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**Using Oracle SOA Suite and Oracle BPEL Process Manager
to Integrate and Extend Oracle Siebel CRM**

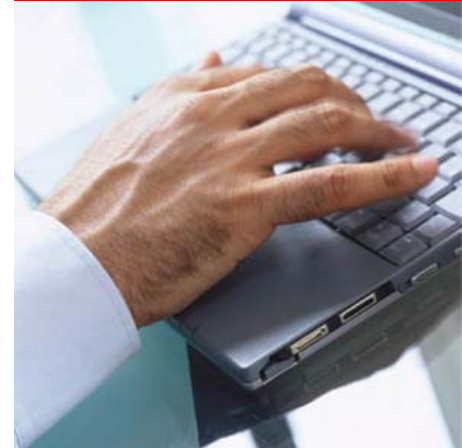
Basheer Khan
President and CEO
Innowave Technologies

Nishit Rao
Group Product Manager
Oracle Fusion Middleware

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Program **Agenda**

- Fusion Middleware Overview
- Fusion Apps and Fusion Middleware
- SOA Suite Components - BPEL
- SOA based Siebel Integration using BPEL
- SOA Suite + BPEL Demo
- SyntaxBrilliant Customer Case Study
- Q & A



Oracle Fusion Middleware



User Interaction



Enterprise Performance Management



Business Intelligence



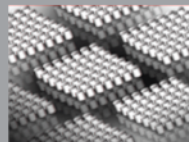
Content Management



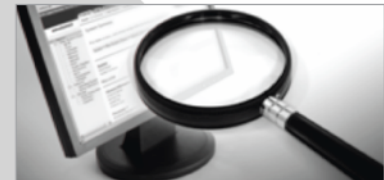
SOA & Process Management



Application Server



Grid Infrastructure



Enterprise Management



Identity Management

Oracle's Middleware Product Strategy

ORACLE FUSION MIDDLEWARE

Comprehensive

**Best-in-Class Components You
Need, When You Need Them**

Preintegrated

**Lowest Total Cost – Middleware,
Database & Applications Integration**

“Hot-Pluggable”

**Leverage Existing Investments in
Heterogeneous Environments**

Oracle Fusion Middleware

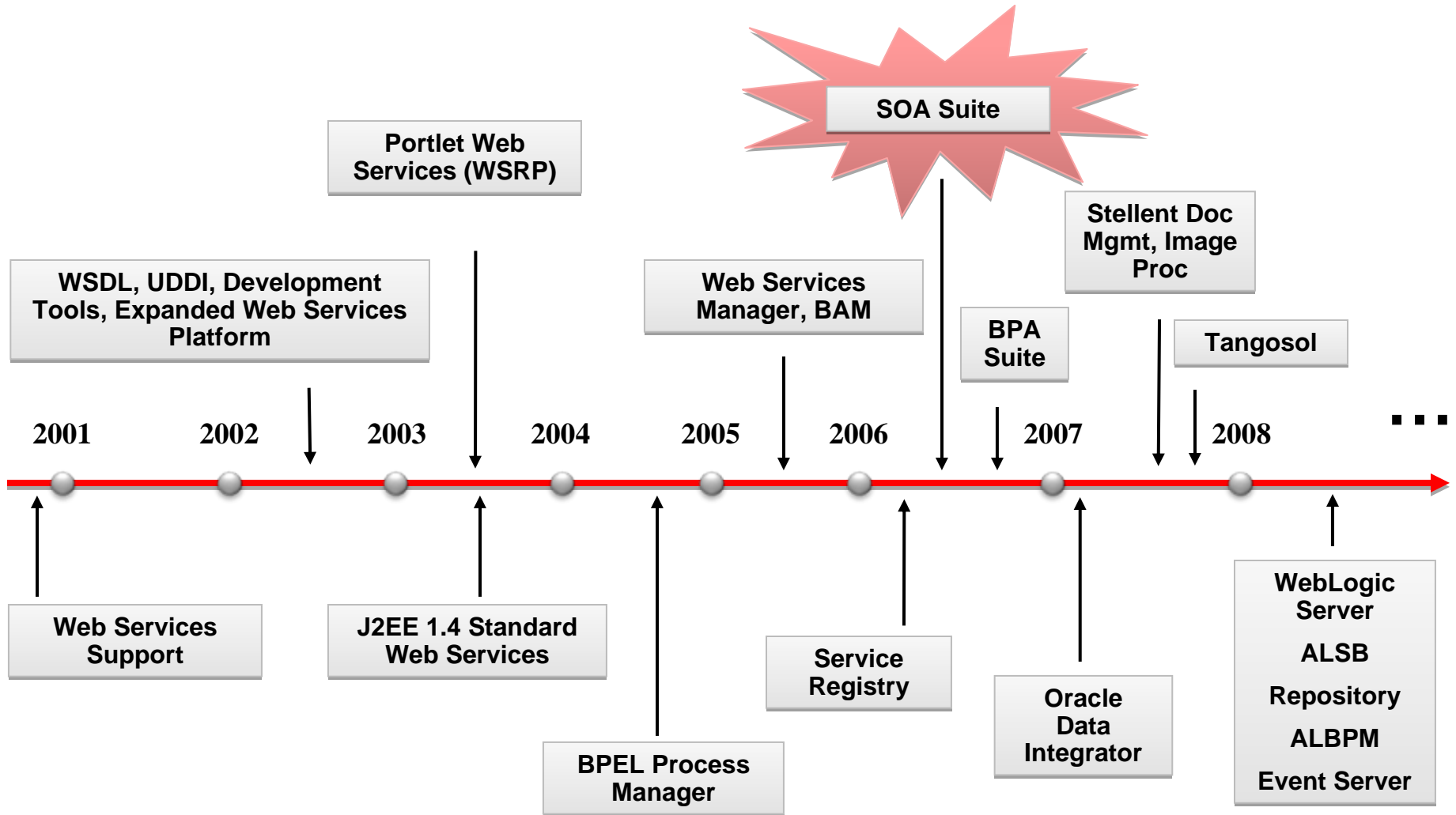
The World's Best Middleware Suite - Gartner MQs

• Application Platform Suites	LEADER
• Development Tools	LEADER
• Application Server	LEADER
• Web Services Platform	LEADER
• Enterprise Portal	LEADER
• Enterprise Content Mgmt.	LEADER
• Enterprise Records Mgmt.	LEADER
• Enterprise Service Bus	LEADER
• Business Integration	LEADER
• Business Process Mgmt.	LEADER
• Business Intelligence	LEADER
• Corporate Performance Mgmt.	LEADER
• Access Management	LEADER
• Identity Provisioning	LEADER
• Web Services Management	LEADER
• Data Integration	LEADER

Oracle SOA Platform



Oracle SOA Evolution



Best-in-Class Awards



Winner, SD Times 100

- Business Process Management
- SOA & Integration

Oracle SOA Suite 10g Release 3
Oracle, oracle.com

Excellent 8.7		
criteria	score	weight
Interoperability	9.0	30.0%
Features	9.0	20.0%
Management	8.0	15.0%
Scalability	8.0	15.0%
Security	9.0	10.0%
Value	9.0	10.0%

InfoWorld

Oracle SOA Suite “Excellent”

- Highest Rating in SOA Category
- *“Hands down, the most comprehensive and easy to use product on the market today”*

intelligent enterprise

Winner, Best Business Process Management System

var Business

Oracle SOA Suite, Winner, Tech Innovator 2007

Business Software: Enterprise Applications and Infrastructure



SOA World Magazine

Readers' Choice Awards 2007

Winner in 15 of 20 categories, including:

- Best SOA/Web Services Platform
- Best BPM Engine
- Best Integrated Services Environment
- Best Security Solution



“★★★★” | Oracle BPEL Process Manager

“★★★★” | Oracle Business Activity Monitoring



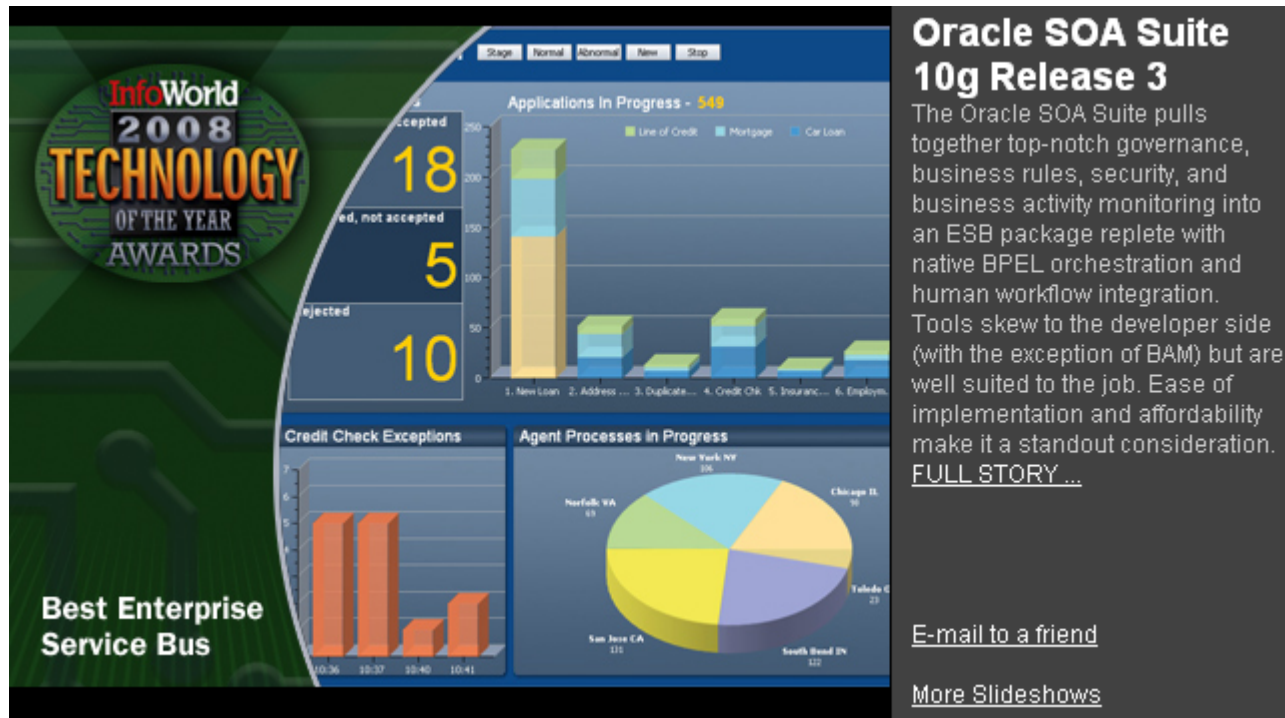
Oracle BPEL Process Manager

- Winner, Web Services Journal Readers' Choice Award
- *“World class product”*



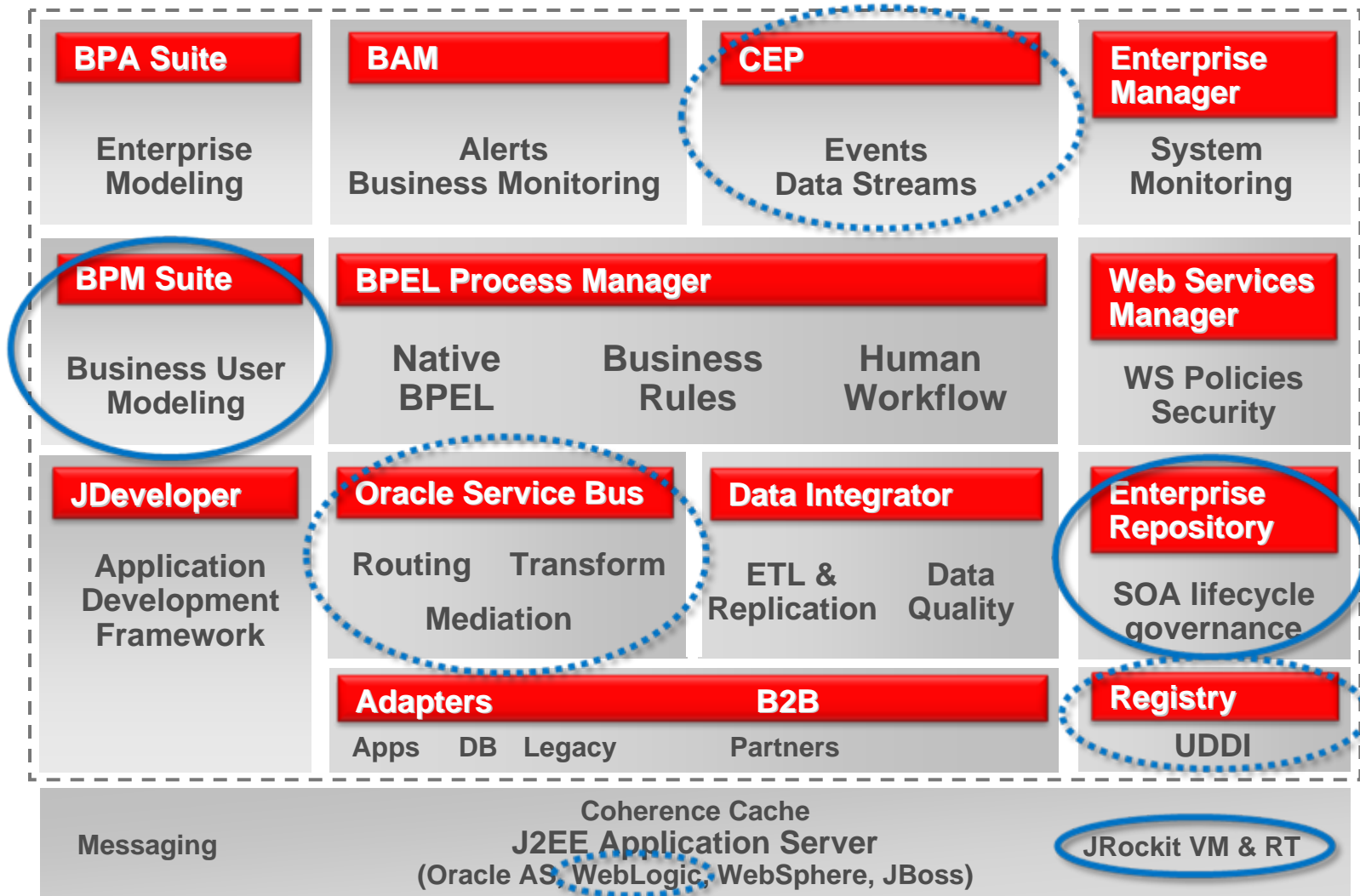
Winner, ebizQ Buyer's Choice Award
Enterprise Information Integration

Continuing to Win Awards in 2008



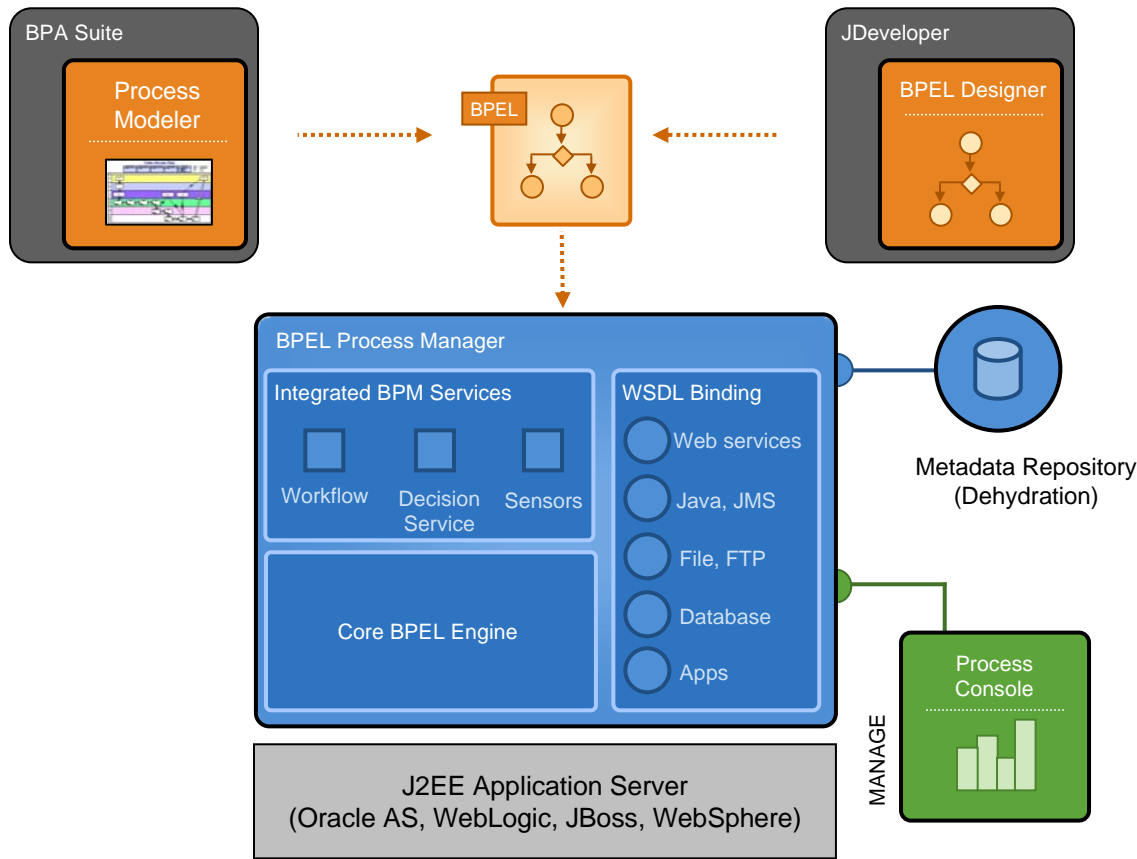
http://www.infoworld.com/slideshow/2008/01/144-2008_technology-3.html

Oracle SOA and Event Technologies



The Oracle BPEL Process Manager

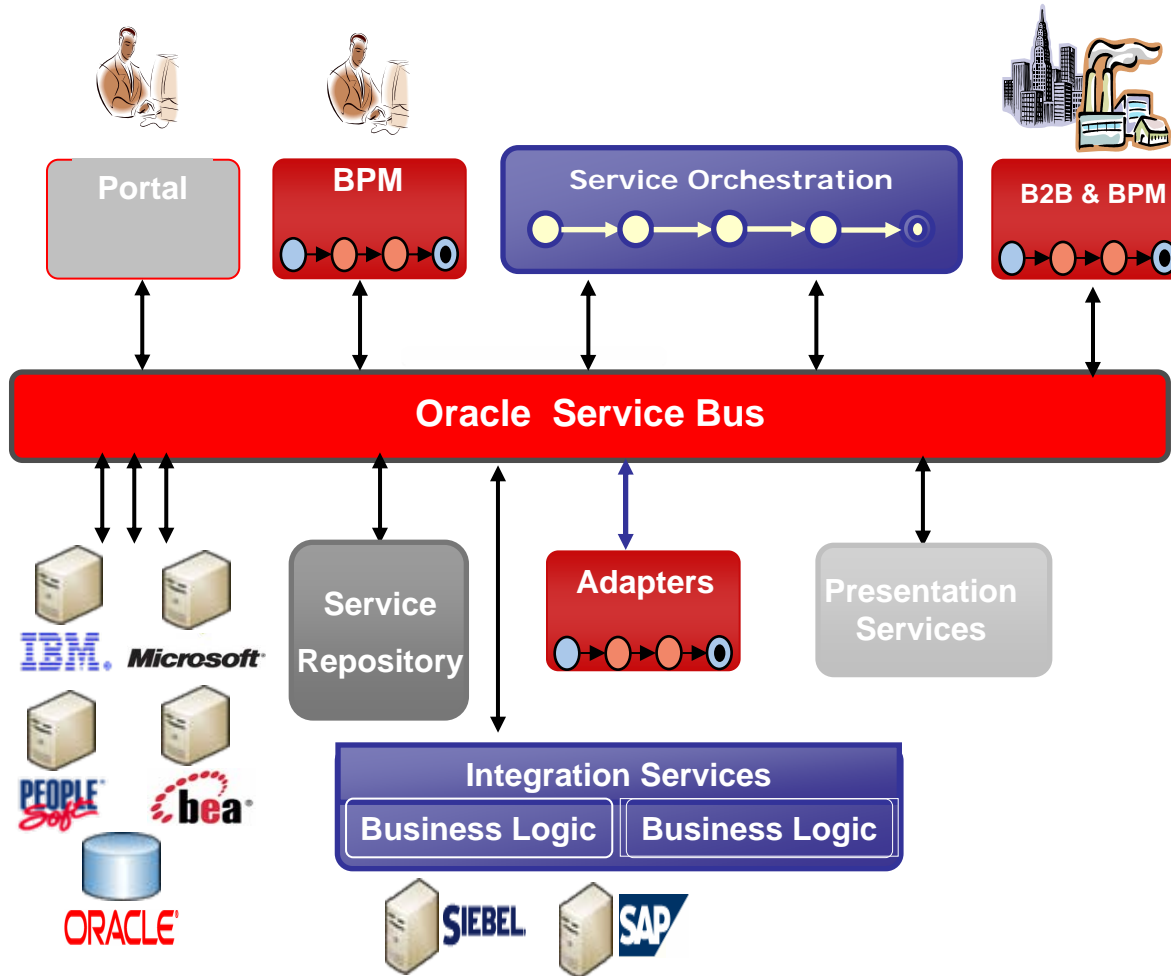
Enterprise-strength infrastructure for Service Orchestration



- Comprehensive and native BPEL implementation
- Easy-to-use modeling tool
- Scalable and reliable engine
- Flexible binding framework
- Rich management and monitoring
- Runs on OracleAS, WebLogic, JBoss and WebSphere
- Get up and running in less than 15 minutes!

Realize the Full Benefits of SOA

With an Enterprise-Class Service Bus



Service Mediation & Management

- Location Transparency
- Service Virtualization
- Configuration
- Any to Any Protocol, Payload
- Policy Enforcement
- High Availability & Scale

Oracle Business Activity Monitoring

Event Correlation for Business Users

- **Monitor** business processes & services in real-time

- Key Performance Indicators (KPIs)
- Service-Level Agreements (SLAs)

- **Analyze** events as they occur

- Correlate events & KPIs
- Identify trends as they emerge
- Alert users to bottlenecks & solutions

- **Act** on current conditions

- Event-driven alerts
- Real-time dashboards
- BPEL processes & web services integration



Summary

Accepted

18545

Rejected

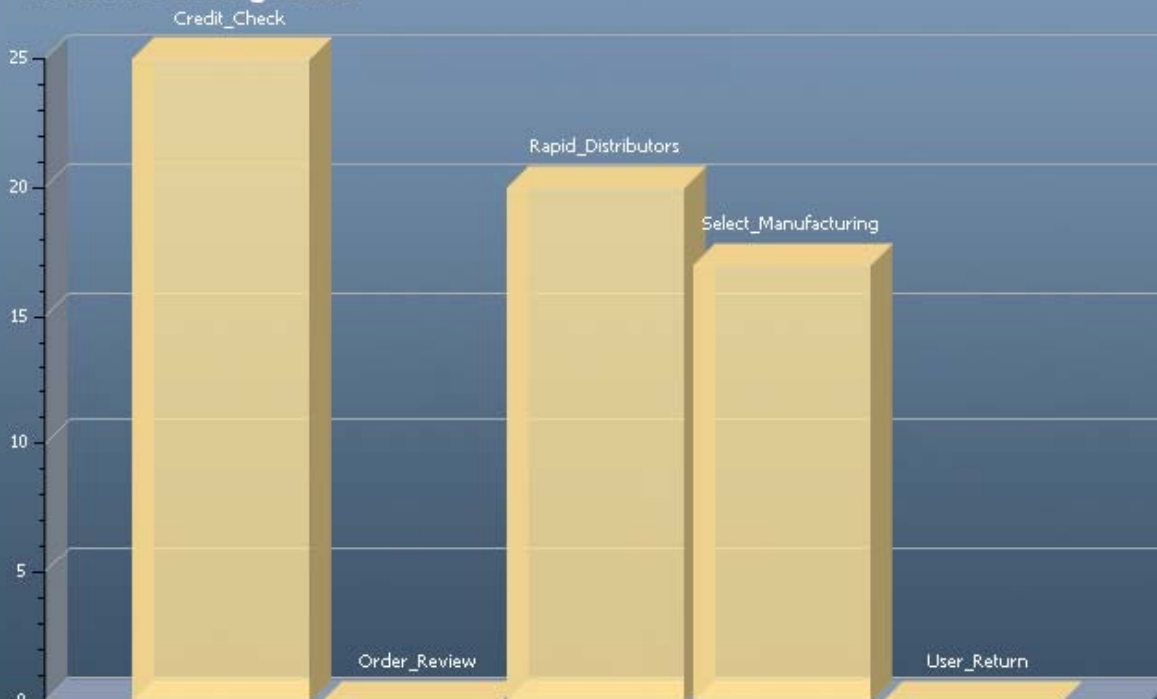
9285

Credit Failure

1466

BPELProcess RulesEngine

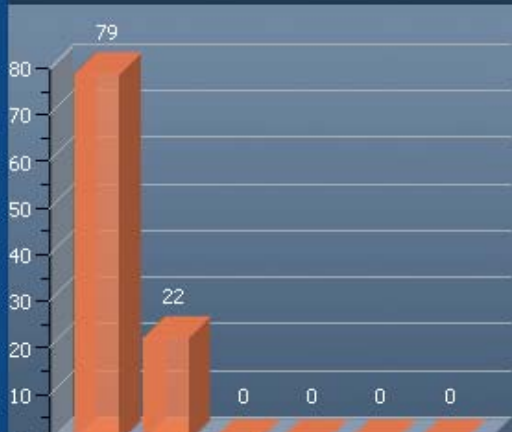
Order Processing States



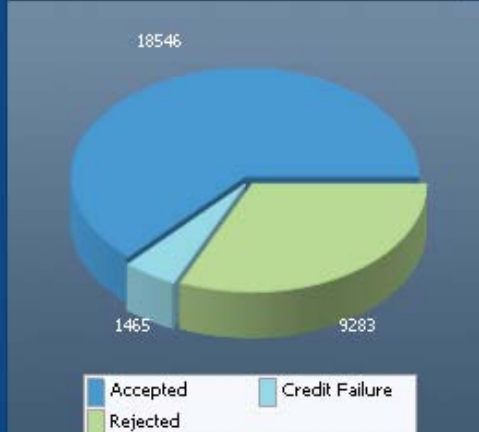
Incoming Orders

Status	Order Price
Accepted	1,032.26
Accepted	1,815.48
Rejected	3,280.14
Accepted	930.78
Credit Failure	525.75
Rejected	3,336.08
Accepted	1,486.52
Accepted	1,006.97
Rejected	2,363.60
Accepted	4,538.97
Accepted	1,114.70
Rejected	1,526.94
Accepted	1,960.47
Rejected	1,034.34
Accepted	562.03
Rejected	2,196.64
Accepted	3,259.42

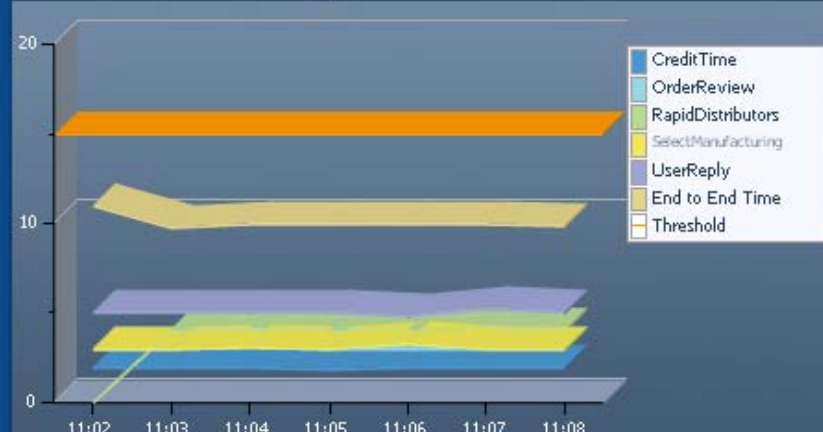
Alerts



Order Status

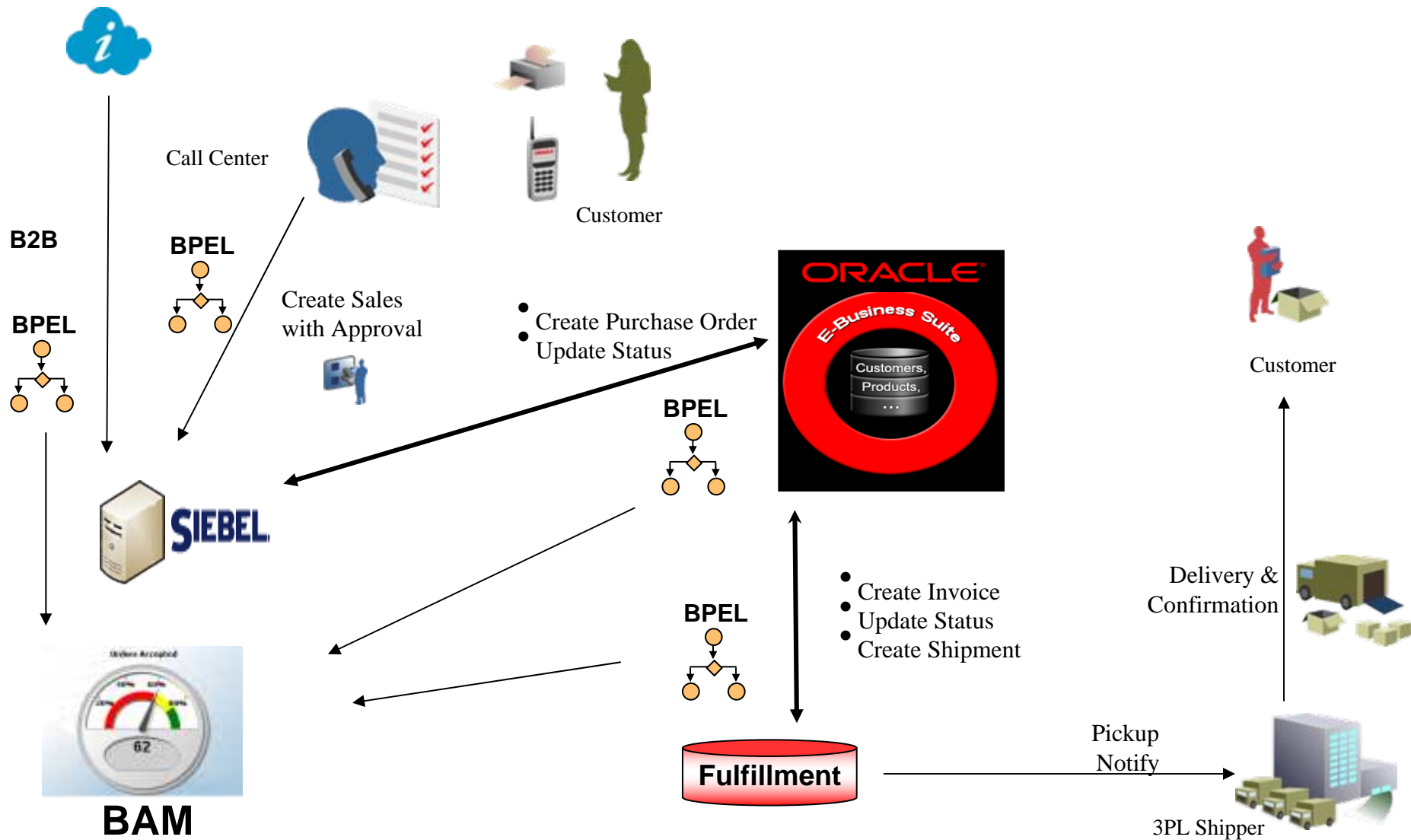


SLA: AVG Processing Time

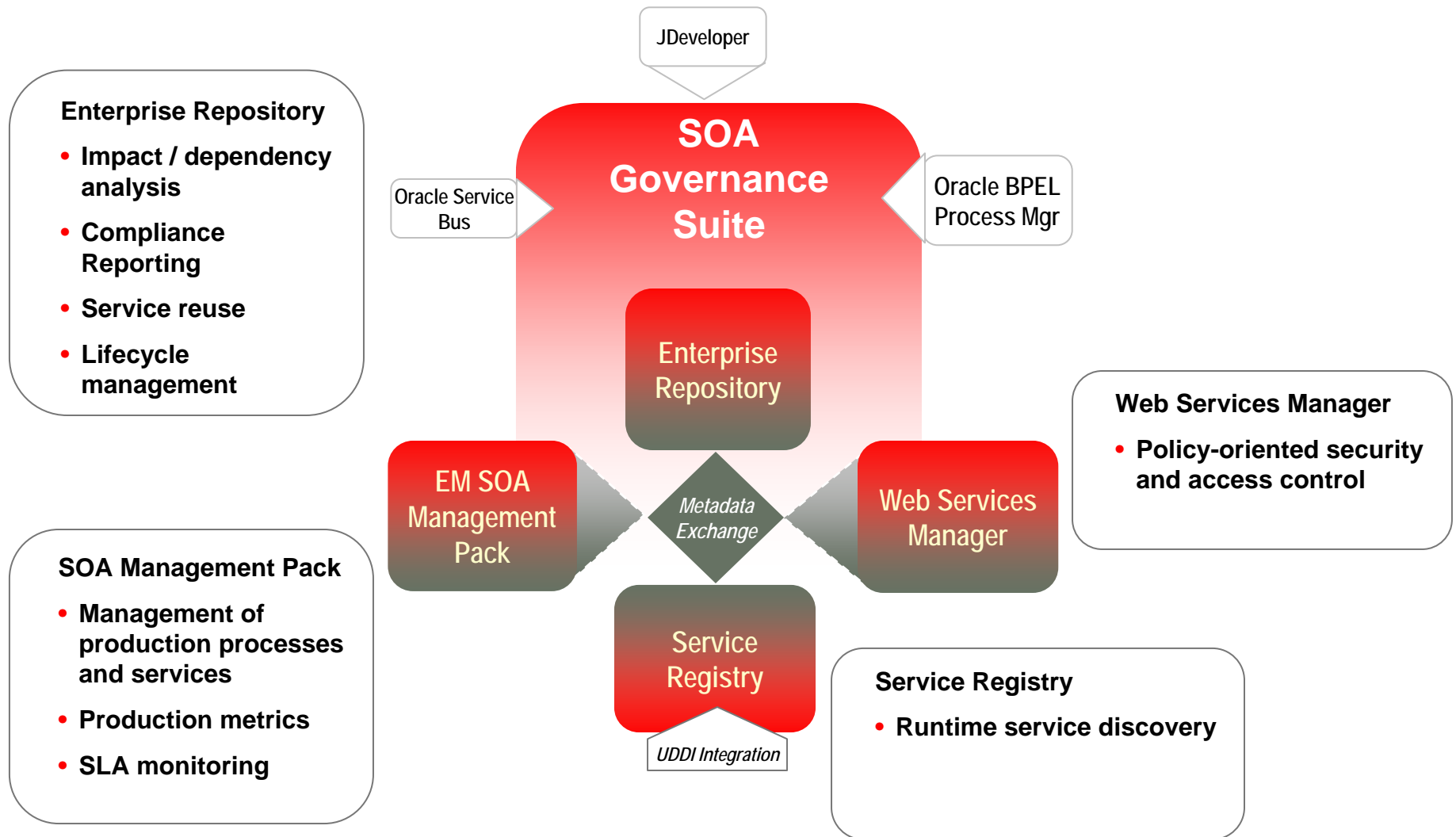


Reconnecting...

Order Management



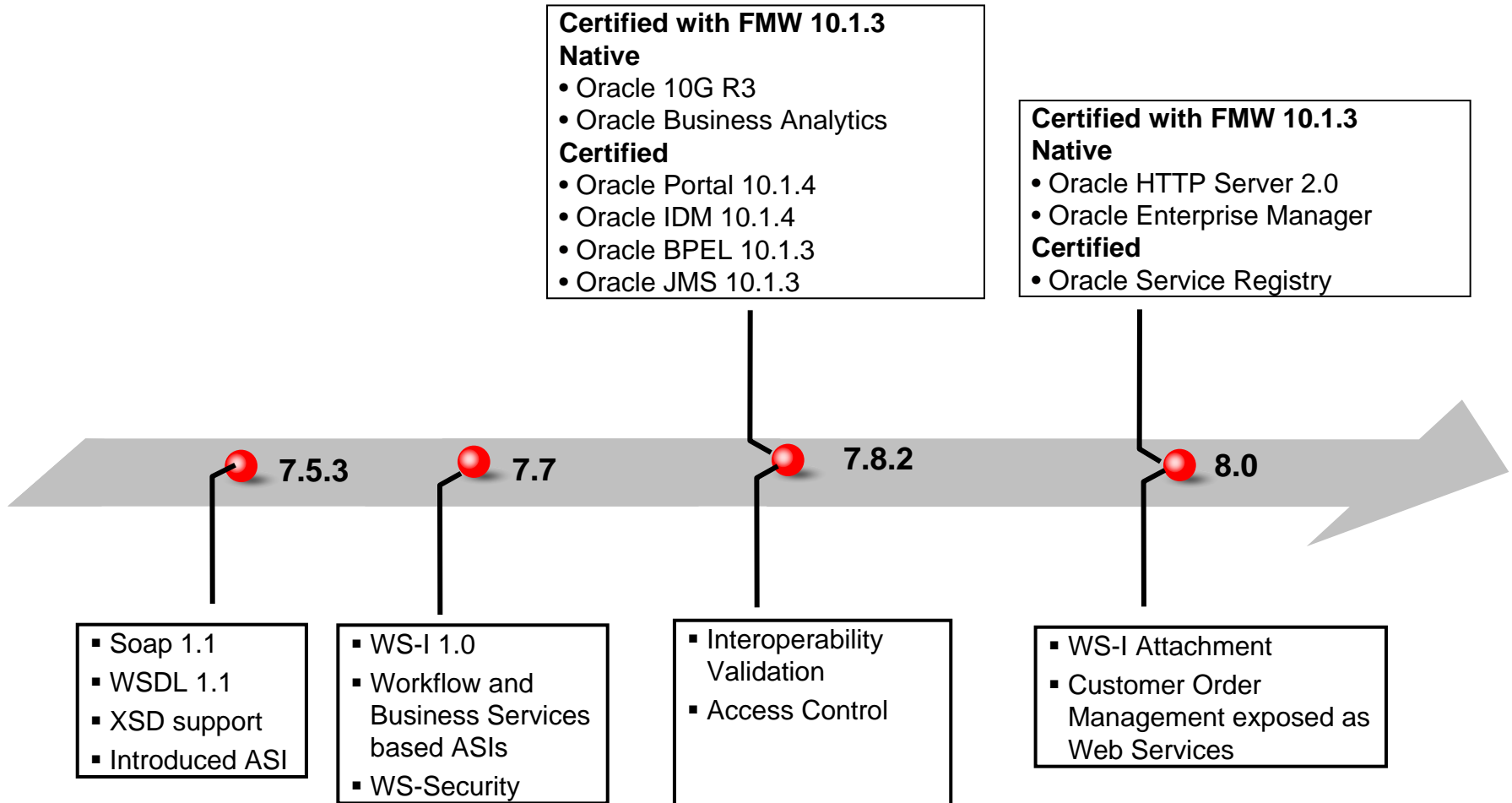
Oracle SOA Governance Solution



Siebel SOA Overview

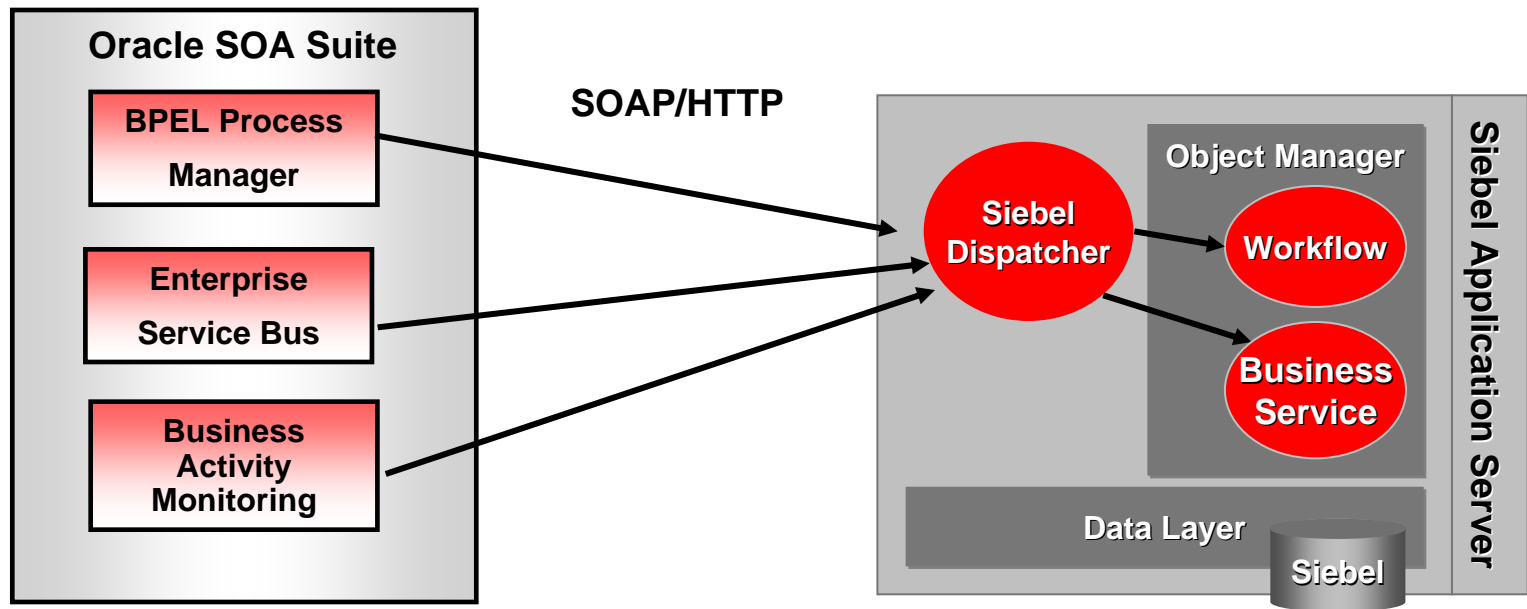


Siebel SOA Journey



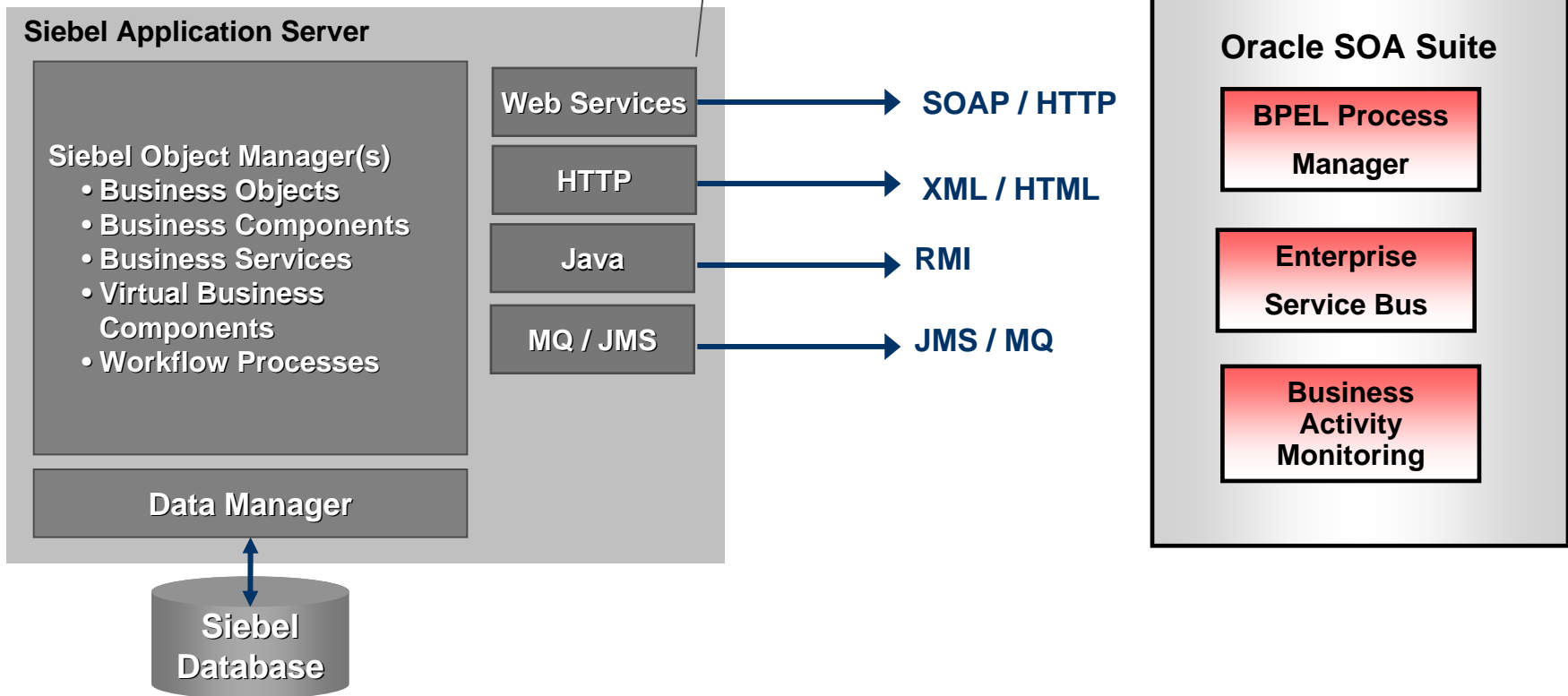
Inbound Services (Siebel as a Provider)

- External applications usually call one of the following
 - Business Service
 - Siebel Workflow Process
- Both Workflow Processes and Business Services can be exposed as a SOAP Web Service.



Outbound Integration: Siebel as a Client (Consumer)

Built in Transport adapters callable from Workflow or script within the Siebel framework



Web Services Admin

File Edit View Navigate Query Tools Help

Queries:

00:00:00

Web Services:

Home Accounts Contacts Opportunities Sales Orders Service Quotes Administration - Web Services User Preferences

Inbound Web Services Outbound Web Services

Inbound Web Services | Menu | New Delete Query Export Import **Generate WSDL** Clear Cache 1 - 10 of 10+

Namespace	Name	Status	Comment
http://siebel.com/asi/	CRM Contact Management	Inactive	
http://siebel.com/asi/	CRM Lead Management	Inactive	
http://siebel.com/asi/	CRM Marketing Management	Inactive	
http://siebel.com/asi/	CRM Party Management	Inactive	
http://siebel.com/asi/	CRM Service Management	Inactive	
> http://siebel.com/bpel/	Customer Account	Active	FMW + Apps Training LAB 1
http://www.siebel.com/xmlLOVService	EAILOVWS	Inactive	
http://siebel.com/asi/	Healthcare Group Policy Member Management	Inactive	
http://siebel.com/asi/	Healthcare Individual Policy Member Management	Inactive	
http://siebel.com/asi/	Healthcare Member Details Management	Inactive	

Service Ports | Menu | New Delete Query 1 - 1 of 1

Name	Type	Business Service	Business Process Name	Transport	Address	Binding	Comment
> BPelPort	Business Service	Siebel Account		HTTP	http://wa4028.oracleads.com/eai_enu/start.swe	SOAP_RPC_LITERAL	

Operations | Menu | Add Delete Query 1 - 2 of 2

Name	Method Display Name	Authentication Type	Request Filter Set	Request Filter Method	Response Filter Set	Response Filter Method Display
> BPelQuery	Query by ID	None				
BPelInsert	Insert	None				

Sample Siebel Customers using SOA Suite

Customer	Industry	Fusion Middleware Products	Applications Used
Cap Gemini	Services	SOA	SEBL, JDE, EBS
Move.com	Services	SOA, IDM	SEBL, PSFT
Network Appliance	High Tech	SOA	SEBL, EBS
Rackable	High Tech	AIA	EBS, SEBL
PTC	High Tech	SOA	SEBL, EBS
WindRiver	High Tech	SOA, BIEE	SEBL, EBS
Syntax Brillian	Manufacturing	SOA	EBS onDemand, Siebel
Turkcell	Telco	SOA	SEBL



Syntax Brillian Case Study

Siebel On Demand and Fusion Middleware

Syntax Brilliant



LCD

- High Definition LCD TVs ranging from 19"-65"
- 1080p and 100/120 Hz displays



Business Challenge

60% of Syntax Brilliant business occurs in Q4 during the holiday season. Customer service call volume triples normal volume during this period.

- 2006 holiday call volume exceeded capacity resulting in system failures and a 55% call abandon rate.

The 2007 sales forecasts were planned for 3 to 4 times call volume growth over the preceding year.

Business Imperative

Improvement of our call center's infrastructure and efficiency was required to meet committed revenue targets and improve customer satisfaction.

Technical Challenges

Our legacy call center system was a disparate collection of applications and business processes were highly manual.

The legacy SAP Business One system was struggling under the current sales volumes and a move to Oracle eBusiness Suite was planned. Unfortunately, the call center could not wait for a full blown EBS implementation.

Growth targets demanded an immediate solution that was:

- **Scalable to meet cyclical demand and future growth.**
- **Portable to allow ramp up of a third party offshore call center.**
- **Integration into legacy SAP System and or future Oracle EBS.**
- **Provide a framework for automating manual agent tasks.**

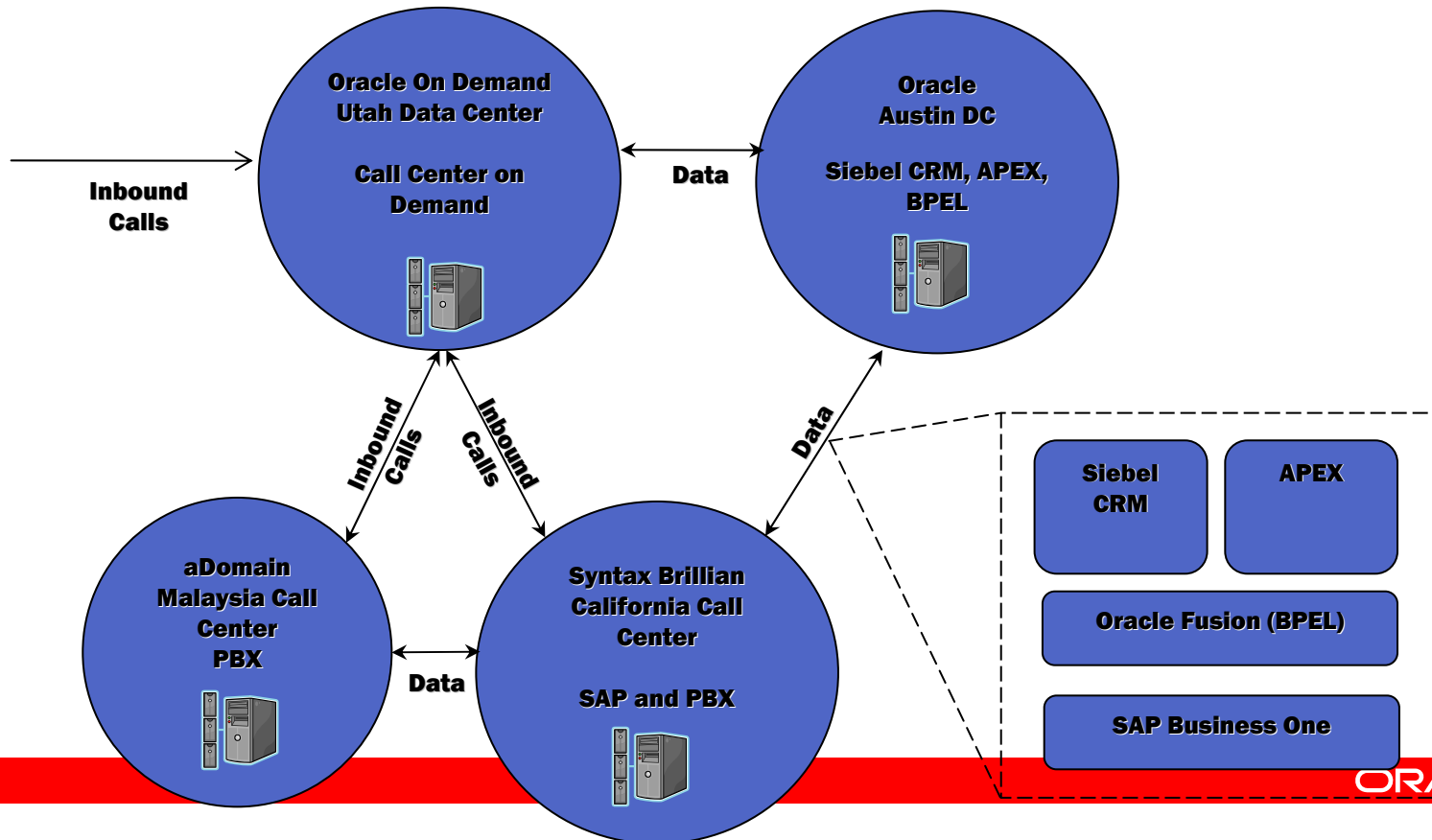


Solution Components

- Siebel CRM on Demand
- Oracle Call Center On Demand
- APEX
- Fusion Middleware (BPEL)
- Integration to SAP Business One; until Oracle EBS implementation was complete

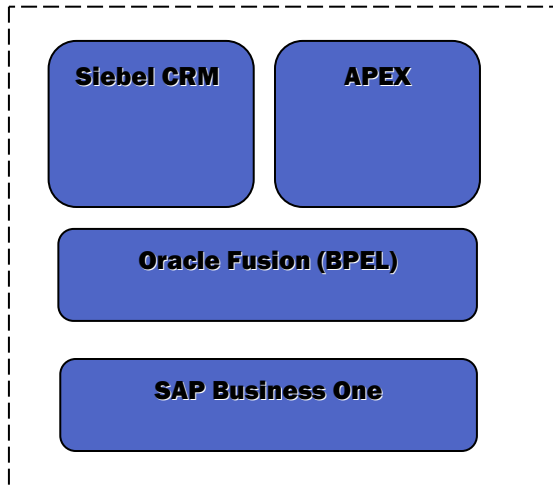
Solution Topology

Multi-site implementation, with BPEL/Web services integration across 3 site MPLS network.



Solution

Oracle Fusion Middleware provided the framework for transaction management and application integration using web services.



1. Account Creation (Siebel to APEX to SAP)
2. Customer Information (Siebel to APEX to SAP)
3. Order Management (APEX to SAP)
4. Order Confirmation (SAP to Siebel)
5. PayPal PayFlow (Apex to iPayment)

Return on Investment

The system went live in September 2007 and was ready for the Q4 busy season.

Results:

- System scaled to take our highest call volume in company history with < 10% Call Abandon Rates.
- Remote call center in Malaysia was brought online allowing further cost reduction.
- Call center sales increased by 35% over previous year.
- Call agents efficiency increased due to process automation using APEX.

Lessons Learned

1. BEWARE THE HAPPY PATH!

- BPEL processes are often designed with the best case scenario in mind, but unexpected errors will occur (they always do).
- Build a robust error handling framework into the initial process design.
- Inherent instability on the SAP Web Service caused the destination web service to be unavailable. BPEL's state persistence allowed manual recovery, but retries and error alerts were not in the initial design.

2.Allow additional time and testing for On Demand configuration.

- Firewall configurations and system permissions can be problematic in a hosted, multi-site implementation.

Lessons Learned Continued

3. The BPEL console was great, but we needed additional admin tools for end user exception and failure handling.
 - Normal business exceptions required a developer to address and fix. A general set of administration tool should be developed within a processes to manage normal exceptions.
4. Minimize feature roll out during initial launch:
 - New Email and Voicemail services initially overwhelmed call center agents, requiring new business processes to be developed.



Final Thoughts

The project was very successful and offered Syntax Brillian a platform to manage improvements in the call center. Managers could now measure call center performance (e.g. agent performance, call volume, etc) and design specific improvement plans.

The system has been in production just over a year, and we continue to see improvements in customer satisfaction ratings.

 syntax<Brilliant

SOA Suite and Siebel Web Services Demo





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