | SADMIN | Medium | Pending | |
| 456850-146... | 1 | Sales Order | 7/14/2014 0... | 3Com | | SADMIN | Medium | Pending | |
| 456850-145... | 1 | Sales Order | 6/13/2014 0... | 3Com | | SADMIN | Medium | Pending | |
| 456850-144... | 1 | Sales Order | 5/22/2014 0... | 3Com | | SADMIN | Medium | Pending | |
| 456850-143... | 1 | Sales Order | 5/12/2014 0... | PaulSmythe | | SADMIN | Medium | Pending | |

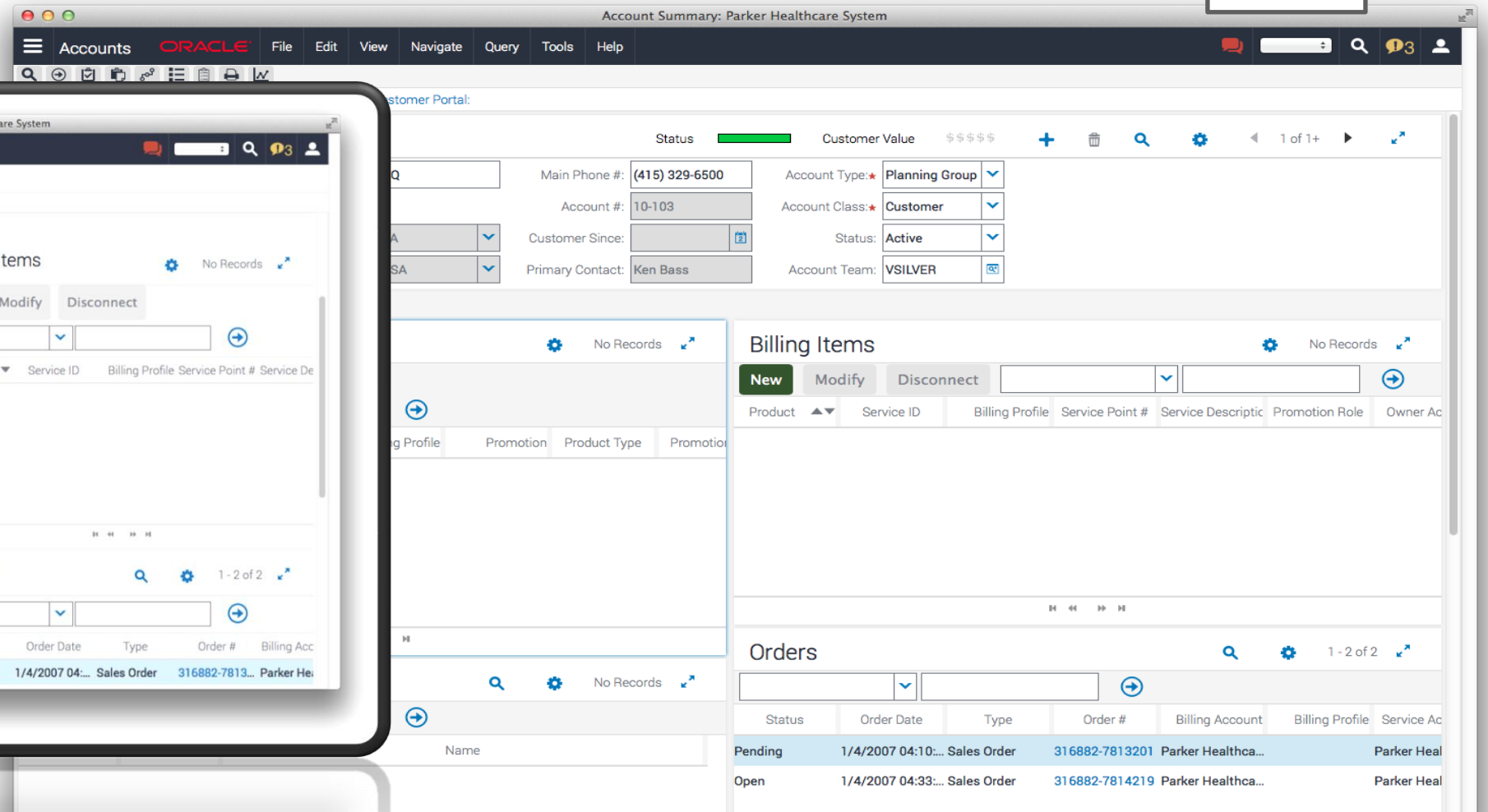
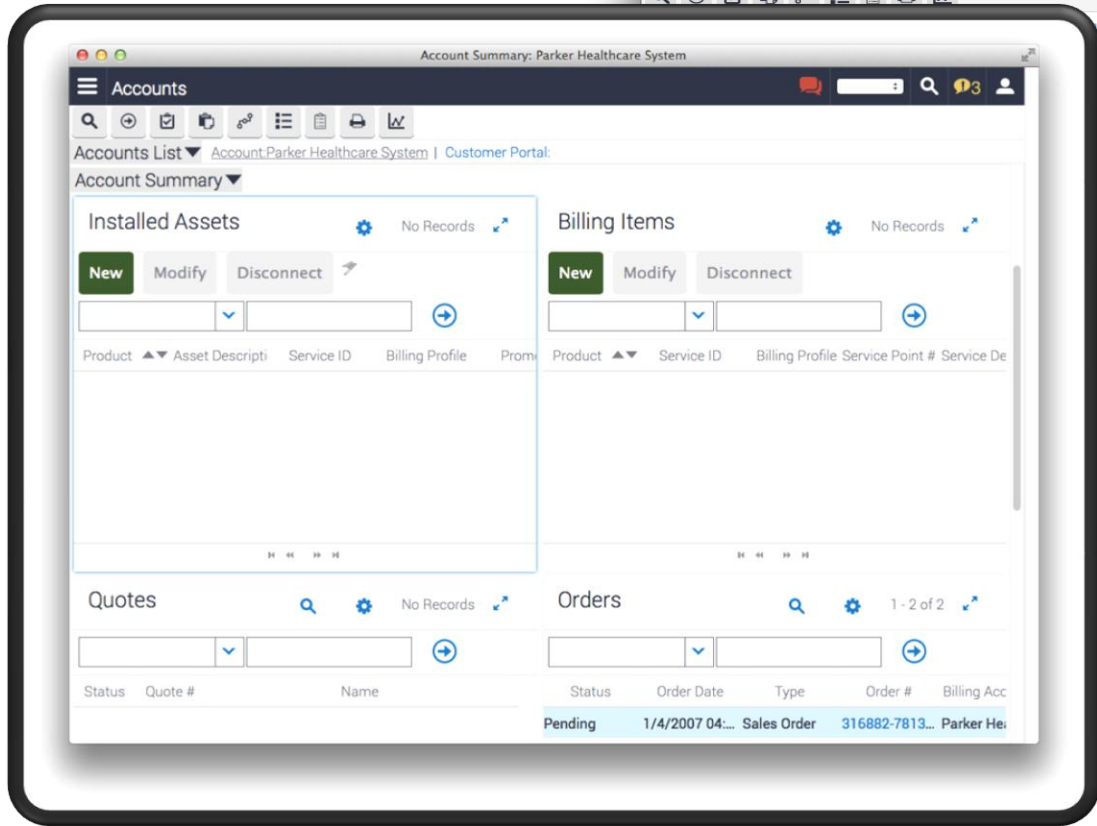
Sales Order

| | | | | | | | |
|-------------|-----------------|-------------|----------------|--------------|-------------------|-------------|--------------|
| Order #: | 456850-15181052 | Account: | Glas Klar Rein | Opportunity: | | Total: | \$0.00 |
| Revision: | 1 | Site: | | Status: | Pending | Price List: | Master Price |
| Order Type: | Sales Order | Last Name: | | Created: | 9/21/2014 05:33:5 | Currency: | USD |
| Sales Rep: | SADMIN | First Name: | | Due: | 9/22/2014 12: | Discount: | |

Account Summary

Desktop

Tablet




Tile Rendering

Contacts **ORACLE** File Edit View Navigate Query Tools Help

Contacts List Contact

All Contacts List Map Card 1 - 10 of 10+


Abbot



babbot@afinan...
(415) 553-1210

Lisa Abbot


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San Francisco
CA
94119



labbot@crystal...
(786) 657-9823

Alison Abbott


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(614) 291-7324

Julie Abbott


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30436



julieabbott@sie...
(614) 291-7324

Diane Abbuehl

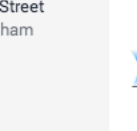
100 Abbuehl Str...
Brooklyn
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22042



dianeabbuehl@...
(614) 291-7324

Laurence A

8 West Street
Birmingham
IN
92626



la...
(8...)

Bobby Abbot 5 of 10+

| | | | | | | | |
|--------------|---------------|-----------------|-----------------|-----------|-------------------|----------|------|
| Last Name:* | Abbot | Work #: | (415) 553-1210 | Account: | Addison Fin | Site: | West |
| First Name:* | Bobby | Main Fax #: | (415) 553-1200 | Address: | 1557 Baker Street | | |
| Job Title: | Founder & CEO | Mobile Phone #: | (415) 553-1211 | City: | San Francisco | State: | CA |
| Mr/Ms: | Mr. | Email: | babbot@afinanci | Zip Code: | 94119 | Country: | USA |

List View

Roadmap

All Accounts: Parker Healthcare System

Accounts List Account:

All Accounts

| New | Name | Site | Parent | Main Phone # | Status | Account Type | Account Team | Account Class | Fund Eligible |
|-----|----------------------|-------------------|--------|----------------|--------|---------------|--------------|---------------|---------------|
| | Parker Healthc... HQ | | | (415) 329-6500 | Active | Group VSILVER | | Customer | N |
| | Video On Dema...SF | | | | Active | | PDARCY | Customer | N |
| | Allbright | Los Angeles | | (368) 236-3734 | Active | Contact Us | SADMIN | Customer | N |
| | Rigby, Eleanor | San Francisco | | (415) 559-6742 | Active | Residential | CMADMIN | Customer | N |
| | Cantona, Eric | Phoenix | | | Active | Customer | SADMIN | Customer | N |
| | Abbey General ... NJ | Premier Health... | | (732) 540-5000 | Active | Customer | TMURPHY | Customer | N |
| | Shaunessy's | | | | Active | HQ | CSADMIN | Customer | N |
| | Abbey General ... NJ | Abbey General ... | | (732) 549-5400 | Active | Customer | TMURPHY | Customer | N |
| | Abbey General ... NJ | Abbey General ... | | (732) 549-1100 | Active | Customer | TMURPHY | Customer | N |
| | Abbey General ... NJ | Abbey General ... | | (732) 549-5600 | Active | Customer | TMURPHY | Customer | N |

Parker Healthcare System

Status: █ Customer Value: \$\$\$\$+

Account Name: Parker Healthcare S Site: HQ Main Phone #: (415) 329-6500 Account Type: Planning Group

Address: 1500 Industrial Account #: 10-103 Account Class: Customer

City: Menlo Park State: CA Customer Since: Primary Contact: Ken Bass Status: Active

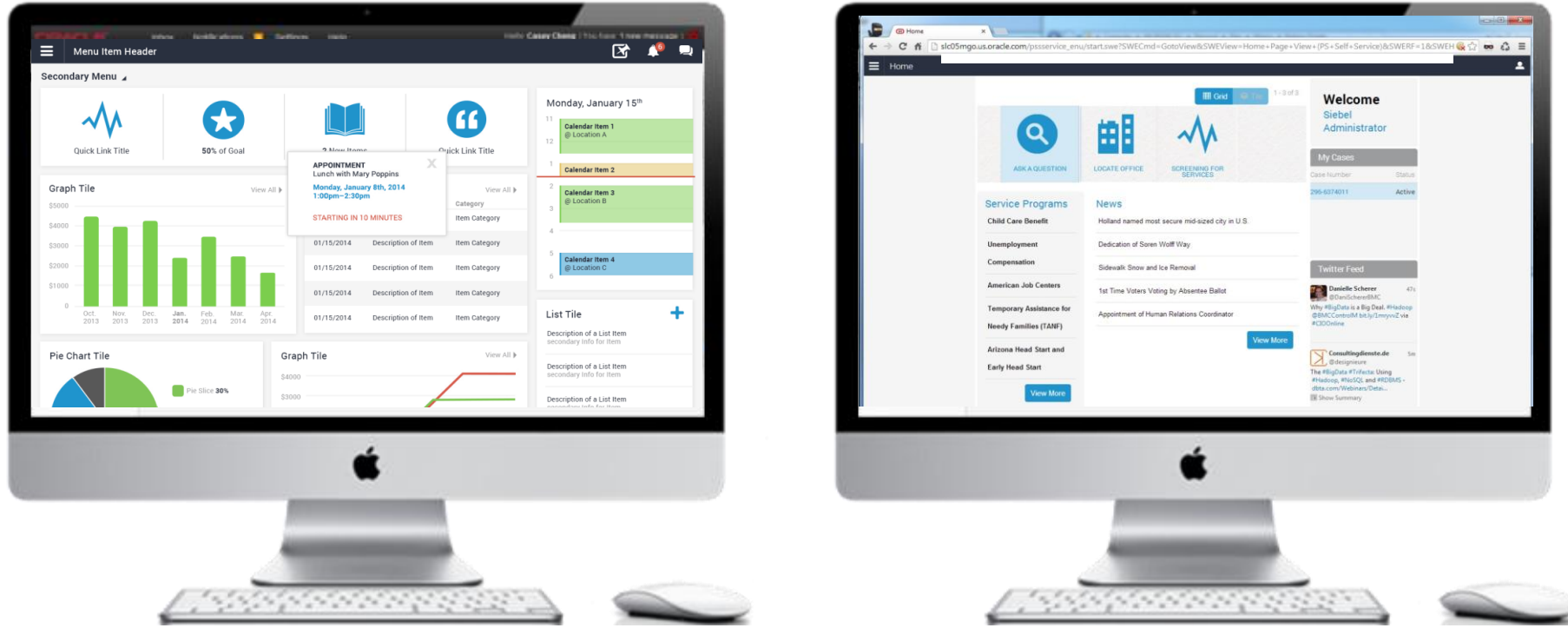
Zip Code: 94025 Country: USA Account Team: VSILVER



Looking ahead to the Future

IP-2014 and beyond

Driving Force for Future of Open UI



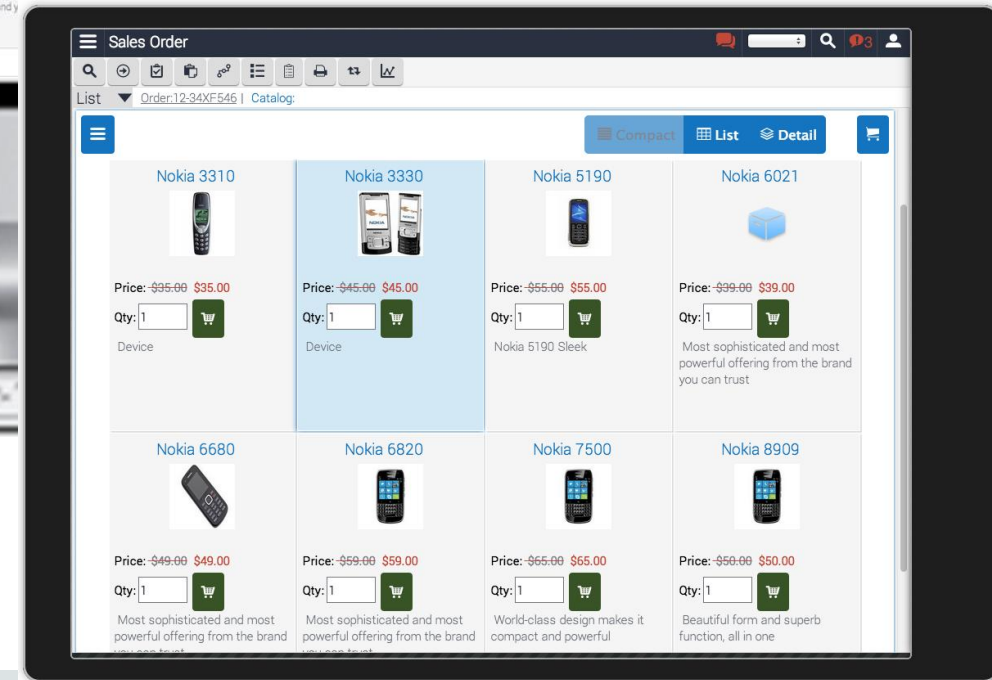
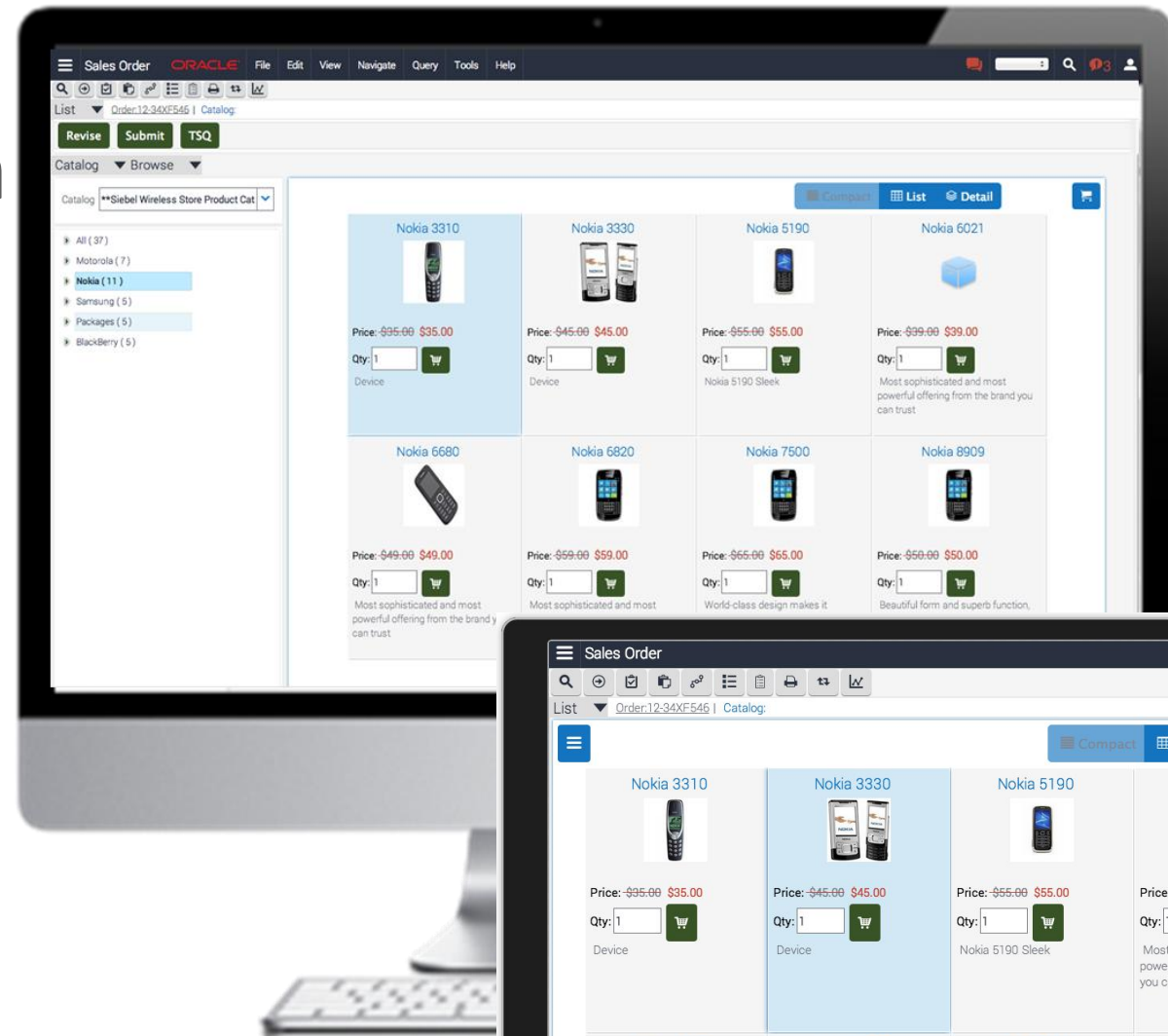
Concept to Reality

- Wireframe design based on user roles (day in the life scenarios)
- Fresh and minimalist
- Laser focused goal user interface context
- Context sensitive navigation
- Collapsible content
- Content chunking
- Consistency across devices

Responsive Web Design

Device Friendly Design

- Single Open UI framework for both Touch and Non-Touch devices
- Any application can now to run on desktops, laptops & tablets
- Responsive applications that adjusts to Screen Form Factors and Device Capabilities
- Enhancements to Open UI Configuration capabilities to build once and use in multiple form factors
- New UI theme that is responsive and modern
- New Navigation option with enhancements to support default navigation option for an application, position, responsibility & user.



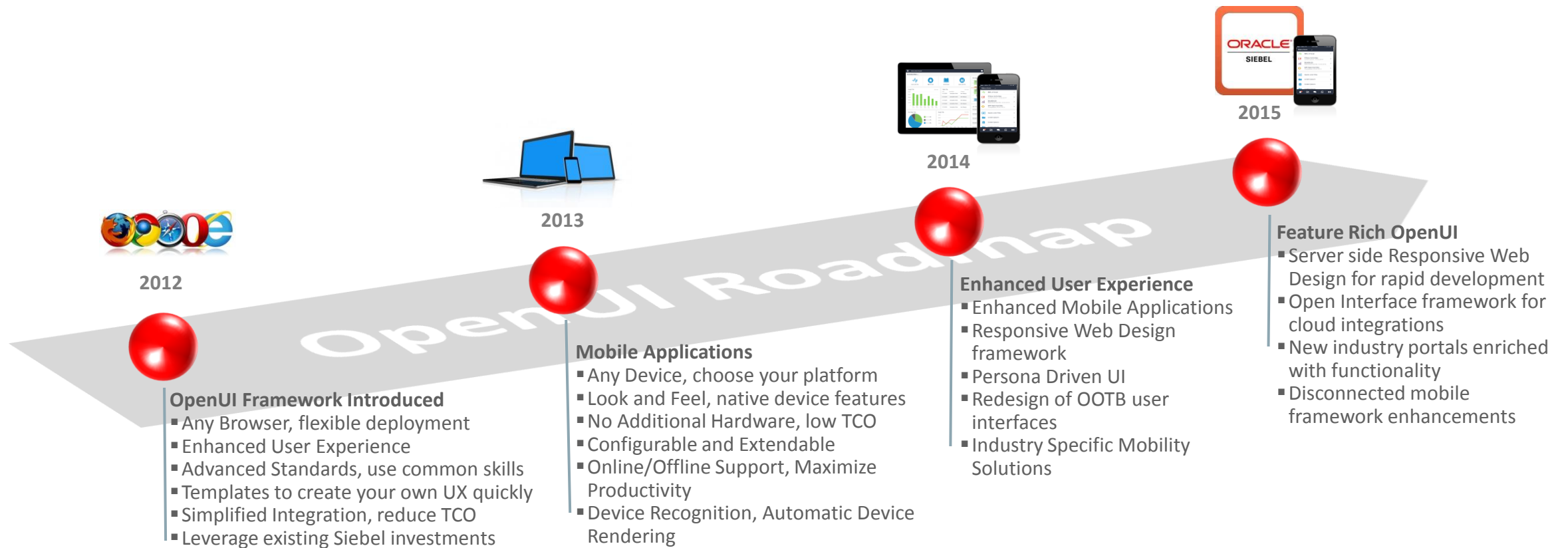
Customer 360 Views

- Intuitive workspace for the agent
- Dashboard style customer snapshot with key information
- Easily digested view of the customer's history
- Recommendations to promote up-sell or cross-sell opportunities or targeted messages



OpenUI Evolution

Web applications evolve and users now expect access from anywhere and with a seamless user experience



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Hardware and Software Engineered to Work Together

ORACLE®