



TUNE YOUR SIEBEL APPLICATIONS TO ACCELERATE DIGITAL TRANSFORMATION

Abstract

Customer Relationship Management (CRM) systems, like Oracle Siebel, have undergone several transformations over the last decade. These enhancements have strengthened the system's core capabilities, and incorporated new features like improved CX, APIs etc. to help organizations accelerate their digital transformation.

Many of our public and commercial sector clients have tuned their core Oracle Siebel applications to deliver improved user and citizen experience. They are also deploying new applications faster, minimizing downtime and reducing the cost of operations without compromising on the core functionality. They are doing all these and advancing their digital agenda by adopting one or more of the following strategies.

Application Upgrades:

Upgrades to the latest versions of Siebel such as IP 20/21, and to 12.X versions of Oracle Business Intelligence Publisher (BIP) and Oracle Policy Automation (OPA) provide a more agile and cloud-based foundation to meet the changing customer and compliance requirements at speed and scale. These upgrades enable organizations to increase their return on investments by:

1

Delivering new capabilities around REST based integration, enabling micro services to ensure integrations with external systems for greater agility

2

Server provisioning to cater to growing scale of operations without any disruption to business operations

3

Ensuring near zero downtime on code deployment

4

Delivering robust performance and security protocols

5

Reducing total cost of ownership on infrastructure management between 10% to 25%.

Upgrades are the best option when organizations have technology upgrade and business transformation as part of digital roadmap.

DevOps Enablement:

A structured DevOps approach can automate several infrastructure management related manual tasks like environment management and application deployment. Successful DevOps implementation with robust deployment pipelines not only reduce cycle time but also minimize human errors. DevOps can also be implemented for Oracle product suites such as Siebel, BIP, and OPA working with complementary technologies such as Angular, Spring boot and IBM BPM.

Organizations can enable DevOps automation for their Oracle Siebel applications by leveraging packages like Azure DevOps, Azure Repos, Azure Pipeline, Azure Key Vault, and Azure Dashboards. These packages are easy to learn, implement, and use.

DevOps enablement can be chosen as an option when an organization lacks time and resources to transform its existing Siebel applications and would like to reduce the time it takes to deploy new applications.

Unified Application Support Capabilities:

A dated production version and extensive customizations can burden organizations with applications that are difficult to maintain. These applications also impede an organizations' ability to adapt to new requirements or changes. Deployment of new features takes longer and may render applications more unstable, increasing the risk of disruption.

Use of AI-based application management tools leveraged by a skilled team with comprehensive knowledge of the Oracle application suite can help clients shift from reactive, in-efficient operations to predictive, next-gen application management. With this approach, the departments use data and analytics to preempt issues, minimize the impact on business, and reduce cost which organizations can re-invest to fund strategic digital transformation initiatives.



AI-enabled next-gen AMS works best when organizations have high annual maintenance and support cost due to multi-vendor or contract staffing, longer fix cycle and are looking for ways to free up critical client bandwidth to work on strategic initiatives rather than operational tasks.

UX Integration with Siebel:

UX is an increasingly important aspect in an organization's digital journey. Siebel has evolved to deliver a better UX and UI experience, but organizations also have an option of building a superior UX on Siebel.

A custom UX can be developed using technologies like Angular, React, iOS and Android. The Siebel platform allows organizations to expose relevant capabilities through the REST API. This provides an opportunity to implement high throughput microservices to support nimble user interface implementations.

This approach works best for organizations that have specialized requirements to amplify UI with latest open-source technologies which can tightly integrate with Siebel as backend application, without any licensing implications.



Conclusion

Oracle Siebel was and remains a powerful suite of applications. Organizations that have invested heavily on Siebel-based applications and have a workforce that is comfortable using these systems. They don't have to migrate to a new/different platform to advance their digital agenda. Oracle offers enough hacks to make the existing Siebel-based ecosystem more agile, scalable, and digital. In this paper, we discussed four such strategies which many of our public and commercial sector clients have leveraged to be more digital.

Your organization can also adopt one or more of these to accelerate its digital transformation. Which one? That can be identified based on your organization's digital maturity, its goals, budgets and investments, and other key factors.

Contact us at askus@infosyspublicservices.com to learn how your organization can tune its Oracle Siebel applications to accelerate its digital transformation without impacting the core functionality.

For more information, contact askus@infosyspublicservices.com

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