

The background of the entire page is a complex network of blue nodes and lines, resembling a molecular structure or a data network. The nodes are small blue spheres, and the lines are thin blue lines connecting them. The network is denser in the lower half and sparser in the upper half.

# Siebel CRM 100 Success Secrets

100 most asked  
questions on Siebel  
Customer  
Relationship  
Management  
Applications covering  
Oracle enterprise  
CRM, On Demand  
software and  
Business Intelligence

Lawson Baird

# Siebel CRM 100 Success

## Secrets:

100 Most Asked Questions on Siebel Customer  
Relationship Management Applications  
Covering Oracle Enterprise CRM, On-Demand  
Software and Business Intelligence

Lawson Baird

Siebel CRM 100 Success Secrets

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# SIEBEL CRM 100 SUCCESS SECRETS

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There has never been a Siebel Guide like this.

100 Success Secrets is *not* about the ins and outs of Siebel. Instead, it answers the top 100 questions that we are asked and those we come across in forums, our consultancy and education programs.

It tells you exactly how to deal with those questions, with tips that have never before been offered in print.

This book is also *not* about Siebel best practice and standards details. Instead, it introduces everything you want to know to be successful with Siebel.

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## WHAT IS CRM?

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We may have encountered the abbreviation CRM in one of our daily activities however we are fully unaware on what it means and it even stands for.

CRM stands for Customer Relationship Management. As the name implies, it primarily is dealing with how one can properly manage and secure a good relationship with its customers, having said that, we know then that CRM is a term that is primarily used in business.

Looking at it deeper, CRM or Customer Relationship Management is a process that businesses take a look into in order to determine the needs and demands of its clients/customers and even their buying behaviors thru the use of two-way channel communication tool. As it is, the CRM method is a tool that is used by most organizations to help them understand primarily their customers and how to capture potential customers.

The Customer Relationship Management encompasses numerous business areas more notable of which are the sales area, the marketing section, in some aspect the customer service, training and development, professional progress and growth, management of performance behaviors, the personnel department, perks and compensation. In short, the Customer Relationship Management is the all-in-one tool that any business would need to help boost its total structural pattern.

The good thing about Customer Relationship Management software is that it is able to properly align the business and the client based on the client-centered technique or strategy. This is the reason why a lot of businesses are hooked into using the whole package of the CRM software, specifically the Siebel CRM initiated software packages.

## THE RENOVATED SIEBEL 7.7

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As they say in the computing industry, what is latest today may not be the latest in the coming days. This serves true and valid in terms of the software revisions. The Siebel 7 that used to be the software for everyone has now evolved into a more compelling one – the Siebel 7.7.

Siebel 7.7 is the offshoot of the Siebel 7. As the revision number goes high, it only means that newer features were added and incorporated to look like as if it was tailored to fit the needs of the business industry. Siebel 7.7 as they claim is the new and innovated version of the 7.0 version of Siebel.

So, why are we compelled to buy and use the Siebel 7.7? What compelling features does it have? Are they really functionally tested? Below are the reasons why Siebel 7.7 is compelling software to have:

- A. Upgrading to 7.7 will create more return of investment. This is all true because the 7 platform of Siebel is what Siebel Systems is pushing. When Siebel 6 was eventually replaced by Siebel 7, the support for the platform was also ceased. Eventually, platform 7 of Siebel shall not be supported by majority of the other software and operating systems.
  
- B. Siebel 7.7 is the future architectural design of all the upcoming Siebel versions. This is what the Siebel Systems has forecasted in the near future. Therefore, migrating your systems to platform 7.7 will make sure that you are all ready to face the future.

## **SIEBEL 8.0: A MILESTONE IN THE COMPUTING ARENA**

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Every software program that Siebel Systems releases is a milestone to be considered. Every time the Siebel Systems release a newer version of its software, not only it is expected to become a massive hit, but more essentially, greater features are expected to be included on the new release.

The Siebel 8.0 version that Siebel Systems release is an expected revitalized and rejuvenated Siebel version. Right after the Siebel 7.8 version was eclipsed, the expectation for a better and stronger Siebel software soared higher. Siebel Systems did not fail its patronizing clients because with the Siebel 8.0, powerful and functional features were incorporated. Below are some of the features and functions that were included in the new release:

- A. A more enhanced workforce management tool and process was incorporated on the Siebel 8.0 release. There is now the inclusion of extensive recruitment process on the system; planning and setting of company goals and objectives - a critical area in any organization - was included; there is a powerful mechanism of information access; retention and attrition services.
- B. For a more simplified view of the files, forms, and resources, a major change in the interface was made. This is to ensure that end-users will not have a problem with the screen layout and design.
- C. The call center on demand, which is a present feature in the previous version, was also included on the 8.0 version. However, a more powerful interactive voice response mechanism was made.

The Siebel 8.0 is a very promising Siebel release. Its features are undoubtedly very useful and functional.

## THE THOMAS SIEBEL CENTER

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The Thomas Siebel Center for Computer Science is a building of learning that was built in the University of Illinois. The project, which was funded by Thomas Siebel himself, amounted to a whopping \$32 million. In 2001, Thomas Siebel donated the said whole amount to his alma mater, University of the Illinois to build a structure that will house the research and development in the College of Computer Science and Engineering. This brought the Thomas Siebel Center for Computer Science.

The Thomas Siebel Center opened its doors to the university students and the public in the year 2004, that is three years after the pledge was given to the school. The center that was structured was not only created to become the house of learning but more importantly, it was built to create opportunities to enhance the technological advancements in the school. Likewise, it was created to be able to support any future researches and investigations that will help further the science of computers.

The Siebel Center houses the latest and state of the art facilities. It has the latest and most advanced wireless/wired communication technology in networking, high-end sensors and actuators, modern video captures and displays equipment, huge library that houses about 10,000 books and research materials in the field of computer science and engineering.

The Siebel Center was designed by one of the famous architects in the United States and the whole European parts, Peter Bohlin. Bohlin created a structure that will look very vibrant which basically calls on for collaboration.

## **LEARNING & UNDERSTANDING SIEBEL CRM ON-DEMAND**

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The Siebel CRM on demand is one of the latest releases of the Siebel Systems. On March 2005, the Oracle Corporation, the company which tied up with Siebel Systems, an equally known and established software solutions company, announced the release and availability of the Siebel Customer Relationship Management On-Demand version 7.0.

With this new release, the Oracle Company and the Siebel Systems are very proud to announce another breakthrough that this system can perform and do for the business. This version has widened the capacity of the Siebel CRM On-demand system by incorporating the first and the high-tech Siebel Systems Customer Relationship Management On-Demand Call Center capability. This built-in feature is hosted within the Siebel CRM itself. By having this, any company, either in large or small scale can now easily supervise and direct dynamic customer channels of communications.

It is known to majority of business owners that the state of the art in customer relations is primarily channeled thru interactive voice response or the IVR. This is the reason why Siebel Systems and Oracle Company have thought about incorporating this feature on their new On Demand Siebel CRM to ensure that the business can capture this capability.

Now, with this technology, majority of businesses can now have the capability to provide customer service thru IVR and begin deploying and building call centers to allow for their services to reach majority of the clients. But this time, the business will not be trapped in building a highly costing call center which will involve infrastructure in the hardware, software, and enhancement procederes.

## **SIEBEL INSTITUTE: THE PORTAL OF DEVELOPMENT & TECHNOLOGY**

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The founding chair of the Siebel Systems incorporated is himself a lover of knowledge and discoveries. As can be manifested in his educational attainment where he took not only one master program but two and obtained a doctoral degree in a separate field.

For this reason, the Siebel Institute, a portal for development and technology, was built in order to house and encourage potential discoveries and milestones to be created. Thomas Siebel is aware of the importance of new and latest discoveries in the area of technology and business. The Siebel Institute is the haven for Thomas Siebel to continue and maximize the use of his resources for all his ideas and concepts to continue on and on and on.

The Siebel Institute is a well-funded institution. A portion of the Siebel revenue and earning goes to the institution. This is the reason why the institution has all the state-of-the-art resources from the architectural design to the books that are housed for research and the computer machines that are being used down to the software programs that are installed on it. It is pretty sure that anyone who wishes to engage on a research and investigation will find the Siebel Institute the perfect place for their scholastic study.

Just recently, Thomas Siebel created an enhancement on the Siebel Institute by fusing his own Siebel works onto his learning institution. He employed some of the software programs onto this institution for researchers to investigate and study. This is yet another milestone in the Siebel institute and another major leap for future researchers.

## **THE SIEBEL ON-DEMAND: IN PERSPECTIVE**

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The current developments that are happening on Siebel Systems are truly to be considered one of a kind and a breakthrough. The ideas and concepts that Thomas Siebel has in terms of advancing the technology in order to meet the demands of the present industry are effectively and efficiently being handed out.

The Siebel On Demand that Siebel Systems has structured is one of the best if not the best ever conceived solution towards the high rising expenses in providing excellent customer service thru interactive voice response or the IVR. The IVR as we all know is the most effective means of providing customer service support to a company client. However, due to the humongous expense that will be required to shoulder the expense just so this IVR thing can materialize, a lot of companies are taken aback at giving this kind of a service although they know how critically important this kind of a service to the clients.

Now, with the Siebel on demand integrates the interactive voice response as a major component of the system. With the interactive voice response fully integrated to the system, there is no need for the company to spend hundreds of thousands of dollars to be able to realize the need for the IVR service. With the latest on demand call center Siebel, there is the availability of more enhanced and developed software development tools that are essentially lacking on the other versions of the on demand call center Siebel. This Siebel on demand will surely be a great help to companies which see the value of the IVR support.

## **WHAT SUPPORT DOES SIEBEL PROVIDE ?**

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There are solutions providers and software manufacturers that offer unlimited technical support to its clients. There some are other companies that give limited or categorized support to its clients based on the purchased item from them. But with Siebel Systems, when you purchase any of its products or services, the support that it renders to a medium-class buyer and to its large-scale clients does not vary in any degree or form.

The support services that Siebel Systems to its clients is the most comprehensive and wide-ranged. A client has the option to choose from what sort of support he or she may want to have. Below are some of the support services that a client may have:

- A. A client may opt to have a support thru its knowledge-based articles which can be obtained from the support site. The articles that the client may browse on the site are very basic and fundamental making it easier for them to understand what was written on it.

- B. A client may have the option to take support from Siebel Systems on its technical support gateway. This works similarly like a call center where an agent is readily available to give assistance on your technical issues or the otherwise.
- C. A client may opt to have his support thru interactive voice response or the IVR. This is where the client personally talks to any Siebel agent and discuss the client's issue.
- D. A client may opt to have his support by sending an e-mail to the support group. The e-mail may take a while before issues can be resolved but this is an inexpensive yet effective support mechanism that one can choose.

## **SIEBEL SYSTEM & ITS EVOLUTION**

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Siebel Systems is a marked name in the software industry. All facets of the business of the industry know and acknowledge the incomparable contribution of the Siebel Systems in the business arena.

Siebel Systems grew incredibly as the customer relationship management or CRM was hitting the market in the early 1990's. When Thomas Siebel, the founding chairman of the Siebel Systems, made an alliance with several companies to penetrate the CRM sector, he knew that he is going to penetrate it real quick and that his company, Siebel System, shall earn its great status in business industry. True to this, his company was considered the fastest growing company by Fortune, a leading business magazine in the United States.

Siebel System launched its first product a year after it was established. As expected, it became a massive hit in the market. The year after the first launch, the recorded revenue even hit an all time high. More and more unprecedented successes in the Siebel Systems were felt. In 1998, the year before Siebel hit the \$120 million revenue mark it launched yet another milestone in the software industry. The Siebel Certified Consultancy program was introduced in the market. Again, this program became a massive hit. When the year 2000 was nearing its end, Siebel has a recorded of more than 400 agency partners who do recommendations and installations of the Siebel systems to its patronizing clients.

On that same year, Siebel Systems acquired another company to become its ally. The Scopus Technology Incorporated's acquisition by a whopping \$460 million made a tremendous impact on Siebel Systems, making it strongly competitive.

## **TAKING ADVANTAGE OF SIEBEL TRAINING**

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Siebel Systems is providing technical and administrative training not only to its employees but also to its clients acting as the system's end-users. The training is being conducted by the in-house well-trained training facilitators of the Siebel Systems Incorporated.

It is considered a chance of a lifetime to be taking part in any of the Siebel Trainings because this training will allow you to evolve from a zero-knowledge end-user to a highly qualified user of the Siebel software programs.

The Siebel training is usually modularized meaning it comes with several levels of training beginning with the basic to intermediate to the expert level. The need for a modularized mode of learning was conceived because the software that Siebel produces has the ability to categorize the level of access to information that is encapsulated on the system itself. This then prompted the need for a module-based learning environment.

The Siebel Training usually lasts from 3-7 days depending on the level of learning that an end-user must have. For the beginners, the learning process is achievable within the first three days of the training, whereas, executive level, which has multiple and dynamic access to the system normally achieves the completion of the learning on the 7th day. However, the number of days may vary depending on the need of the organization.

The Siebel training is given for free to any organization which purchased the Siebel Systems. However, when needed, any organization can set an appointment to the Siebel Systems to conduct training to its employees.

## **SIEBEL: REVOLUTIONIZING THE SOFTWARE INDUSTRY**

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If you have heard about Oracle and the various Oracle products, you may be flabbergasted to know that Oracle systems are used to be Siebel systems.

Siebel as a company is a leading advocate of technological advancement. Its founder Thomas “Tom” Siebel is known to be very compassionate about computers and the technology that impacts the computing industry.

The growth of Siebel as a company came like a lightning. It struck so many software solutions with its massive impact in the business industry. In the year 1995, there was a massive recorded revenue that Siebel has earned making its big wave in the business sector. This massive revenue got in place because of the initial shipment made on the Siebel Enterprise software. This initial release made an insurmountable leap. And because of that, before the year ended, a newer version was released in the market. As expected, the version 2.0 of the Siebel Enterprise software made a huge impact in the market adding more volume in the revenue that was earned by Siebel on the same year.

As forecasted, the Siebel Company made a big name in the computing and business sector. The revenue that was recorded as the all-time high in the year 1995 has been surpassed the following year. In 1996, the Siebel Company had hit a world breaking revenue amounting to \$39 million. This prompted Siebel to strategically create another environment for the company. On that same year when multimedia, powerful databases, 32 and 64-bit processors and OOP were making waves in the market, Siebel went into public by opening its massive products to the consuming market.

## **SIEBEL 7.8: A SILENT SHIFT TO A STRONGER SOFTWARE**

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Everyone is aware of the business move of Siebel Systems regarding the shifting of Siebel versions to a notch higher one. The revisions were made swiftly from Siebel 6 to Siebel 7; and then in just a little time after that, there was an important marketing strategy that Siebel Systems has made. This is the transition of the Siebel version 7 to 7.7 and now just recently the Siebel 7.8 version.

So, what is new and hip with 7.8? Are there really differences? Are the differences noticeable? Are the new features added far creative and innovative than the others? What are the business implications of the sudden revisions?

To majority of software consumers, they think about the sudden upgrade and revision as just mere marketing strategy. As a strategy, the Siebel Systems is just trying to catch the attention of more people to make sure that it is able to capture more market when it finally releases the full version. To some other people, they see this as a revolutionizing move of the Siebel Systems creating a big leap and potentially a breakthrough for the computing industry.

The Siebel 7.8 although may be considered a silent shift to a potentially stronger software, can be considered as a good tool to rejuvenate the customer relations management of any organization. The 7.8 version of Siebel comprises of carefully studied industry-based requirements that shall surely fit into the needs of every organization. The Siebel 7.8 was designed and structured to potentially resolve more of the business issues in the upper management because of the fully integrated features exclusively designed for top and middle executives.

## **SIEBEL ANALYTICS: A JOB THAT IS WELL COMPENSATED**

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Siebel Systems Incorporated has a big volume of jobs to offer. With the mass works that it needs to comply, the number of employees begins to rise faster. One of the most in demand jobs that Siebel Systems offers is the Analytics job.

If you are familiar with what an analytics do, then you may be surprised to know that this job can get you richer in just a few years time. To become a Siebel Analytics, though, you will need to make sure that you are able possess the tough and rigid requirements that are needed. Below are some of the requirements to become a qualified Siebel Analytics:

- A. You will need to possess advanced knowledge in the field of computer science. This is fundamental requisite for anyone who wants to become good in the field.

- B. You also must have sharp analytical thinking. As an analytic, you will be doing more analysis jobs trying to determine which part of the business requires this much of a technology and all sorts.
- C. You must be able to have sharp knowledge in understanding the impact of every technological initiative that the company engages into. Every application of technology in the company requires clear analysis as to how grave the impact it may bring.
- D. Must have adept knowledge in the use of the Siebel analytics tools. These tools are the fundamental instruments that analytics use in order to execute their basic jobs. All else in their job requires the use of these tools.

The mere enumerations of the jobs that an analytics perform spell how well they are compensated.

## **GET TO KNOW MORE ABOUT SIEBEL PRODUCTS AT SIEBEL.COM**

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I know that there are a lot of people who are curious and want to know more about Siebel and its products. Just like what everybody else thought, Siebel is fully cognizant of this fact. It is for this reason that Siebel Systems Incorporated has developed and created a website where people can get a chance to take a peek at what is going on with the Siebel Systems.

Siebel.com is a website that will help a consumer or a customer to navigate through the different areas of the company. The support site is where a customer or a client can actually inquire about the issues that he may have. There is also a portion in the Siebel.com site where people can view and analyze the product specification that they want to purchase.

Siebel com is a site that is periodically maintained to make sure that only the up to date pieces of information are the only information that clients and prospective customers can get and obtain. Apparently, the Siebel com is also capable of business transactions thru its secured site. From there, one can actually safely purchase and make payments via the merchants that are affiliated with the Siebel site.

Siebel com is an effective media that Siebel Systems has thought to ensure that all new things can be best relayed to its potential clients. It is also an efficient way to capture immediate purchase because of the capability to bill thru the various affiliated merchants.

## WHAT IS SEIBEL EIM?

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A lot of Siebel Systems clients may have encountered at one point the term EIM when they started transacting with Siebel. However, a few of these people really understood or took the initiative to understand what EIM is all about.

EIM or the Enterprise Integration Manager is a dynamic function of any of the Siebel Systems that allows for the dual direction of data that is being exchanged in between a Siebel-based database and a non-standard Siebel working database. It is one of the major and critical components of the Siebel server that manages the transfer of data in between the Siebel server database and the other company data servers.

The mechanism that allows for the data transfer to occur is all because of the element known as the Enterprise Integration Manager tables or EIM matrix. This matrix performs the job of being the stage area between the Database application of Siebel and external databases. The function of the EIM can be summarized in the following aspect:

- A. Exporting of data from Siebel Database to another database or the other way around.
- B. Importing data source from the Siebel database to another database or the other way around.
- C. Delete any unnecessary data from the Siebel database server.
- D. Merge two databases either from the Siebel database servers or from other database servers.

The EIM feature is a very essential feature that any system must have. Managing a database whether it is a small or a big database requires that these function of EIM be present.

## THE JOBS THAT SIEBEL GENERATED

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With the profile that Siebel Systems has it is no doubt that it is capable of generating more and more jobs for both skilled and non-skilled people.

The business techniques and strategies that Thomas Siebel puts into his business, it is no doubt that its capacity to spawn into a bigger and more established business entity is far cry better. The alliances that Siebel Systems made during its early years gave it the capability to strongly compete with the other companies in the business industry.

In the year 1993 when it was first established, Siebel Systems knew that it is competing with bigger and robust companies considering that it has just recently formed its own. However, the alliance strategy that it employed made the others weaker by creating its own very strong. This kind of a move was never anticipated by the other companies. They were in surprise when one by one the alliance grew bigger and stronger leaving them powerless in some areas.

Now, with a recorded 73,000 employees all over the world, it is no doubt that Siebel Systems was successful in generating jobs. Among the very well compensated jobs that Siebel is offering are the following: Siebel Integrator and Architect who produces designs and layouts for the new systems to be developed; Siebel Analytics Consultants who are responsible for the deployment of the business initiatives; Siebel Analytics and Developers who are responsible for the design and development of Siebel Analytics for the backend and front end business systems.

## THE IMPRESSIVE GROWTH IN SIEBEL SALES

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Ever since the Siebel Systems was structured and launched, it was bound to have an impressive record of sales. The idea and concepts of Tom Siebel are paramount and highly driven.

With the current number of employees of Siebel when it merged with Oracle that totals to about 73,000 all over the world, it is no doubt that the sales are insurmountable and that it continues to grow and progress. If we are to look at the history of revenue and sales that Siebel has earned even when it was not yet merging with Oracle, you will find the impressive figures very unbelievable.

The all time high recorded that Siebel had was in 1995 when it earned \$8 million of revenue. This was made by intelligently shipping the Siebel Sales Enterprise software in the year 1995 where it actually made that gross revenue. That time, the amount that it has earned has never been earned by any of the high-end companies in the United States.

Then in 1996, it created yet another milestone in terms of revenue generated. In the month of June when it decided to open its company to public, it has recorded a generated revenue of \$39 million. And with the turn of events, the Siebel Systems decided to acquire companies that can help boost Siebel's standing in the business sector. In September 1997, it acquired the Interactive Workplace Incorporation which is a leader in intranet software manufacturing and in the following month, October 1997, it acquired the Nomadic Systems Incorporated, a company which is concentrated in drugs and a leader in pharmaceutical industry.

In that same year, with the acquisitions that were made, Siebel has generated a revenue of \$120 million.

## UTILIZING THE SIEBEL SUPPORT WEB

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Software companies and solutions providers are typically maintaining a support website in order to allow for its clients for the following reasons:

- To have an easy access to most commonly asked questions thereby eliminating any communications cost.
- To have a direct way to channel the issues or problems that clients may have with their products should the frequently asked questions knowledge base is not able to provide help.
- To serve as a media for any press releases that the company may need to communicate to its clients.
- The Support website acts as a showcase room for all the new products or services that the company may be having.
- To propagate the presence of the company across the whole world where Internet is available.

These reasons may be same reasons why the Siebel Systems created its own support website. However, more to that, Siebel Systems being a prime solutions and software provider must be able to have a well-maintained, well-informative, easy to navigate, and user friendly support website because of the numerous of clients that they capture all across the world.

The Siebel Support website is what one may consider as the state-of-the-art website support because of the manner that this was built. Its web contents are relatively informative, up-to-date, very user-friendly, aesthetically conceptualized based on color coordination, graphic elements and other multimedia factors.

It is no doubt that many support websites are following majority of the support website elements of the Siebel Systems. Users who wish to find information on the website are generally satisfied with the way things were coordinated and presented on the site.

## THE EVOLUTION OF THE SIEBEL SYSTEMS

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The Siebel Systems Incorporation started its name as a company that is engaged in sales force products as spearheaded by the world-renowned Thomas Siebel in the year 1993. It is actually a software solutions company that is technically engaged in the development, design, providing support, and strategic marketing of the customer relationship management application or the CRM application. Thomas Siebel's intelligence and expertise in sales of automated products made the Siebel Systems one of the dominant names in the CRM industry by capturing a whopping 45% share in the market in the year 2002. This has made a huge trademark in the business sector which prompted one of the leading business magazines to award the fastest growing institution all over the United States in the year 1999.

Business analysts would claim that one of the major success secrets of the Siebel Systems is its ability to form alliances with the great business entities. The alliance that Thomas Siebel initiated made a great impact on the whole structure of the Siebel Systems that made it grow this big and this powerful. As of the year 2000, Siebel Systems Incorporation has had about 700 recorded business alliances and that its projected revenue can hit to about \$1B.

Although Siebel Systems was spearheaded by Thomas Siebel, the success of the Siebel Systems is not only his credit. The Siebel Systems may have been conceived by Thomas but another name is responsible for its big success. It was Patricia House who was responsible for the consuming public's wide acceptance of the Siebel Systems. Patricia House worked hand in hand with Thomas in developing and making the Siebel progress to what it is right now. She directly worked as the Vice President for Marketing.

## **TOM SIEBEL: THE MAN BEHIND THE SIEBEL SYSTEMS**

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Tom Siebel or Thomas Siebel legally is the founding chair of the Siebel Systems Incorporated. He was born in Chicago, Illinois, on November 20, 1952. Prior to being the founding chair of the Siebel Systems, he was the chair of a diverse and dynamic holding institution which interests is on real estate both commercial and residential, global-wide investment and management – the First Virtual Group.

Tom Siebel was the chair, founder, CEO of the Siebel Systems Incorporated until the time that the acquisition transpired. Not common to everyone else, Tom Siebel is a philanthropist and an author. He has written and published books focused about business. Three of these books were commercially sold: Taking Care of E-Business, Cyber Rules, and Virtual Selling.

Tom Siebel is a well-educated person. He is a graduate of one of the prime universities in Illinois, Chicago, and the University of Illinois, where he took and finished History. He holds two post graduate courses one in Business Administration and the other one in Computer Science. He holds a Doctor of Philosophy in Engineering degree.

Tom Siebel is also a contributing academician having served as one of the Board of Advisers in the College of Engineering in both the Stanford University and the University of Illinois. He is also the Director in one of the foundation of the Illinois University.

Due to the massive contributions of Tom Siebel in the field of business and education, he has been recognized of these achievements. He received the David Packard award for his outstanding achievement in the field of technology and his great contributions in the area of providing national security. More awards were given to him such as the Lincoln Academy Laureate by the Lincoln Academy of Illinois; he was awarded by the Business Week in the year 2007 as one of the most generous philanthropists in the world.

## **SIEBEL 7 VERSION: A NEW WAY TO STRENGTHEN YOUR CRM**

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It is a common knowledge that Siebel Systems is into designing and manufacturing of systems and software applications. In fact, some of the more notable and efficiently functional software programs that are being used in majority of organizations are bearing the Siebel Systems trademark.

With its desire to create and come up with a new technology that will be able to provide newer capabilities with functionalities that are highly advanced to fit into organizational needs but not overly making things complicated, meaning with integrated simplified functions, Siebel Systems created and released the Siebel version 7.

The Siebel 7 created by Siebel Systems has an incomparable functions ranging from its new and innovative web environment that fits the latest technology that we have and the dynamic CRM applications that it has. Siebel 7 as they claim is the one that will functionally deliver every business value that you want to every member of the organization ranging from your top executives down to the frontlines. The Siebel 7 has a feature that is designed specifically for the top executives – the total cost of ownership which is a lot lower compared to the others. In addition, the Siebel 7 has added a new feature in it that enhances the market-leading feature that allows anyone to re-structure and enhance the product into how they want it to be molded and structured.

What is more to the Siebel 7 is that it has integrated adapter that came pre-installed with the software based on the industry conformed instruments and tools. It also boasts the data modeling system that allows for a single signing on and clearly cut and streamlined managing capabilities.

## **SIEBEL 8 VERSION: AN ANTICIPATED SIEBEL RELEASE**

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Every time the Siebel Systems is releasing a new version of the Siebel software, people are highly anticipating its release. When the predecessor of Siebel 8 was released, every corner of the business sector was acting anticipatory of the event. When the time for the Siebel 8 version is set to be made, the whole world watched over it.

So, what is new with Siebel 8? Are there really highly anticipated events that people must see about the new release? Well, believe it or not, Siebel 8 is the new software that is set to conquer the whole business industry. The following key points are the more anticipated functions and features of the Siebel 8:

- A. Of course, the upgrade would mean new tools and features that are either enhanced or modified features of the predecessor, but more to that, the Siebel 8 allowed for the easy access on the Web which is becoming the trend in majority of software.

- B. Apart from being able to have an easy access on the web, the Siebel 8 is capable of being accessed on a handheld device such as the Window CE platform.
- C. For the top executives, a new feature of the software is the capability to have sales coaching. A tool that is incorporated on the software allow for this feature to be possible.
- D. As part of the business need, a new feature called expense reporting function that is automatically performed is also incorporated on the software.
- E. A new, modified, enhanced analysis tool was created to be able to serve the business organizations better.

## THE SIEBEL CALL CENTER: AN INNOVATION IN SIEBEL SOFTWARE

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When the term outsourcing became a common term in many households, the terms call center have been set as equivalent. Call center, as in the real call centers, are very costly to establish. The infrastructure, the software to be utilized, the communication media that you have to set-up, the employees, the location, all of these shall spell great expense and sad to say great pain in the head when you want to set –up a call center.

A call center is used primarily as an avenue to be of service to your customers. This is the latest trend of customer service in the business industry. However, when business process outsourcing or BPO came into existence, the “physical” establishment to set-up a call center became a least of the priorities.

Siebel Systems thought that even when the outsourcing thing invaded the call center industry, the need for a much less company expense is needed. This is the time that he was able to think about injecting the “virtual” call center on his array of inventions. He then created a structure to fuse Customer Relationship Management with Call Center theories using the Siebel platform.

The Siebel CRM On Demand a breakthrough Siebel release was modified which then included the Call Center feature on-demand. With this new package that Siebel systems has released, the capability of the business organization to attend to the customer service needs has been ironed out. The interactive voice response which is the common channel used by many call centers and outsourced companies was included as a feature of the Call Center on Demand Siebel software.

## UNDERSTANDING THE SIEBEL CRM PERSPECTIVE

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Siebel Systems is fully aware of the massive need of the business sector for a software that will help and aid not only the top executives perform their jobs at their best but also the whole structure of the business that correlates with one another. This is the reason why Siebel Systems has initiated its Customer Relationship Management systems thru its implemented software.

The Siebel CRM perspective is not a strange principle to everyone. Although Thomas Siebel was the one who pioneered the perspective, every business owner is fully aware of the impact that CRM creates on a business. The CRM is being enclosed in by so many factors and players. The principle alone cannot stand on its own. It needs the players and the other factors as well in order to fulfill its driven objective.

However, who are these players? And how do we identify them clearly? What are their contributions to the business? Below are some of the players that act within the organization:

- A. The operations area facing the customer. This area involves the people and the technology that directly works with the customer or client. They are usually the people who perform frontline jobs. They act as the mediator between the product and the client.
  
- B. Internal Policies, Rules, and Guidelines. These are directly impacting the behavior of the client and the frontline area. The action that surfaces between the client and frontline is based on the guided policies and rules that the company has.
  
- C. External Elements that affect the operations. These elements are the ones which are beyond the control of the organization being externally situated. However, as an implicating element, the organization needs to make sure that control is imposed on this player.

## **WHAT IS SIEBEL HIGH INTERACTIVITY FRAMEWORK?**

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Siebel systems were designed to be perfectly running and executing. Although the Siebel Systems were not created within the norms of simplicity, the Siebel systems made sure that all components and parts of the systems like Siebel 7, 7.7, 7.8 and others are working in accordance with what is standard.

Siebel systems usually operate in two dynamic frameworks. These frameworks are substantially the elements that made it possible for the Siebel systems to compatibly work with other systems primarily the application software and operating systems. The two frameworks are standard interactivity and the high interactivity. The main difference between the two frameworks is on the manner the Siebel client coordinates and channels things with the Siebel server.

In the case of the standard interactivity framework, the modifications and changes that were made to record them are not automatically coordinated to the Siebel database server and in order to use the recorded database you will need to basically save them separately. On the other hand, the high interactivity framework works exactly opposite the other framework. When you make some changes on the record, it is automatically being saved on the Siebel Database server.

However, with this kind of a protocol, some problems are encountered with the high interactivity framework of Siebel. Normally, when you launch any applet on your Siebel software of any version, you would normally have an Internet Explorer instance, but with the current high interactivity framework, the instance when opened is crashed and requires that it be reopened.

Other than that problem, the high interactivity framework is working perfectly as designed.

## **WHAT IS SIEBEL ON-DEMAND?**

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When someone hears the term ‘on-demand’, one would immediately associate it with the ability to provide assistance at that very instant. While this is true, this concept has been a tweaked a little in the perspective of delivering services using the Siebel On demand system.

The Siebel On demand is one of the mantras that Siebel Systems created. The Siebel on demand in the perspective of the Siebel group is a capability of the system to integrate the capacity to interact with the client and channel the results back into the back-end of the system. This then allows for multiple communications to exist in between the company and its clients and the company and the system. This concept must have been conceived with a little degree of difficulty but then again, it all came from a simplified concept.

The Siebel on demand is a fruit of incorporating the interactive voice response and the call center environment on a single capsule. The idea is to primarily eliminate the need for additional infrastructures to be built and established. This in effect lessens the potential of spending too much from the company's financial resources.

When a full implementation of the Siebel on demand is realized, the company shall benefit greater by not worrying on how to integrate some of the vital features and services of the company and how to further develop these so they become fully functional and become income-generators. With the on demand, the company can now focus on how to better give better services to its clients so that they become loyal clients of the company.

## THE GROWTH OF THE SIEBEL SOFTWARE

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The humble beginning of the Siebel systems/software is comparable to the humble beginning of the Microsoft Company. Not a majority of businesspersons on the industry thought that the Siebel software will be a good instrument towards attaining the business objective.

When the Siebel software first hit the market, he initially hired great minds in the field of software engineering to come up with a software that will help organizations to have a method of knowing the potential behavioral pattern of the customer and how to capture correctly these patterns and behaviors of the clients.

Thomas was envisioning of releasing a software that help automate the sales force which will allow every person in the business particularly the sales team to create a perfect analysis of the client's behavior and have an access and able to act on a central information – collected and detailed -- about the business clients and the strength of the competitors.

A year after the Siebel Systems was created and established, Thomas then released its initial offering – the Siebel Sales Information System – which will enable companies to provide its structure a better way of analyzing and accessing of data from all points of the organization, allowing for an easy, robust way of information access.

When the first Siebel software was released, Tom Siebel knew that he was trying to catch smoke in the hand. Bu with Thomas's perseverance combined with business intelligence, he was able to capture not only the market in the United States but also majority of the countries in the world.

## **HOW SIEBEL SYSTEMS WORK TO IMPROVE THE SIEBEL SUPPORT WEB**

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The Siebel Systems is fully aware of the importance and essence of having a properly maintained and up-to-date support web system. It is one of the mechanisms that Siebel Systems uses in ensuring that all of its clients and potential customers are able to access the latest and most updated information there is about Siebel Systems. It is for this reason that a pool of technically savvy people are grouped together in order to make sure that they work on the support web alone.

The work that is shouldered by this group of people is primarily to periodically check the web support content. Some of the specific details that they need to comply with are the following:

- A. Make sure that all pieces of information are current and that outdated bits of information are immediately removed from the web content.

- B. Make sure that all functionalities in the web support are all working as designed being as user-friendly as it is and easy to navigate.
- C. Create and design a web site that is both graphically amusing to net visitors and all at the same time relevant and useful to potential clients.
- D. Make sure that there is a periodic check on the web contents and on the multimedia elements that are embedded on the site.
- E. Determine what sort of technology is making waves in the industry and how it can be applied on the web support site. This is one way of ensuring that the Siebel support web is not out of tune in terms of the technology that is employed on a support site.

## **SIEBEL SYSTEMS INCORPORATED: THE COMPANY THAT STARTED IT ALL**

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During the early 1990s, although customer relationship management was the thing that was booming then, majority of people did not appreciate its presence more so understand why it even existed. When Thomas Siebel saw the need for a strong customer relationship management, he knew then that what he had on his mind can best answer all the issues that business organizations faced. The CRM or the customer relationship management being fused and injected on a system is what everyone else needs.

Then in 1993, Thomas Siebel together with Patricia House built and established the Siebel Systems Incorporated. The company was focused in driving the CRM or the customer relationship management as its main product.

In 1995, Thomas together with Patricia heading the Marketing arena, built and created its maiden product – the Siebel Sales Enterprise software – which was appreciated and accepted by majority of the businessmen. This became a huge success in the market. In 1996, a year after initial launch, the Siebel Systems made a drastic and brave business move. Siebel Systems opened its company as a publicly traded institution. From this move, the Siebel Systems Incorporated earned more and more alliances that weakened the competitors while making itself very powerful and strong. After that, year after year, Siebel grew very fast. More and more companies begin to notice the strength and power that it has. In the year 2000, the Siebel Systems hit a very impressive revenue mark totaling to about \$1B.

For 6 solid years of manipulating the software arena, Siebel then agreed to have a merging with an equally powerful and strong company – the Oracle.

## **WHAT IS SIEBEL & HOW DID IT BEGIN?**

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Every corner of the computing and business industry knows and pays reverence to the great contributions of Siebel and its founders – Patricia House and Thomas Siebel. Tracing the roots of Siebel, it used to be just a sales company that is engaged in designing and developing software applications for CRM. However, because of the combined intelligence of the pioneering people of Siebel it became huge as it is right now.

When Siebel was established and created in the year 1993, it had about 350 to 400 clients that serve the pretty emerging targeted market directly involved in sales force and automation software. Siebel then was offering products that were primarily electronic contacts.

When Siebel was just starting, its head, Thomas, knew that great brains and minds are pre-requisites in order to achieve success in the business. He then hired notable people in the field of software engineering and computer technology to coordinate and oversee the whole process of software development. He hired only the best people in the industry to ensure that company visions are being carried out.

With the right people at hand, he then fused his marketing skills obtained thru research in order to produce the output of his own ideas. He then embraced with varied techniques and strategies to forma and come up with the best product.

The key secret to Siebel's success is best described with what Thomas Siebel explicitly said in his interview with Forbes Magazine "that creating a viable business market is through building robust and strong software products allowing businesses and organizations to employ information and communications technology to properly manage customer relations across all business media— field, telesales, telemarketing, the Internet and all.

## **SIEBEL APPLICATIONS: CREATING CHANGE IN MANAGEMENT**

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The reason behind the importance of Siebel Applications in the world of Business can be best seen when looking at the companies engaged in the Industry.

As more and more companies become willing converts to the implementation of Siebel Applications on their managements for the purpose of achieving strict and vital business goals.

These goals, no matter where the person looks at it, are both aimed for the improvement of the customer loyalty levels and generation satisfaction on the part of the customers serviced.

With this, also comes efficiency, and with it the company is able to derive a somewhat lower cost of reaching customers for their buying and servicing needs.

Of course, all of this is done through the efficiency of the company's sales representatives and customer support, aided by the well-intended Siebel Applications, whose value to the companies is increasing because of its importance and work.

Eventually, Siebel Applications will provide the vehicle in which the company could promote change and give way to better ideas, but in its entirety, it is never enough to make a dramatic push upwards of sales.

Of course, the management must have a planned management strategy, whether new or modified, that would lead change and reform on all vital portions of the company.

The problem is, any failure on this change will, ultimately, invalidate the upper-handed advantage of having a Siebel Application for Business, as it will put pressure on customer loyalty and cause it to weaken and create a situation where there is a larger number of support issues other than calls of thanks.

## **SIEBEL CONSULTING: FOR INFORMATION ON SIEBEL**

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There are Siebel consulting services being offered as support for the company's clients for planning and implementation consultations before any form of deployment phase begins.

This is highly characteristic of a Siebel service, and the company considers it as a big boost to company prestige to provide the best form of consultancy possible.

This can be done through partnerships with other companies that have experienced consultants, who have one of the most extensive experiences working with Siebel.

Of course, these consultants must also be able to provide necessary knowledge and answers for Siebel CRM software industry-related questions.

Usually, the ones hired to be consultants are mostly people, who have had something to do with working closely with Siebel applications and Tools in the past.

And there are many of them, and the fact is, if a consumer is unhappy with one, then transferring to another will be very easy.

Of course, the consultants will have a very wide knowledge and understanding Siebel and its applications, which is not only convenient for the consumers, but to Siebel as well as it keeps the competition low.

Now these consultants can be trusted to know a lot of Information about Siebel and the interactions that they provide between Siebel and the consumers through them is vital to both parties.

Indeed, these consultants will be most helpful in helping the consumers think of how they could improve their situation through Siebel, and on what kind of direction should their Siebel CRM strategy be like.

## **SIEBEL DATABASE: FOR SINGLE - SERVER OR CLUSTERED**

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There are Siebel database processes that like any other database is treated as a collection of records or data provided in a manner that is at best structured.

This database is then stored in the computer for future use and easy preservation of the Information.

In a Siebel database, it has the unique ability to make the cost of computing into a lower margin.

Along with this, many users even claim that it is also able to improve the quality of service that it provides to the customers in terms of their grid computing needs.

This improvement in quality also translates to other relations as well, like in the case of companies, who now experience easier innovates at a faster pace.

And in terms of delivery, the industry is in leading performance in providing for the needs of the consumers on scalability, security and reliability.

The consumers, on the basis of choice, may choose a clustered server, or they may choose single-servers whether they may be running on Microsoft's Windows, Linux or on UNIX.

Aside from this, Siebel's database is also able to provide the end-users comprehensive features that will eventually aid them in managing the most demanding transaction processing with ease.

And of course with transaction processing a lot easier, the burden of tasks in the business intelligence and content management applications will also be lightened.

And if this was not enough, Siebel is also known for investing a lot in its database through partnerships with different companies.

It truly is, a growing industry inside the fastest growing company in its own right.

## **SIEBEL FOUNDATION: DIVERSIFIED AID SECTOR PROVIDER**

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Among the already growing number of foundations is the Siebel Foundation, which was founded on the year of 1996 by Thomas Siebel, who is the chair of First Virtual Group.

The foundation is the very active on taking aid and support to the plight of the sectors in education, health and drug prevention.

It is also notably very helpful towards the causes of wildlife and habitat preservation, its conservation, and for the support for the homeless, which when compared to other foundations it would seem to be the most generous of the lot.

Or at least it would appear to be the foundation with one of the most diverse advocacies and aid sectors, which is so unlike many of the foundations, which usually have only two to three aid sectors to help.

Now even though Thomas Siebel founded the Siebel Foundation, the Siebel Scholars Foundation, a Thomas Siebel creation, and the Dearborn Scholars Fund also created it as well.

Aside from these two, there is also a third member and that is the Meth Project Foundation, which most probably explains why there is a very large and diversified number of aid sectors it helps.

Originally, the Siebel Scholars Foundation was a foundation that granted educational scholarships to graduate students, who have been shown to have excellent academic achievements in the past and leadership abilities.

Aside from this, Thomas Siebel is also the founder of the Meth Project Foundation, and with the merging of the three foundations he became one of the most generous philanthropist today, even surpassing the other billionaire-philanthropists.

## **SIEBEL TOOLS: DESIGNED TO SUPPORT THE NEEDS OF THE PUBLIC**

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Many would say that Siebel Systems became as prestigious and powerful as it is today because of its unparalleled partnership with other companies.

For one, because of these partnerships, Siebel is able to provide many vital application management solutions that are capable of providing visibility for actual response times for the consumers.

Second, these solutions will also permit the consumers to use Siebel Tools at relative ease.

This is because of the design of the Siebel Tools, which has been modified and created to be an integrated environment for the configuring of all aspects of applications that are found and serviced by Siebel.

In this integration, any Siebel application, released to the public for use, can be utilized as a single configuration, and be deployed to the HTML clients.

It can also be used to support languages in the nature of Siebel's applications, as well as the Siebel applications themselves.

Now for maintenance purposes, many say that Siebel Tools are very easy to maintain and can be expected to move automatically upwards in the Siebel Tools' ladder through the upgrades.

For the upgrades, well, Siebel itself will provide this.

Siebel of course will release only Tools that is capable-enough to be object-oriented and be able to support Web application development.

And achieving the goals of supporting Web application development must be in the likes of supporting the customization needs of sales and marketing with ample due given to the requirements of good customer service.

These, among the many other reasons form a part of why Siebel is the fastest growing company in its industry.

## **SIEBEL CERTIFICATION: FOR CONSUMERS TO BE HAPPY ABOUT**

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Being one of the fastest growing company in its industry, it is certainly going into places where it has never gone before, but are so unexpected and strategically important in an unseen way that it is now reaping the benefits.

Of course, there were many roads taken, and while the most important of these were partnerships, Certification is also a blooming flower in the Siebel hierarchy.

The Siebel Certified Professional Program was designed and envisioned to provide a wide standard of understanding for their Examinees.

Through this Certification process, the customers and the managers alike are empowered to provide the best objective measurement of the knowledge of consultants and analysts on Siebel and its applications.

Even the employees of Siebel are included in this, and this ensures the efficiency and capability of the employees on answering to the needs of the consumers and clients in terms of confusion in Siebel Products and on their implementation techniques.

And because of its purpose, the Siebel Certified Consultants must be able to possess core understanding of Siebel and its applications.

This can be derived through a course-based training regimen and a hands-on lab experience with Siebel's eBusiness Applications.

This commonly includes the installation processes, data manipulation and server administration.

Of course, there is also application configuration to understand and business process automation, a common sight to see today in IT.

IN terms of sales, Siebel also provides as part of the course, the ways on how a Siebel Certified Consultant could properly support his mobile clients.

## **SIEBEL CRM ON-DEMAND: RELIABLE & EXCELLENT FOR BUSINESS**

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One of the most common reason why Siebel CRM OnDemand is considered as the hosted solution to the improving and centralizing of the interactions of the IT customers with the company is that Siebel CRM OnDemand is able to transform and improve a sales forecast.

Now this may seem too farfetched for some, but from the point of view of many, Siebel CRM OnDemand can virtually make a logical a sales flow, and regulate marketing into well-oiled machinery.

In many cases, even the act of tracking down sales commissions can virtually create a scene of transparency in terms of employee billing.

The best company to get a Siebel CRM OnDemand solution is one that is already on the rise, as it can make the company transform in something bigger and more stable.

As like in the child, transforming the child is always easier while still young, and disciplining a grownup is like kicking a tree.

It is the same with Business, and Siebel CRM OnDemand uses this to make an improving company improve more than it would naturally be without Siebel CRM OnDemand.

Now how does a Siebel CRM OnDemand work?

Well, it's pretty easy, and for starters aside from the aforementioned good things about it a few sentences above, the Siebel CRM OnDemand allows any company to use with ease the Application without fear of destroying the Application from a wrong command as it has strong customizations.

It also has a lot of room for future use in expansion, and an excellent offline functionality that is unsurpassed by anyone in the IT business.

In addition to being the best in IT, Siebel CRM OnDemand also has capabilities can be deployed as soon as possible without diminishing their reliability base and easy access.

## **SIEBEL EAI: FOR INTEGRATION OF SOFTWARE & WEB FANATICS**

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Of course, even the best and the brightest need others to survive, and people necessarily have to depend on other people to make their survival happen every day.

Without others for support and guidance, as well as other means, people and their companies wouldn't thrive and grow into greatness.

This is basically the story behind the production of software, which is rarely complete in its own right, and would nearly always require the help of other software as well.

In many cases, the software itself is dependent on another for information and on processing it, along with proper storage.

Of course with all of these software jockeying for position, there has to be a mechanism that'll infuse and integrate the various software into one to make it work into one single entity, which is composed of many different segments.

And this goal of having such mechanism seamlessly working is like Siebel EAI, whose domain puts it in deals that are promoting the integration of Siebel to other heterogeneous and homogenous Application systems alike.

The likes of these Applications are those of Java, .Net and of course, the Applications released by Siebel on other instances.

Now the mechanism EAI generally stands for Enterprise Application Integration, which is considerably one of the most challenging jobs in Siebel, but with the necessary charm that makes it interesting.

Well, the people assigned in EAI are generally the people, who just can't get enough of Websites and other things in relation to it, and they are the people who really can't sleep as much anymore because of the amount of work.

Work in EAI is commonly centered at the Web Services so for Web-fanatics, it'll be the best job for them.

## **SIEBEL INTERVIEW QUESTIONS: HARD QUESTIONS TO BE ANSWERED**

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Of course before one could get into a partnership with Siebel, that company would necessarily have to go through the entire and tiring process of being assessed if it really was the best company for the job.

There are interview questions on this, and while most have usually been successful in their pursuit, there are still some that failed.

Siebel, one of the best companies in their Industry and the fastest growing, will undoubtedly pick the best partner to reap the best benefits.

In fact, even though there are now so many partnerships that it is no longer viable, or at least aspires, to memorize them all, the partnerships are still growing.

To this, the rigid rules set in place are always followed to the letter, and this forces the companies, who may want to part of any partnership, to suit up to its best.

Aside from these companies, there are also people who wishes to be part of the Siebel corporate family, and they can either do this by applying for a position in it, or going through the Certification process developed for the sole purpose of getting the Siebel Certified Consultants under the program of the founder, Thomas Siebel.

And to this, such consultancy reached the number of more than 400 Certified consultants by the end of year 2000.

And take note in this, the program of Siebel Certified Consultants was first introduced in the year of 1998, making it one of the most successful Certification process ever conceived.

In this, such Certification can be very hard to get or even passed with dismal scores as it is hard, but of course there are ways to make it easier, as in the Internet are a list of questions that are known to crop out of Siebel interview question.

## **SIEBEL VECTOR: SIEBEL IS THEIR CHOICE**

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With the Siebel Systems efficiency and expertise in delivering industry and technology Applications for utilities and energy services, it launched the Siebel eEnergy 7.

This new application is for the purpose of serving the needs of such companies in the Industries by giving them the capability to have the power to address their needs to have Applications solely intended for sales, marketing and service.

These, along with everything else, are conspicuously for the energy services and utilities, and are meant to provide the companies with the much-needed visibility of transactions to control their business more effectively.

And in business, a company that is transparently controlled gets to achieve the most rewards in terms of profits and growth.

With Siebel's release of energy 7, which is a revolutionary Application for the companies in the Energy Industry, there are now more energy companies using it as a way of regulating and managing their business needs.

And among those notably present in this lineup of clients are the likes of TXU, Country Energy and Ruhrgas' Energy Service Center.

From these three, there are also other companies like the VECTOR, which uses the Siebel as their CRM standard.

Focusing on VECTOR, the company is the owner and operator of more than one billion dollars worth of assets in the infrastructure business of Auckland, New Zealand, which is also known as the country's largest city.

For energy concerns, VECTOR is also the biggest leading provider of electricity networks in New Zealand, and the company's use of the Applications of Siebel is enough to say that it is the best for the job.

## **SIEBEL 7.5: A CRM PACKAGE**

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Siebel Systems, Inc. as its peak had indeed launched great versions of Customer Relationship Management or CRM e-business applications. These applications which were hugely patronized by corporations and other business enterprises had been accepted internationally as well.

Amongst the various applications and packages of Siebel Systems, Inc. is the Siebel 7.5 launched in 2002. Anyhow, other Siebel applications include Siebel 7.7, Siebel 7.0, Siebel, 6.0 or Siebel 2000, Siebel 99, and Siebel 99. So what are the features of Siebel 7.5?

Siebel 7.5 provides functionality when it comes to multichannel sales, service, marketing, and partner and employee relationship management. The Siebel 7.5 contains the documented industry-specific Customer Relationship Management finest practices which are implanted in achieving Siebel 7.5's functionality.

The so called big change for Siebel happened in Siebel 7.5 expansion, from CRM towards employee relationship management of ERM with the inclusion of analytics which is still part of a larger CRM approach.

To some extent, the support of Siebel with regard to Web services and standards-based integration has been achieved with the help of Universal Application Network. Additionally, Siebel's support is also given in web services standards like Simple Object Access Protocol and Web Services Description Language or WSDL. Therefore, users get a more comprehensive business services and workflow processes as generated by Siebel 7.5 and the use of WSDL.

This product called Siebel 7.5 emphasizes their service analytics which include Siebel Sales for global account management. Also, product catalog, pricing changes, and improved customer order management are provided in Siebel Interactive Selling feature of the product. Lastly, budget and objective management and promotion and customer analytics are highlighted in Siebel Marketing feature.

## **M U S T - K N O W   S I E B E L   A N S W E R**

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Siebel Systems, Inc. together with Oracle Corporation had developed application systems which require great technical skills from the users.

One consequence of Siebel Systems, Inc. and Oracle Corporation integration is also the integration of the systems applications. Oracle Business Intelligence Enterprise Edition has one tool that is being used in one of Siebel's application and that is Siebel answer. What is this tool called Siebel Answer?

Siebel Answer can function as an ad hoc tool that defines a question which will retrieve information to answer the business questions. Creating reports and dashboards could be made easy when Business Intelligence Application Developer use the Siebel Answer tool.

Siebel answers and dashboards would be available once Siebel Analytics administration is already built. In other products such as Siebel Enterprise Analytic Platform 7.7, Siebel Answers and Intelligence Dashboards are included. These components will definitely provide interactive admission for end users to get business questions answered.

Since Siebel Answer is also considered as an ad hoc tool then, analytic functionality centered on authentic web architecture hence, end-users will earn the capability of interacting with a logical view of data or information. Organization of information will be also provided to the end-users with the help of Siebel Answers that will provide a reflection on how the users think other than how information is stored and structured.

Once analysis of information—which can be shown in tables, charts, pivot tables and other visual formats—is created in Siebel Answers, this information is ready to get published in the users' private dashboard which can also be shared with other users.

## **THE DEMAND FOR SIEBEL DEVELOPER**

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Technological advancement, innovations, and modernization have been a major part of Siebel Systems, Inc. ever since it started in 1993. Technological career opportunities have been flooding the IT industry and if one truly has great potentials you could land in the hottest job offered by multinational companies especially when your credentials is significantly related with software development.

Furthermore, if we examine the overflowing job opportunities in the market, one will notice that the demand for Siebel developer is too overwhelming. Siebel developer is one kind of profession that provides knowledge in software application, software development, and other programming systems. Knowledge about the mentioned areas of information technology gives the interested parties the edge to seize the opportunities and get the career they want.

And when we talk about job opportunities for Siebel developer, we actually mean the demand that is globally and across other continents is increasing through time. As the demand for more Siebel developer qualification increases, skills that applicants need to also matter in job acquisition. IT skills needed for being a Siebel developer are knowledge in application development, business applications (e.g. Siebel analytics, Business Works, Dynamics CRM, etc.), database and business intelligence, operating systems, programming languages (e.g. SQL, VB, Javascript, VBA, etc.), and other general skills which include finance, marketing, investment banking, retail banking, and other related skills.

Siebel applications have dominated the business and IT industry; hence, the demand for highly-educated professionals with regard to handling Siebel's applications also grow inevitably. It's like a domino effect that started when Siebel Systems, Inc. provided the world with its software that included customer relationship management.

## THE SIEBEL HIGH-INTERACTIVITY FRAMEWORK

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Behind every excellent product is an effective framework. Same goes with the Siebel High Interactivity Framework, but the only difference is that the framework created did not get the output it aims to get. Why does this mean?

Alas, Siebel High Interactivity framework has been actually causing a number of dilemmas on its users since this framework presents complications in debugging. But the problem actually lies outside the scope of Siebel which means this difficulty can be prevented. However, where do the difficulties lie?

Several reasons why Siebel High Interactivity Framework gets harmed are:

Firstly, different version of jar files that reside on the same personal computer. Accessing various instances of application using the same system is another reason in harming the Siebel High Interactivity framework. And the third reason would be having several JRE versions instances found on the same system.

One instance of problems that can be encountered is when Siebel High Interactivity Framework results in error due to improper installation. Then other complications follow wherein the user is unable to open application. The solution with this problem would be granting Administration rights to the user since the problem is due to insufficient permissions, once permission is granted the application will be properly installed.

Another Siebel High Interactivity Framework Problem which can happen is when you use Siebel 7.7 or Siebel 7.5 is when you click on Pick Applet in Siebel 7.7 application. Here, the IE instance crashes and then you need to open the application for another time. The reason behind this trouble is the corruption of High Interactivity Framework files. Hence, you need to remove the High Interactivity framework files and reopen the application.

Yes, problems occur but don't get worried easily since the answers can be simple compared to what you expected.

## **SIEBEL SYSTEMS INC.**

### **INTEGRATION WITH ORACLE**

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It all started on September 12, 2005 when Oracle Corporation purchased Siebel Systems with a worth of \$5.8 billion. The Oracle Corporation and Siebel Systems, Inc. integration brought a new life in the Customer relationship management since the time Siebel was established and hit the market in 1993.

Providing software for CRM was the ultimate vision of Siebel ever since it started. Subsequently, as Siebel started to boost its sales in force automation software it got bigger when it comes to customer and marketing service applications. With this kind of intense growth it seemed to be an expected moment when in 1999 Fortune Magazine labeled Siebel Systems, Inc. as the greatest and fastest rising company in the United States.

The secret with this kind of success was revealed and linked with the company's capacity to establish alliances that in year 2000, Siebel Systems, Inc. had already over 700 partners alliance.

Siebel Systems, Inc. was established by Thomas Siebel and Patricia House in 1993. Through the years Siebel was the CEO, president, and chair of the company while House was the company's Vice-President in marketing. Under their leadership, Siebel Systems, Inc. acquisitions and alliances explosive growth became distinguished in 1998-2003 until it was acquired by Oracle in 2006. Before the sensational acquisition of Oracle, Siebel Systems, Inc.'s revenue already reached \$1 billion.

Oracle Corporation on the other hand is taking its own road to success in becoming the No.1 in middleware, applications, and database. Its objective about continuous innovation in the software industry is surely attainable now that it already owns the once leading software brand Siebel. Siebel Systems, Inc integration with Oracle Corporation surely defines a powerful software company in the making.

## **ATTENTION: SIEBEL ADMINISTRATORS**

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The dawn and demand for highly-skilled professionals have been a major undertaking of many multinational companies since they only want the *crème de la crème* for themselves. They need professionals who are perfectly trained and can perform well in terms of technicalities that a specific position requires.

For instance, the outright demand for Siebel Administrators of large, medium and small enterprises has created an alarm to each other's welfare since it seems that there are only a few numbers of people who can qualify as Siebel Administrator compared to any other IT related professions.

Yes, there is also a great demand for Siebel Developer, however, the kind of demand that Siebel Administrator has also great difference when it comes to responsibilities or the job description.

To further illustrate the point, Siebel Administrator would be responsible in:

Firstly, installation of Siebel servers together with its components. Secondly, the know-how in management of Siebel servers and its elements is also needed. Third, the knowledge in handling and controlling web servers like iPlanet and IIS is necessary.

Familiarity in troubleshooting Siebel servers related concerns would be the fourth responsibility. The fifth one would be the deployment of SRF and Repositories from one environment to the others is also a part of Siebel Administrator's responsibility. Finally, the expertise in coordinating with different teams such as web server, database, and integration teams is highly required.

Other supplementary skills which can be also helpful as Siebel Administrator is having an understanding about Unix, Linux, and shell scripting. Once you think you have the mentioned skills and can perform such responsibilities your chances of being marketable in the eyes of those multinational companies is undoubtedly high.

## WHAT SIEBEL BOOKSHELF HAS TO OFFER

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When it comes to searching resources, references, and valuable information about specific field of study in Siebel applications, software, and other Siebel products then Siebel Bookshelf is at your service. It actually provides product users and IT professionals the complete guide they need in familiarizing themselves in Siebel applications.

Moreover, a certain Siebel bookshelf is published before the release of Oracle's Siebel Business Applications to provide the target user of the products the information they need to know. Hence, in a Siebel bookshelf you find the introduction or the overview about the product, then, it is also revised as new products are being released.

The documentation that Siebel bookshelf provides will explain all the changes that happened in a specific Oracle Siebel application. Also found in the Siebel Bookshelf are the latest products which are being compared with the previous products to highlight the differences, similarities, and what's the new product has to offer.

In the documentation part of the Siebel bookshelf is of course the long list of documents listed in alphabetical order. This documentation functions like a library catalogue wherein all reports, references and guides about a specific application product are available to be dealt with. The Siebel Bookshelf also offers information about the latest changes in Siebel applications and software every month.

Another feature of Siebel bookshelf is its documentation by product line which presents users information such as implementation planning, installation/upgrade, system administration, application integration, application development, application administration, and others which can all serve as guidelines in understanding Oracle's Siebel product lines.

What's more about Siebel Bookshelf is that it gives the users the chance to get updates, download the documentation, and other services they can offer to achieve customer satisfaction.

## **SIEBEL ESCRIPT 101**

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Siebel has created systems applications and business software as part of Siebel development. These applications and software comprised of areas that function differently but accordingly to meet the same end result. One significant area which cannot be overlooked is the Scripting. Though it is never advocated to write script in Siebel, the computer language known as Escript is what needs to be done.

To start of with, Escript has a shared JavaScript syntax. Once you gain familiarity with JavaScript then you would not have the hard time understanding Escript at all. Escript is generally categorized into two classifications namely Server Scripts and Browser Scripts. Let us have a working definition of the two. First, server scripts as its name suggests is carried out on the side of the server. Once the user sends his request it will be received by the server as the scripts get executed.

The browser script on the other hand, is executed in the side of the customers as it is converted in Javascript. Siebel components like Applets and Business components are the typical venue for script writing. Nonetheless, the core function of Escript is executed in business services provided that there are actually a number of things that can be attained through business service.

However, there is also a drawback in using scripting and that is the difficulty that can be achieved when making manageability and up gradation of Siebel applications. Though Escripting is hard to execute it can be also a benefit in becoming a successful Siebel Developer in Scripting and Configuration.

So, being knowledgeable in difficult wouldn't do you any harm at all, instead it can provide you with so much opportunities to explore.

## **SIEBEL INSTITUTE OF TECHNOLOGY & THE BREWING SCIENCE**

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Brewing science and Siebel Institute of Technology are just made for each other. The institution has been making a legacy in creating and molding world class students in the field of science brewing. Siebel Institute of Technology categorized as a technical school offers diversified courses and programs.

During Prohibition period courses in refrigeration, baking, milling, engineering, carbonated beverages and related courses were being offered, however after the repeal of Prohibition non-brewing courses were already removed. Nonetheless, the institution's eagerness to provide high-class and international brewing training made them known in other foreign places. Ditto, satellite campuses where also established in Munich, Germany and Montreal, Canada.

Established in 1872, Siebel Institute of Technology started to offer international brewing community what they called analytical services. Hence, Siebel Institute Laboratory Services division was able to pass the standard and quality requirements set by the biggest breweries worldwide.

What does Siebel Institute of Technology has to offer which made them lead the brewery industry? The answers would be the tests covering raw materials they provide, the finished beer, wort, yeast and fermentation, and other fields that have connections in brewing commercially.

The science's role in this institution is seen by the services they used which is validated by ASBC & EBC. This service uses state-of-the-art equipment being utilized by their knowledgeable staff. And for over 135 years, Siebel Institute of Technology keeps on supporting their clients with their testing programs that will lead them in attaining effective brewery system and first-rate quality of beers.

Lastly, Siebel Institute of Technology makes it a point to ensure the quality of brewing education they are giving to their students to make them invincible in facing the challenges that brewing industry imposes unto them.

## **SIEBEL SYSTEMS INC. SUCCESSFUL MARKETING STRATEGY**

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Many corporations today silently agree in one idea and that is to increase and as much as possible maximize their means in empowering and valuing their relationships with their clients or customers. And we can say that Siebel Systems, Inc. is no different from all other huge corporations.

The rationale behind every company's success like Siebel Systems, Inc.'s success is no longer a secret to most companies; unfortunately the execution doesn't meet the end desire. What do other companies know that they do not know how to execute properly? The answer is simple, their relationship with their customers is not satisfying—in the part of the customer. And, the technology which could be a perfect avenue in establishing a customer-focused strategy is not totally utilized with its purpose.

Perhaps, this could be an unwanted truth in the part of other corporations but Siebel's successful marketing strategy which is customer-focused is truly an achievement which needs to be credited and be set as a model. If other companies would not acknowledge that their failure lies in lack of well-defined and specific business strategies that center on the customers, then they don't have to expect that something good, profitable, and promising opportunities will go their way.

Now that Siebel Systems, Inc. is already a part of the equally successful Oracle Corporation the rise to becoming victorious is undoubtedly not far from their reach since some events had already started to build the fire when Forrester Research puts Oracle's Siebel Marketing as a "Top Enterprise Marketing Platform for B2C and B2B Organizations."

Where else could other companies position themselves now?

## **EASY PAYMENT METHOD THROUGH EASYPAY SIEBEL**

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Then, the Internet was just used to provide information. But now, the Internet can be a good ground for business. Here, one can have the whole world as his store and he can also beat the physical boundaries and limitations of conventional communication. It's not only the better communication process that the Internet provides but a fast service too. Now, even payment can be done online. No need to withdraw physical money to pay products. Transactions can be done quickly, easily, and safely through the Internet. Thanks to software applications that allows this kind of payment scheme like the EasyPay Siebel.

The EasyPay Siebel allows the business enterprise to activate interactive voice response, customer service representative, and Web payment channels to accept payment through different instruments. This payment can also be scheduled, recurring, or one-time. With EasyPay, the user can make a more efficient collection system and processes while at the same time addressing the different challenges of creating different schemes on online payment. This can be done effectively with the help of various EasyPay features.

EasyPay Siebel has a robust platform which provides flexibility in configuration of each channel that has a specific need. Aside from that, the software also has an in-house portability. This feature can preserve the option in converting the EasyPay into an in-house deployment. EasyPay is also reliable and secure to use. The expertise of Oracle to provide secured payment system allows a maximum security and reliability for the business enterprise and the prospect customers. Siebel EasyPay can also be restructured for the business enterprise's desired payment system.

Having all these functionalities and features of EasyPay Siebel will surely provide an easy payment method through the Internet.

## **KNOWING THE SIEBEL ARCHITECTURE**

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Siebel is the leader in customer relationship management. That is why many are seeing through the Siebel architecture to learn about the greatness of its different software applications. Among the unique qualities of the Siebel architecture are the three layers it has for its applications. These are the user interface objects layer, business objects layer, and data objects layers.

The user interface objects layer contains the different visual elements that are used to interact with the user. Meanwhile, the business objects layer has both the business objects and business components. The business component is a necessary business module that includes the multiple fields that represent it. The business objects, on the other hand, has the collection of the various related business components. There is the so-called Siebel connector that communicates with the business object layer through the Siebel Java Data Bean. Lastly, the data objects layer has the objects definitions that give a logical representation of the basic physical database. Compared to the other two layers, the data objects layer is independent from the installed relational database management system. This layer is also not accessible through the Siebel Java Data Bean, unlike the business objects layer.

Aside from the different layers found in the architecture of Siebel applications, there are still other various unique qualities on them. Example of this is the distinctive Siebel environment which has implementations that demonstrate many servers of an enterprise. Siebel architecture is also unique with its five different client types. Each of these client types has their own architecture that makes them stand-out from other similar applications.

## **QUALIFICATIONS & EXPECTATIONS WITH SIEBEL JOB**

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When it comes to customer relationship management or CRM, Siebel is the top product for that. This was once a company that creates different applications for better CRM, however, it is now a product line owned by Oracle. Although that is the case, Siebel is still considered as a big name in the software industry. In fact, a lot of Siebel jobs are still in demand today.

Before getting a good Siebel job, it is important that the person undergo proper education. Certification for Siebel specialist is also available until now. However, just like other certifications, having this requires enough knowledge and skills. Good thing there are courses and trainings for the preparation to get the Siebel certification. With this certification, the professional will have a better opportunity for job hunting. This is highly possible with the many jobs available for people who specialize in different Siebel applications.

The bright opportunity with Siebel is owed to the many business enterprise that rely so much on the different Siebel applications. Included to the many Siebel jobs available today are Siebel Analyst Consultant, Siebel Team Lead, Siebel Analyst Programmer, Siebel Configuration and Development, Siebel Configurators, and Siebel Test Manager. Each of these Siebel jobs requires different skills and knowledge. But all of these are definitely in need of knowledge and skills on Siebel environment and architecture.

The Siebel jobs are very critical to the success of one business. With the world being dependent on information technology, it is really a need that all business enterprise has competent Siebel professionals to work with their IT departments. Having these professionals will not only allow the proper and efficient use of the different Siebel applications but these will also ensure the security of the business enterprise's IT departments.

## WHAT IS SIEBEL TESTING?

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Although Siebel is the leader in customer relationship management, there is still a need for Siebel testing. This process allows the business enterprise to ensure that the CRM method they made with Siebel application can really provide the kind of service they are expecting. For Siebel testing process, the business enterprise can choose among the three options—to use a Siebel testing application, hire a Siebel testing specialist, or allow a Siebel testing service do the job.

For a cheaper option, the business enterprise can choose to have a Siebel testing application like the Siebel Test Automation. As the name implies, this application will automatically test the Siebel file. It also offers test automation interfaces which can eliminate the known negative points from the basic to general testing automation technologies. It can also be used to optimize the testing platform. Though helpful as an automatic Siebel testing option, the Siebel Test Automation cannot guarantee better and accurate results compared to other options.

The business enterprise can also choose to hire a professional in the field of Siebel testing—a Siebel testing specialist. This professional will transform the functional requirements in the business's system specification. He is also expected to define various test plans, execute the testing, evaluate the results, and document the defects found. Hiring a professional may be costly compared to having a software application but the business enterprise can ensure better Siebel testing process.

Meanwhile, the business enterprise can also pay for the service of specialized Siebel testing. There are companies offering their service for this field. This option may be cheaper than hiring a professional and will ensure better result compared to use of software. The only downside is that the privacy of business enterprise's information might be surpassed.

## **DIFFERENT COURSES OFFERED BY SIEBEL UNIVERSITY**

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Since Siebel is known for the customer relationship management, the courses that the Siebel University offers are almost all related to CRM. Although Siebel has been already acquired by Oracle, the parent company still pursues the different courses that the Siebel University is offering. Among the most famous of these courses is the preparatory learning to get a Siebel Consultant Certification. However, aside from this, there are still other courses offered by the university. These courses can be divided into the Siebel core course and Siebel analytics courses.

Included to the core courses of Siebel University are the Core Consultant Course, Implementation Case Study, Essentials of Siebel 7.7, Guidelines and Case Study for Business Analysts, and Siebel Fundamentals for Business Analysts. For the Siebel Analytics courses, one may find the Data Warehouse Developer Case Study, Advanced Data Warehouse Developer, Application Developer for Siebel 7.7, Application Developer Case Study, Advanced Application Developer, Server Architect for Siebel 7.7, Server Architect Case Study, and Advanced Server Architect. Aside from these two major divisions of courses, Siebel University also offers other courses like the Application Administration, Integrating Siebel Applications, Marketing Manager, Server Architect, and Migration Training Workshop.

The different courses offered by Siebel University are in lined with its objective to provide education to different professionals. This way, the business organization can fully use the great functions and features of the different Siebel applications. Success between the business enterprise and the software provider will be ensured with proper education from Siebel University.

Siebel University also offers its courses worldwide since it has its Siebel virtual classrooms where the students can learn the lessons at the comfort of their computers.

## THE COMMON TOPICS FOR SIEBEL ANALYTICS TRAINING

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Siebel Analytics is a software application which is composed of the Siebel Enterprise Analytics Platform and Customer Analytic Applications. These inclusions allow the enterprise to evaluate and measure the business performance using different aspects. Since Siebel is the largest product line for customer relationship management, it is important for big enterprises to have the Siebel Analytics. However, this application is not that easy for self-study. And so, different Siebel Analytics trainings are created to answer the need for immediate learning.

The common participants in a Siebel Analytics training are business analysts, IT managers, support staffs, and end-users. These people can learn how to create reports with the Siebel Analytics, gain expertise, and provide support for the end-users. To achieve this knowledge, Siebel Analytics training discuss on different important topics.

The topics included in common Siebel Analytics training are the overview of the Siebel Analytics and web navigation, reviewing and understanding of the Siebel Analytics software components, and learning the basic concepts of the application and its components. The attendants will also be taught how to create new queries, filter data, and format columns. Creating ad-hoc reports, charts, table, and pivot table will also be taught during the training.

There are still other topics covered during the Siebel Analytics training but some of these depend on the training host. However, it is common to these trainings that the participants should have familiarity with the different Windows products like the Microsoft Office and Internet Explorer.

There are also trainings available for various languages like German, Spanish, English, and French. The length of training also depends on the host and the topics to be covered but most of these last for some days.

## **WHAT IS SIEBEL HIGH INTERACTIVITY FRAMEWORK FOR IE?**

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The Siebel High Interactivity Framework could be among the famous Siebel software applications but is the least documented. Nevertheless, the greatness of this software application made it to survive until these days. Some business enterprises are still using the Siebel High Interactivity Framework for their IE or Internet Explorer.

The High Interactivity Framework provides a high level of performance, desktop integration, and usability for the business enterprise. This application has user interface parts like the user interface elements, rich text editor, and a lot more. There is also a browser health check with this application. This can be provided through the controls included with the Siebel High Interactivity Framework. This application can be used for different Internet browsers but the most commonly partnered browser to this is the Internet Explorer.

The Internet Explorer is the Microsoft's Internet browser. This application will enable the user to view different web pages from the Internet using its graphical user interface. The IE was introduced in 1995 and so far the most popular web browser today. Due to its popularity, many business enterprises are eyeing to this web browser for better profits. That is also the reason why there is the Siebel High Interactivity Framework for IE. This is to answer the need for a Siebel application which is compatible with the Internet Explorer.

More than this, there are still a lot of other features that the Siebel High Interactivity Framework for IE offers the users. These are the fewer pages which should be refreshed while the application is in use. It has also support for the client-side scripting and implicit commit. With these features and compatibilities, the Siebel High Interactivity Framework for IE proves to be a very useful application for many business enterprises.

## **SIEBEL SERVER SYNC FOR MICROSOFT EXCHANGE SERVER**

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Siebel line of products is known for its expertise in the field of customer relationship management (CRM) systems. Among the famous and most sought-after software applications it has is the Siebel Server Sync for Microsoft Exchange Server. This application is very necessary since it enables the business employees to centralize different customer information easily across the various Siebel applications and the Microsoft Outlook. Aside from this major functionality, there are still other great features of the Siebel Server Sync for Microsoft Exchange Server.

When this Siebel Server application is combined with other Siebel software, it can facilitate the end-user's adoption and collaboration of CRM systems. The integration of Siebel with the Microsoft Outlook and Exchange will provide the users the flexibility to easily and quickly achieve real-time insight of the customer interactions. The combination of these applications is helpful in facilitating the making of tasks, contacts, and appointments.

Aside from these helpful functionalities, the Siebel Server Sync for Microsoft Exchange Server still has other features. It has a server-based synchronization engine which can run in the background to help arrange the user's calendar appointments, employees, contacts, and tasks. There is also the Microsoft Outlook plug-in which permits the user to connect with the Microsoft Outlook contacts, appointments, and tasks. The application also has the capacity to embed the calendar of the Microsoft Outlook within some Siebel applications. This software also has centralized and orderly customer information which can be used with both the Siebel applications and Microsoft Outlook.

The many useful features of Siebel Server Sync for Microsoft Exchange Server will certainly provide increase in productivity.

## **BENEFITS OF SIEBEL TUTORIAL**

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Siebel Systems, Inc., the creator of many Siebel customer relationship management products, is already a part of Oracle. But the good news is that its products can still be found and can be bought today from the Oracle. Oracle cannot cease selling this product because Siebel has long been in the business. It has now become the most common CRM software applications used for many business enterprises. That is why a lot of professionals want to learn the environment and architecture of Siebel to get better job opportunities. Good thing there are Siebel tutorials available to help individuals learn the science of creating CRM software with Siebel applications.

There are a lot of benefits from learning the basics of Siebel applications with Siebel tutorials. First, these will provide the needed knowledge and skills on how to create CRM software with Siebel applications. Second, these will promote interest for Siebel applications. Third, Siebel tutorials will enhance ones knowledge on customer relationship management. All these will lead to possibility of acquiring Siebel certification which is very useful when finding good Siebel jobs.

There is no need to worry on where to have these Siebel tutorials because there are a lot of options available. Interested individuals can enroll in Siebel courses and learn the theoretical nature of Siebel applications. Joining group trainings can also be done to enhance the Siebel practical skills. Books on Siebel self-tutorial are also available. Through these materials, the person can study about the products during his available and convenient schedule. Some websites specializing in Siebel tutorials are also available for easy and free access.

There are a lot of ways for Siebel tutorial. The person just needs enough determination to learn all about the Siebel environment from scratch and he can surely enjoy the benefits of Siebel tutorial.

## **FUNCTIONALITIES OF SIEBEL WORKFLOW APPLICATION**

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Siebel Systems, Inc. was a company involved with developing, marketing, and supporting different customer relationship management (CRM) software applications. This type of software tool is a multi-faced process which can be used with a set of information technologies. This focuses on creating a two-way process for the customers so that companies using CRM will have enough knowledge on the customer's wants, needs, and their buying patterns. One of the software applications created by this company is the Siebel Workflow.

Siebel Workflow is an application tool that allows users to automate their business process using the workflow processes. The user can create, edit, and deploy workflow processes by using the different Siebel tools. The changes created in the workflow file are SRF-independent. However, they can still be created as well as deployed using the Siebel Tools IDE. The workflows are also administered using the Siebel Client tool called Administration – Business Process Screen.

There are also three types of Siebel Workflow status. These are the In Progress, Completed, and Not in Use. The In Progress is on when the user creates a new process. With this status, the user can edit the workflow process. Meanwhile, the Completed status will be on after the Workflow process has been deployed. Not in Use status is on when the workflow is expired. The user can easily shift from one status to another using the three buttons on Siebel Workflow. These are the Deploy for Completed status, Expire for Not in Use status, and Revise for the In Progress status.

There are still a lot of functionalities that can be used in Siebel Workflow application. All of these are helpful for the user's objective for his business process. And this objective can only be obtained with the proper use of the different Siebel Workflow tools.

## **CRM SOFTWARE: HOLDS & OPERATES CRM EFFORTS**

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While every business considers business planning and strategy very important, creating a two-way exchange with customers is also quite as important. After all, the success of the business is not just pure cost cutting and being productive. It is also very much dependent on how customers and clients perceive the company's products and services.

This is where the philosophy of CRM or Customer Relationship Management comes in. CRM is basically a synthesis of the strategies, policies and philosophies that exists in the company in order to create a good and valuable exchange with its customers. It includes delivering the needs and wants of the customers as well as gathering information from the customers for the purpose of creating future products that will be of service the same clients. All of these efforts are connected by an information system that will enable for the information to flow efficiently.

There would be a database that will hold all information in the company. There should be software that will convert gathered information into a strategy. The software should also be able to ensure its effective implementation and to validate if goals are achieved. Of course, improvements should be made where the company sees necessary. The improvement could be on the software or it could be on the implementation policies. All efforts should be coordinated within the company. Policies and software should also be coordinated.

The leading provider of CRM software is Siebel Systems. All through the years, Siebel has been delivering CRM applications starting from SFA software, then call center solutions and a whole wide range of front office applications. Through its alliances with other companies, it has become widely used and implemented. It was then bought by its closest competitor, Oracle Corporation, making it now a band name of the said company.

## **MS CRM & THE BENEFITS IT BRINGS**

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MS CRM was developed by Microsoft as a part of the Microsoft Dynamics, Microsoft's line of business software. Since CRM is all about customer targeting and customer retention, Microsoft CRM offers its tools to every company who wants to operate in a customer driven philosophy and environment. What MS CRM focuses in providing every company is the ability to get high sales, to do effective marketing and to give better customer service.

Sales are enhanced through automation of the company's business operations, sales processes, order management and quote generation. Sales are also improved since product turnover will be shorter. Close rates will be improved through a better lead generation provided by MS CRM. MS CRM provides comprehensive reports so sales forecasting will be easier. Every business activity and performance is well monitored and analyzed when the company uses MS CRM. So with this software, the company will be able to identify the trends better. They will then be able to grab business opportunities earlier and on a timely manner. Most importantly, the company will be able to provide better customer service to its customers through its automated routing and queuing.

MS CRM also promises better knowledge sharing within the company. This means that company personnel will be able to view reports and even update them so these reports can be used across teams and sales and customer service efforts can be integrated and well coordinated. This then would result to better products that will better serve the company's customers. And what's even better is MS CRM can be integrated with ERP software and other business tools.

## **SUGARCRM: ONE CRM SOFTWARE TO CONSIDER**

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Customer Relationship Management is very important to every company. Through CRM, companies are able to relate to their customers better. They are also able to gather information as to what their existing and future needs might be. And so CRM is actually the manner by which the company handles their relationship with their customers. It could include processes involving sales and customer support. It could also include sales that do not entail direct contact with customers as with automated or self-service sales. And CRM also includes the analysis of customer data.

And since running CRM needs software, SugarCRM has its own offering. SugarCRM as a company actually started as an open source project of Sourceforge in 2004. The company's open source software became such a smash success that they were able to raise enough amounts to continue the project.

SugarCRM now has three versions to offer. They are Sugar Community Edition, Sugar Professional and Sugar Enterprise. While the Sugar Professional and Sugar Enterprise are distributed through an annual subscription, Sugar Community Edition is an open source software. It is distributed for free. It contains about 85% of the functionality that both the Professional and Enterprise versions have. All these software are based on Linux as its operating system, Apache as its web server, MySQL as its database server and PHP as its programming language. It can run on other platforms like Windows, Mac OS X and Solaris, and under the Oracle database too.

What SugarCRM really brings to the company is a means to automate its sales force and customer cases. Reporting is also made efficient by making the information available to employees for its use in their own respective functions. And of course, it brings forth collaboration enabling the company to deliver better customer service.

## **MICROSOFT CRM: MORE CUSTOMIZABLE & MORE POWERFUL**

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While Customer Relationship Management is commonly misinterpreted as the software or the front office applications, CRM is actually the combination of the policies, strategies and philosophies used by a company in every exchange they have with their customers. But true enough, CRM is run by the software that enables the creation of valuable exchanges with customers. These are the front office applications that enable the company to serve their customers better. It is used in making sales, marketing, customer support and business operations. Information is held in a database and it is used for targeting customers for current and future products and services.

While the policies and strategies that govern the CRM efforts of the company are important, choosing the right software to run CRM is very essential. There are several brands in the market today. Each has its own strengths and weaknesses. But the primary criterion should be the customizability of the software. Since each enterprise is different from the others, it's important that the CRM software the company gets can be fitted to serve their own needs.

Microsoft has its own offering of CRM software. Microsoft CRM is a part of the Microsoft Dynamics which is Microsoft's line of business software. Microsoft CRM has gone through a few updates. One major update was in the Microsoft CRM 3.0 when customization of the software was made easier. With its latest update, Microsoft CRM 4.0 now boasts its more robust and scalable architecture. Microsoft CRM also now has an improved remote access capability and it now has more powerful tools for importing data.

## **OPEN SOURCE CRM CAN ALSO SERVE ITS PURPOSE**

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There are quite many ways of looking at CRM or Customer Relationship Management. But CRM is essentially implemented when the company wants to be more customer focused or customer driven. While resource planning is quite important, cost cutting is not everything. The other half of the story lies on the company's customer relations. The degree to which a company would be customer focused differs and so CRM implementation varies as well.

CRM is the combination of all the policies, strategies and philosophies that the company uses in managing their customer relationships. It includes the way that company front liners deal with customers upfront. However, CRM also includes marketing, employee training and information systems management.

All of these activities are enabled by a CRM software. It is the software that enables the automation of processes allowing the activities to be done faster and more efficiently. With information revolving and delivered more swiftly, the company is able to act faster to create more enjoyable exchanges with customers.

Fortunately for many companies, open source CRM software is now widely available. There are quite many brands and open source projects that offer CRM software for free. Companies no longer have to be saddled with the high costs of acquiring CRM software. But even if the company is using open source CRM, it is still important that they choose the one that can be customized to fit to what their company needs. Expectations should always be realistic for CRM to be effective and for it to be a success.

## **FREE CRM: IT DOESN'T GET ANY BETTER THAN THIS**

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Free CRM (Customer Relationship Management) is basically a software product developed for CRM and offered for free. Evidently, these free CRM software as commonly user-friendly and simplifies the ways which a company performs its various functions and business processes.

Moreover, Free CRM offers help in organizing and keeping track of all the stages of sales a company has. Free CRM software is capable to keep track of business contacts/customers, leads, future or potential customers, producing sales, product deliveries, customer satisfaction, and forecasting. And apart from making business functions and processes much easier for the company, free CRM solution tools also help by speeding up the whole process of searching customer, product selling to customers, delivering purchased product, and ensuring that the customer buys again in the future.

There are however, some features and capabilities that Free CRM software does not include, which are training, customer support, and others more. The company would need to purchase these additional features separately since Free CRM does not cost at all. It is simply among the disadvantages of free or open source CRM.

Nevertheless, free CRM offers both desirable and practical features and capabilities. It is rather a very helpful tool that does not require license nor subscription fees for its use. Moreover, this free software is readily available and can be downloaded at any time. This simply means that companies can use it right away.

Lastly, though there are better or more advanced CRM products available on the market, none of them can be even less expensive compared to open source CRM. While free CRM software enables unlimited number of user privilege, it is evidently capable of improving a company's CRM strategy with no initial cost required.

## **CUSTOMER RELATIONSHIP MANAGEMENT: DEFINITION**

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Whether service-related or sales- or product-related, CRM (Customer Relationship Management) involves all aspects a company has with its valued and potential customers. Nowadays, computerization has significantly altered the way organizations deal or approach their respective CRM strategies since it has correspondingly altered customer purchasing behavior. With various emerging new advanced technologies—e.g., WAP and Web, which serve as self-service channels—relationships are further being managed electronically.

There are 10 identified factors involved in a company's relationship with its consumers, which are: 1) customer preferences; 2) sales and marketing; 3) suppliers; 4) customer communications; 5) internal processes; 6) delivery; 7) training; 8) customer support; 9) customer follow-up; and 10) performance management.

Apparently, CRM entails many functions and mostly influenced by numerous factors as well. CRM basically aims for one main goal which is customer satisfaction. If customers are remain satisfied and happy, then they certainly will continue to purchase from the company and will even recommend to others. Thus, the company does not only keep its regular customers but gains more even, making its revenue to increase and sustainable.

There are several CRM solutions that are being made available for various companies on the market today. Examples of CRM solutions increasingly and widely used by companies now are SAP, Oracle, Salesforce, and others more, including some CRM software. However, to achieve an effective and successful for CRM strategy, the company must align the CRM software to be used with its existing CRM strategy—type of customers handled and managed, and specifications of company products and/or services.

## **CRM DYNAMICS: IMPROVING COMPANY SALES**

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Recognized for its capability to improve and increase company sales, CRM software is becoming widely used by various companies nowadays. The software usage may involve a significant amount of time and cost, the results however offset the outlays invested. There are 5 ways how CRM tools improve company sales, which are as follows.

1. **Historical Facts:** CRM software enables and improves the tracking system, particularly of raw data over a considerable period. This allows better forecast of trends and customer requirements based on previous facts. Although this may not predict accurately what will happen, however it enables tracking and predicting what the next move would be.

2. **Improved Marketing:** CRM software offers a company with better and effective marketing strategy and communication tools that help in determining and fulfilling customer requirements. While a company further knows about its customers, the better it can customize its approaches and develop new and/or improved products or services to market.
3. **Keeping in Touch with Customers:** CRM software allow for products and services to be customized according to customer preferences or requirements. The company is thus given a more personal approach and satisfactorily fulfills its customer requirements. This results for the company to build a personal relationship with customers and stay in touch with them.
4. **Consistency:** CRM software enables a company to realize and value the significance of remaining consistent through the entire process of customer service.
5. **Acquiring New and Potential Customers:** While CRM solution helps a company to efficiently establish and maintain a sustainable relationship with current customers, this then makes the process of finding and establishing relationships with newer customers much easier.

Generally, CRM solution functions on quality satisfaction of customers resulting to an eventual increase and improvement on company sales.

## **MICROSOFT DYNAMICS CRM 4.0 : SOME RECENT DEVELOPMENTS**

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The Microsoft Dynamics CRM 4.0 software is an inclusive customer relationship management (CRM) solution that offers a company with several capabilities to acquiring and retaining competitive lead in the current business arena.

Basically, Microsoft puts a significant confidence on customers in directing product evolution. Microsoft Dynamics CRM team spends considerable time and expertise listening to end-users and examining use of CRM solution. Their research resulted to a new Microsoft CRM 4.0 with sizeable features and capabilities, which are as follows.

1. **Improved Benefits for End-Users:** Improvements done on user interface make Microsoft CRM 4.0 more user-friendly and completion of tasks by end-users easier. New added tools, features, and other refinements—e.g., AutoComplete, customized Navigation Pane, etc.—offer end-users with various and more advanced options and functionalities. In effect, they happily and more efficiently carry out their work.

2. Working with MS Office Excel with Dynamic CRM Data Connections: This feature enables end-users to use familiar yet sophisticated productivity tools (e.g., Office Excel spreadsheet software). Likewise, it offers some data analysis tools for the company's existing CRM data.
3. Providing Greater Support for Global Business: Specifically, the Microsoft CRM 4.0 client offers an improved support for multiple currencies and languages. This makes multinational use of Microsoft CRM easier and enables various possible transactions documented and kept in localized currencies.
4. Providing Adaptable Hosting Set-Ups with Multi-Tenant Installations: While previous CRM version requires a separate server installation for each customer, the new CRM 4.0 is rather built on a multi-tenant architecture. This enables multiple run of CRM on a single server.
5. Improved Performance, Availability and Scalability: CRM 4.0 enhances CRM database managements to ensure availability CRM data without interruption.

Generally, the new Microsoft Dynamics CRM 4.0 enables companies function even more efficiently and successfully.

## **MICROSOFT DYNAMICS CRM: WHAT & WHY**

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Customers are most vital for any business company to succeed and endure. This is mainly the reason why every business requires and carries out Customer Relationship Management (CRM) solutions. Specifically, CRM entails three basic steps, which are: 1) finding and establishing healthy customer relationships; and 2) developing these relationships to achieve better business productivity and profitability.

Apparently, identifying a faithful customer is one thing, whereas cultivating that loyalty is another concern. To accomplish this, the company has to know more about its customers. Customer knowledge is power, whereas CRM delivers. CRM offers has several features and components, including the creation of a centralized customer database, which improves the company's responsiveness to customer needs.

Moreover, regardless of company size and nature, CRM products enable all organizations to build more profitable, constructive relationships with their current customers, likewise with new and potential ones. The Microsoft Dynamics™ CRM in particular, includes all of CRM's best practices (e.g., familiarity, flexibility, and functionality). It is an essential solution that works the way a company does, the way it does its business, and the how technology should be used.

Lastly, on why CRM should be Microsoft Dynamics CRM is simply matters of practicality and effectiveness. Most companies find Microsoft Dynamics CRM is as an affordable software technology solution. It offers capabilities for automation and streamlining the company's CRM systems. Also, Microsoft Dynamics CRM provides the entire staff of the company with access to an updated and centralized database of information, including new approaches to respond promptly.

## **ACT CRM: IMPROVING CUSTOMER CONTACT SERVICES**

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Act CRM is touted to be the fastest selling contact and customer management software in the market. It integrates email marketing and list building capability to the CRM software in order to fully maximize contact driven customer support. Thousands of individual online marketers as well as established companies have utilized the Act CRM software suite for their customer support, sales and marketing needs. It can fully integrate sales and marketing activities with that of customer service.

Act CRM software can help marketing and sales people in organizing their contacts. Because the software is fully supported by common office applications, it can easily interface with word processors, spreadsheet programs, and email clients. Through the contact building capability of Act software, sales people and marketers can focus their attention in creating powerful marketing materials to get more leads. They will not go through the excruciating process of individually organizing their customer list because Act CRM software can automate this function.

Act CRM suite also provides powerful event and schedule organizer tool. This could be synchronized with an email client. In this way, customer contact and support capabilities could be fully integrated with email campaigns. The CRM software will greatly ease communication which could result to increased customer satisfaction. All these are designed to boost sales and secure a loyal customer base.

Act CRM software suite is a simple utility for customer service. However, its full functionality relies on its simplicity. Sales people can focus on developing new markets and devising plans to launch marketing campaigns. That's because Act CRM software handles the technical side of the business operation.

## **THE BASICS OF AMDOCS CLARIFY CRM**

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In every organization, it is important that the customer activities are captured so that you would be able to keep track of the trends as well as make sound decisions in pricing and making marketing strategies. And it is for this reason that Amdocs Clarify CRM is being used. This solution is being used for different purposes that include: time utilization, determining costs of warranty, tracking of parts or parts usage, determining costs of service contracts, customer history and tracking other large trends in a specific model.

Just like other CRM systems, Clarify can also help the institution by providing automated reports, gives access to double check pricing as well as availability, enables self service, easy log part usage, gives you the idea what was already been made on the tool and gives a knowledge base to alert you if the problem has already been solved. To be able to maximize the use of Clarify, there are some modules that you can actually purchase individually to make sure that you get a unified data model. You can actually get ClearSupport, ClearQuality, ClearLogistics and ClearSales. Each module is created to target a different structure in the organization.

So the next time your company wants to employ CRM, you can tell them about Clarify CRM. It can give you detailed reporting about different aspects in the organization as well as help in improving your customer management and marketing strategies. The system is designed to make sure that you will be able to meet your goals in such an organized way.

## **EFFECTIVE USES OF CRM DATABASE TOOLS**

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Without data, companies will not be able to know who their customers are. And without an efficient database management technology, it would be impossible to build market intelligence. That is why every CRM application is primarily anchored on its database tools and utilities. Customer data is needed to create effective marketing designs. Data is also needed so that companies can launch an effective customer service campaign.

It is imperative therefore for companies to look for a CRM solution that have excellent database utilities. They will need this function in order to fully maximize the potential of the software. Without database capability, the CRM solution would be useless for the company.

Good CRM database solutions should have excellent market intelligence data gathering function. It should also be able to organize the gathered data into useful categories so that data retrieval and utilization will be easier. If the CRM solution of a company has this capability, effective customer contact support can be implemented. They can also launch targeted marketing campaigns. All these are possible because the customer relations staff of companies will be able to get a good profile of their market. These will surely generate more sales lead and possibly increase actual sales.

Aside from customer and market information, a CRM database can also store employee and sales force information. This information is primarily utilized to track the sales performance of staff. Based on this information, rewards and bonuses can be provided in order to further motivate employees to aim for higher achievements.

## **CRM MAGAZINE: VALUABLE INFORMATION FOR CRM PRACTITIONERS & COMPANIES**

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A CRM magazine is a good source of information and updates for customer relations professionals. The CRM software industry is growing that is why practitioners should always get up to date information about new applications and market trends in order to maintain their professional competitiveness. Companies can also benefit from CRM magazines especially if they want choose which CRM developer provides the best service.

There are online CRM magazines which can be accessed exclusively by subscribers. New editions and releases are announced via email newsletter which is linked directly to the main online publication. However, there are also CRM magazines that are published freely. These magazines can be easily accessed through the website of its publishers. There is no subscription required for this kind of CRM magazine.

There are also printed journals and magazines that are dedicated solely for promoting customer relations management practices. These magazines are regularly published and most of its subscribers are companies that are interested in CRM implementations.

Those who want to study CRM market trends can get valuable data and analysis from these magazines. Surveys are also regularly published in CRM magazines that reflect the actual mood of the CRM industry. Professionals and academics that are studying different solutions and analyzing the practices of customer relations will benefit from the published data on CRM magazines.

Companies who are looking for CRM providers can get a full list of providers especially in online CRM magazines. They can simply browse the list and choose the different CRM software products of these providers.

## HOW TO CHOOSE THE BEST CRM SOLUTION

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There are many CRM solutions and applications available today. An excellent customer relations management tool has become so popular because it can play a critical role in expanding markets and retaining a loyal customer base. But not all CRM solutions are the same. Companies need to choose what CRM software would match their internal business needs and niche market. Here are several guidelines on how to correctly choose the right CRM solution.

First, companies should carefully determine if the CRM software will really cater to their market niche. Companies that have successfully deployed CRM solutions ensured that their customer service application really served the needs of their target market. It would not be a wise decision to use a generic, out of the box CRM software that cannot be customized to cater specific market needs. A niche CRM solution will deliver focused customer management thus improving sales and customer loyalty.

Second, companies should choose between Web based CRM or client served CRM. Hosted online CRM is more flexible and can be accessed by the company sales force wherever they as long as there is an Internet connection. However, if the company is not online and have difficulties on secure Internet connection, then it would be best to deploy a local client served CRM application.

Third, companies should evaluate a CRM application's usability, scalability, and graphical interface. The CRM solution should be easy to use and with very user friendly interfaces, graphical reports, and data delivery systems. This will lower the cost for training and could instantly boost employee productivity.

## **5 STEPS TO CRM SYSTEMS DEVELOPMENT**

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The development of an excellent customer relations management system is an essential corporate task. By having a superior CRM system, the competitive edge of an enterprise is magnified. Here are several useful steps on how to develop a good CRM system to make it work for the company's interests.

First, corporate executives should make a survey of different CRM systems that are available in the market. Jumping into a CRM solution without analyzing other systems limits the options that are available for the company.

Second, inquiries and referrals should be solicited from other companies that have successfully deployed a CRM system. Normally, businesses have their own clubs and groups which are venues for exchanging ideas and industry policies. These venues could be a good source of information regarding good CRM systems.

Third, companies should ask CRM developers for evaluation copies of the software. In this way, the CRM system can be tested if it will match their business needs.

Fourth, corporate planners should create a CRM team that will be responsible for research, testing, and implementation of the CRM system. Creating a team of managers and IT experts will safeguard the best interest of the company. This team will be responsible for making recommendations on the best CRM solution for the company. In this way, there will be a group of experts that will focus their attention for the development of the CRM system.

Finally, the company should train their personnel who will implement the CRM system. They should also train their employees in using the new system in order to fully maximize the utilities of the CRM solution.

## THE IMPORTANCE OF CRM TRAINING

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Some CRM deployments have failed because of lack competent personnel that could manage the system. In worst cases, employees encountered difficulties in using the CRM solution of their companies thus hampering their productivity. To avoid these scenarios, companies should really make it a point to conduct CRM trainings for their personnel and IT support group. Trainings are also needed by managers who will be responsible in managing the system.

CRM training therefore is a key factor in the success of any CRM implementation. Because CRM application is user driven, it can only produce result based on how employees use it and appreciates its functions. Any application that cannot be comprehended by its users will not work. This is also true for CRM applications. The functions of the software should be carefully explained to its intended users. Different tools and utilities must be introduced and how it can be used for productive purposes should be explained formally.

CRM trainings can be provided by the application developer. It is an add-on service of developers so that companies will stay loyal to their applications. There are also formal trainings for CRM sponsored by different training institutions. Companies should send their managers to such trainings so that they can impart the knowledge to the general sales force of the company.

Upon successful implementation of a CRM system, continues training and development should also be carried out. This is especially true if there are significant upgrades to the service or a modification to the software. In this way, employees and managers will be able to fully utilize the CRM system for the company's benefit.

## **ONLINE CRM SERVICE: CORPORATE SALES FORCE FLEXIBILITY & CONVENIENCE**

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Online CRM applications are also called hosted CRM service. Instead of installing the CRM business suite in company servers, online CRM service provides web based solution for the company. This means the CRM business suite will be hosted by the application provider. CRM users on the other hand can access the software through web interface.

Online CRM solution is ideal for companies that are just starting to implement a customer relations management system. It is also ideal for companies that have no local server facilities. All they will need are computer consoles that are connected to the Internet. By logging on to their CRM accounts, they can now perform critical customer support and other integrated business process related to customer service.

Hosted CRM is a cost effective way of deploying CRM capabilities. It is cheaper than on-site CRM deployments. Normally, hosted application providers charge a monthly fee for the CRM service. For as low as \$12 per month companies that subscribe to CRM providers can have full CRM capabilities. This will significantly cut expenditures and lower IT infrastructure investments. It is also a good way to control variable expenses because the service can be easily terminated by the client if they do not wish to subscribe anymore.

Online CRM also provides applications flexibility. Employees can access their accounts even when they are not at their office. This will enhance productivity of the sales force and it would be more convenient for them because they can do their job even when they are at home.

## **PIVOTAL CRM: FULLY CUSTOMIZABLE CRM SOLUTION**

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Pivotal CRM solution offers wide range of customer management tools and applications to several industries. Pivotal CRM technologies have been deployed in the health industry, financial services, legal management, production and manufacturing sector, e-sales services, construction, and real estate. Pivotal CRM solutions offer flexible CRM packages that will answer the need for automated customer relations management tools. It also carries unique features for marketing and sales campaigns as well as solutions for customer analytics.

Pivotal CRM solutions provide out of the box software package that can be deployed instantly. However, the out of the box solution is fully customizable to match specific business needs. This customization capability makes Pivotal CRM technologies ideal for any type of enterprise. Startup companies can utilize the basic tools and functionalities of the Pivotal CRM solutions while complex organizations can scale the software in order to cater to their growing CRM needs. It adds a new dimension for readymade applications and broadens the options for companies wishing to deploy an effective CRM solution.

Aside from on-site CRM deployments, Pivotal CRM solutions also provide on demand applications and software as service packages. This paves the way for two methodologies in implementing CRM. Companies can opt to host their CRM solutions on a remote server utilizing web based functionalities to access their CRM database. They can also choose to host the CRM package in their local server and get critical software management support from Pivotal technology experts and consultants. Pivotal CRM packages are also available for evaluation in order for companies to determine if the solution will match their business needs.

## **VTIGER CRM: OPEN SOURCE APPLICATION FOR CRM**

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VTiger CRM offers full open source CRM solutions for small and medium enterprise to large companies and big business. The open source CRM application of VTiger is supported by all operating systems and platforms. It can be used effectively both on Windows environment, Linux / Unix distributions, Mac OS, and any other operating system. VTiger CRM therefore widens interoperability of customer management software and allows many companies to utilize CRM solutions. A unique feature of VTiger CRM suite is its support for any other third party plug-ins. Most open source CRM does not have this capability. With VTiger CRM, all plug-ins can be installed without the hassle of contacting third party vendors and acquiring licenses from them.

As an open source application, VTiger CRM is cost free and can be deployed immediately after download. Customers however are reminded to follow the terms and conditions attached to it and other licensing agreements required by any third party plug-in application.

Companies can also opt for a paid VTiger service. Benefits of a paid service include exclusive 24 hours support service and live customer care support. A paid account can also request remote installation of VTiger CRM application. Several support services are also available to paid members such as ticket submissions, email support, phone based customer service, and access to exclusive forums. Trainings are also available on a request basis.

Registered subscribers of VTiger CRM application can also benefit from new module developments released over the VTiger network. Because of its open source nature, individual users can develop their own module and they also have the freedom to share this application to other VTiger subscribers.

## HOW TO CHOOSE THE BEST CRM PACKAGE

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CRM applications deployment is the best solution of companies in boosting their customer support services, sales and marketing. It is a proven business integration application that can increase corporate productivity, lower the cost for business software investment, and drive forward enterprise efficiency. It is not easy though to choose the best CRM package. That's because the market for CRM is so huge applications developers continue to roll out new business suite packages.

Companies should be guided therefore by 3 criteria in choosing the best CRM package. First, company planners should carefully determine if they really need a CRM solution or not. If the answer to this question is yes, then planners must enumerate their company's needs and how CRM will answer those needs.

Second, companies should compare different CRM solutions and technologies. It is best to try several CRM solutions on a pilot basis and choose the best one that matches the needs of the enterprise. This is possible because most CRM developers and providers allow their customers to evaluate their products. By comparing different technologies, companies could avoid deployment of unsuitable CRM application.

Finally, it would be best to create a CRM team that will be responsible for finding the best CRM solution. This team will also be responsible for evaluating a product, getting references, and negotiating with the CRM vendor. Having a team of CRM professionals will fast track implementation of any CRM project. However, company planners should also ensure that the CRM team has full backing of top management. In this way, recommendations of the team would not be taken lightly and any pilot implementation can be carried out efficiently.

## HOW TO CHOOSE A CRM APPLICATION IN 2 QUICK STEPS

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The use of CRM application can provide many benefits. The bottom-line however in using a CRM application is to increase the general profitability of companies. This is the most important benefit that should be created by any CRM application or solution. Because CRM is primarily focused in improving customer satisfaction and generating more sales lead, the net effect should be more sales and more profit. That is why in choosing a CRM application companies should look for features that are directly linked to sales generation.

Choosing the best CRM application however is not an easy task. There are so many vendors and application service providers in the market. To simplify matters, companies should hire a CRM consultant. A CRM consultant could assist companies in choosing an application and they can also provide critical training support in using those applications. Companies can save a lot of time, effort and money if they can hire a competent CRM consultant that will do the preparation work for them.

If hiring a CRM consultant is not feasible, then a company should schedule a special planning session exclusively for CRM deployment. They should determine their current technologies and present practices when it comes to customer relations. They should also be able to map out the necessary utilities they will need for CRM. After planning, they should choose a CRM application provider that can match their business needs. In this way, the CRM software will cater to the needs of the company and not the other way around.

## **DIFFERENT FACADES OF CRM**

### **DEFINITION**

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Customer relation management is the in thing. Do you believe that? Oh well, you must. It is the buzz thing into getting more improvements with your company's relationship with your customers and what culture should you implement to make sure to gain that goal. Most of the time, when you say customer relation management or CRM, there is just one thing that pops up – it's about application. Partly that is correct but there is more to it than just great technology.

First, the definition of CRM is not complete without taking into consideration your customers. They are practically the reason why companies are implementing CRM. Getting to know your customers includes building a profile for your customers by having those data available on your CRM applications. But you see personal touch works wonders. You need to talk to your customers personally to know them better.

Then you must value the relationship that you have. It's not enough that your customer only interacts with the customer service representatives or just your website. Customers nowadays have become multi-channel, which means that they can actually interact with the different level of your organization and through all sorts of channels. It is better that you gain knowledge of your customers so that you would know how to act with them.

After getting all these information then you are ready to manage these interactions. That is where you would need a great application that would help you mobilize the organization into how to manage your customers. It is through this that the full definition of CRM is completed.

## **CRM MARKETING SOLUTIONS: INTEGRATING CUSTOMER DATA & MARKETING STRATEGIES**

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CRM marketing refers to the use of customer relations management software to address the needs of marketing demands. It integrates valuable communication and sales force tools directly to product campaigns and targeted customer needs. CRM has been tagged as a company's weapon for mass communication, thus it has direct correlation on how company marketing drive and decisions could be carried out.

With the powerful database utilities of CRM, companies will have a clearer view of their customers. This will certainly contribute to correct decisions on how to jumpstart marketing campaigns that target the company's market niche. It could result to more sales leads and actual sales conversions. In the end, companies will benefit from increased sales which could fuel growth and expansion.

There are many developers that offer comprehensive CRM solutions specifically geared towards marketing. Some of the best applications in the market will provide companies detailed view of each of their customers. This provision will allow marketing managers and marketing support to see the individual preference of their customers as well as their market habits. Based on this information, targeted marketing drives and campaigns could be generated.

CRM marketing solutions also provide intelligent segmentation list of customers and different market sectors. This capability will allow companies to increase their grasp on the market and to deliver appropriate marketing materials for each market sector. As a complement to this function, CRM marketing software can also store successful marketing materials and campaign designs. These could serve as templates for future marketing campaigns thus fast tracking implementation of campaigns.

## **CRM SOLUTIONS: HOW TO FULLY MAXIMIZE THE BENEFITS OF A CRM BUSINESS SUITE**

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Customer relations management is a very important business function. It will keep companies to stay competitive in the market because a good customer relation can develop a solid client base. To systematize customer relations, companies have implemented different CRM solutions. These solutions are integrated applications that can automate customer support. It can also be used for important marketing tasks such as designing marketing and sales strategies. A CRM solution can also be used to integrate other business functions such as inventory control and management, customer contact, business reporting and business intelligence.

With so many CRM products available in the market, it would be very difficult for some companies to choose which one is the best. This is especially true for companies that have no prior experience with business automation.

In order to maximize the benefits of CRM solutions, companies should carefully evaluate their internal business needs. They should determine their specific market niche and set limitations on the scope of their customer contact and relations management. In this way, companies would be able to scale down an out of the box CRM package and design it according to their specific business needs. Customization of the software is important in order to really capture the demands of the market and to tune the capabilities of the CRM application based on those demands.

Companies should also determine if the CRM solutions that they will apply have all the functionalities and tools needed for the business. They should choose a complete package that organizes and automates all the essential tasks of customer relations management.

## **CRM TOOL: ENHANCING SOFTWARE FUNCTIONALITY & EFFECTIVENESS**

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There are several CRM tools that can help companies maximize the functionalities of their CRM solutions. It is imperative therefore for companies to choose the best CRM package that possess useful tools for customer relations management. Choosing the best CRM solutions and tools is like choosing a topnotch sales force. The CRM package could help companies increase their sales conversions thus boosting corporate profitability.

A good CRM solution should have customer analytics CRM tools. Because CRM is primarily designed to increase the intelligence of companies, it would be best if the software have superior customer data support and report generation schemes. This will enable companies to know their customers better and to determine their individual preferences and buying habits. It is a good utility for improving sales lead generation which could result to increasing sales.

Another good CRM tool is organization and scheduler function. This will help companies delegate several business processes to groups or individuals. It will improve efficiency because business units could be integrated and a well structured plan for each process could be created. Task responsibility for each business process can also be assigned by the software thus eliminating manual administration.

Finally, good CRM application should have excellent reporting capabilities. Reports are essential for planning and developing new markets. Reports should be easy to understand so that employees will not encounter difficulties in using the data generated by the report. Some CRM applications incorporate useful graphical report tools in order to visualize sales and marketing functions. This is a very useful function because companies can act quickly based on easy to understand report system.

## **ERP CRM INTEGRATION: THE PROS & CONS OF BUSINESS PROCESS INTEGRATION**

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ERP and CRM applications have distinct functionality and uses. ERP or enterprise resource planning applications are generally utilized for integrating internal business processes while CRM is more client-centric and used mainly for driving forward customer support, sales automation, and marketing campaigns.

Many companies are using both ERP and CRM applications on their business processes and functions. These applications serve as the backbone of several business process thus helping companies to gain efficiency and increase productivity. Some companies however have utilized integrated CRM packages to include other business functions covered by ERP.

For example, some CRM applications and solutions can provide a wide range of business suite that include inventory control, database management, production report and distribution processes. These are added utilities that reinforce the primary customer management functionality of CRM. Because of the increasing integrated utilities of most CRM applications, ERP applications are beginning to get integrated also with CRM. This development opens up new possibilities of creating a comprehensive business suite that can cover almost all business functions of companies. ERP CRM integration therefore could be very beneficial to companies in terms of software efficiency, corporate flexibility, and employee productivity.

Comprehensive integration however has many drawbacks. Companies would be required to invest significantly for technical training of its employees. Because ERP CRM integration offers a new dimension of running several business processes in one instance, it needs competent operators who have deep grasp of the integrated application. Corporate applications environment should also be reformatted in order to pave the way for the new integrated processes. This involves reconfiguration of both server and client environments.

## **OUTLOOK CRM: PROVIDING A POWERFUL CONTACT SOLUTION FOR COMPANIES**

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Outlook CRM is more popularly known as Outlook for customer relations management. Outlook CRM integrates the usefulness of the email client Outlook and Outlook Exchange with effective customer contact support software. It comes as a plug-in for Outlook in order to systematize customer contact management.

Outlook CRM is primarily an organization tool. It can make a list of customers and organizes it into several client categories. Companies therefore can easily select a group of customers with similar preferences and proceed to establish regular contact with them. This ensures that the relationship between the enterprise and the client will remain through constant communications.

Outlook CRM can also be used as an effective scheduler and event organizer. This function is present in Outlook. However, by using Outlook CRM solution specific marketing drives are organized so that companies will not create redundant campaigns on similar market niche.

Small and big businesses can benefit from Outlook CRM. For small companies, this software can be used to build their customer list and to start their initial customer contact campaign. It could increase sales lead which could be the basis for more comprehensive marketing campaigns.

On the other hand, big companies can use Outlook CRM as their efficient solution for maintaining good customer relations. Because the software allows automated contact support, they will be able to provide specific needs of their customers thus strengthen loyalty of their client base. It can also be used as a platform to launch regular marketing campaigns to keep their customers updated and informed.

## **SAGE CRM SOLUTIONS: PROVIDING A WIDE RANGE OF CRM UTILITIES**

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Sage CRM solutions offer a complete package of different business integration suite ranging from simple contact building software to complex CRM processes. Companies can choose which Sage package will match their business needs. Sage CRM solutions therefore can be compared to a service portal where users will be provided with different applications and utilities.

The simplest CRM application offered by Sage is the Act contact building and customer support software. This software simplifies customer contact list organization which can be used for email marketing as well as critical customer support.

There is also a Sage solution for generating sales leads and actualizing sales. Through Sage's SalesLogix application, critical CRM function can be customized in order to match any market niche. This will enable companies to focus their attention on their target market and launch important marketing campaigns based on specific customer profiles.

Startup companies can also take advantage of Sage CRM's hosted solutions. This service provides a fully functional CRM business suite for small companies that do not have IT infrastructure. Hosted CRM can be utilized by subscribing to the service. Registered Sage users therefore can perform important customer relations management functions even without a stable IT environment. The hosted infrastructure of Sage technologies will take care of the CRM needs of start companies.

On the other hand, companies that want on-site CRM solution can also get Sage's CRM business package. This is a fully customizable application that can be deployed on company servers. It is also a flexible business application which can be used for highly targeted marketing campaigns.

## **WHY GO WITH WEB BASED CRM?**

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Does Internet play now an important part in your company's life? If so then you may want to opt for web based CRM software. This kind of CRM software is now gaining the limelight. Sometimes, this kind of software is also being coined as Online CRM or OnDemand CRM. These names speak for themselves. You can actually get the information you need whenever, wherever as long as you can get online with an Internet connection.

You might ask, why go with web based CRM? Usually, you can save more with these softwares. It entails getting subscription, which are lower than getting to buy the whole software for your company. Then you can expect to get a fast implementation though there are times that this depends on the service vendor. You can also be assured of fast transmission of the information within your company since you get to access it anywhere. And since the system is online you do not even need to deploy backend system and you do not have to bring a big chunk for the budget of hardware servers just to house the system. Another good point for this is you get upgrades automatically since these would come to you when you get online to access the CRM solution.

Usually these softwares work in any organization. They are now customized so that any industry can get the service for these web based CRM systems. This also is important for those people who want to work from home and still be able to know what is happening in their business.

## **CENTRIC CRM: LEADING THE OPEN SOURCE SERVICE FOR SMALL BUSINESSES**

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Centric CRM solution offers an open source customer relations management tool for small businesses. It is a strong competitor in the open source market because of Centric's powerful CRM application that features 75 new utilities for effective customer contact support.

Centric CRM has developed a clean interface that will greatly ease navigation. It uses a simple design for its on screen display and features a collapsible global tool bar option in order to maximize the work area of the application. Centric CRM can also be used on all browser settings and applications. And as an open source program, it can be deployed on all existing operating systems such as Windows, Linux, Mac OS, among others. Centric CRM therefore increases utility because it can perform on all known computer platforms.

Centric CRM also added a home page for its graphical user interface. The home page will display calendars, pending contact support tickets, and manager action lists. These utilities can help customer support specialists organize their work and make a systematic listing of current and pending jobs.

Centric CRM solution can also systematize customer contact list, profiling, and global customer preferences. The information can be used effectively for any marketing plan or campaigns that will be launched by companies. The contact list can also be integrated in almost all email client services thus increasing the potential for improved communication with customers. All these functions could certainly help improve customer relations service.

Perhaps the most useful utility that can be found in Centric CRM software is the systematization of sales leads. Leads can be imported from other third party applications and integrated into the Centric CRM system.

## INTEGRATING BUSINESS FUNCTIONS THROUGH CRM APPLICATIONS

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CRM applications are powerful business suites that have the capability to streamline several enterprise functions into a single integrated process. Specifically, a CRM application can do customer support and management, marketing designs, and sales generation. All these are critical front-end business functions. Profitability and market dominance are principally measured based on these front end business functions.

By using a CRM application, employees can perform several tasks simultaneously. They can use the CRM application for customer support, sales and inventory automation, create marketing designs, and store important business intelligence. Because of this integration, employees or the sales force of companies would be more productive, efficient, and effective. Companies will also be able to lower the cost of software maintenance as well as increase their profit margins.

There are two ways to deploy a CRM solution. The first is through hosted CRM service. This type utilizes web functionality to deliver CRM solutions to companies. Accounts are accessed via web interface. This is a more flexible CRM solution because the application will be available from anywhere as long as there is an Internet connection. The other type of CRM deployment is through on-site server side CRM. The application would be installed in company servers and individual clients deployed on the consoles of employees. Companies should have sufficient IT support for this type of CRM deployments. The main advantage however of on-site CRM service is the added security provided by locally hosted application. Corporate database will always be stored on secured servers which could be controlled effectively.

## **LUCRATIVE CRM JOBS: A BOOMING PROSPECT FOR CRM PROFESSIONALS**

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There is a high demand for CRM experts today and IT professionals should take advantage of this opportunity. In fact the CRM job market continues to enjoy robust growth because of increasing migration of companies to CRM applications. However, it should be noted that most companies are looking for executive level CRM professionals who are skilled in CRM analytics, integrations, and comprehensive customer support deployments. The scarcity of top management CRM professionals is driving the salary level of current CRM experts upwards.

In a job market analysis report, it has been noted that some companies have scrapped CRM projects and deployments due to the lack of capable top level professionals that will handle the project. This is not a very good situation for entry level CRM professionals but very promising for long time CRM experts who have the skills to handle big projects. Their professional qualifications would be most in demand and they could ask for higher pay and benefits.

To really get ahead in the CRM job market, IT professionals should possess the necessary management experience in large IT projects. They should also have the necessary certifications for different enterprise class applications and software utilities. Most importantly, CRM professionals must have years of experience working as CRM consultants, managers, and developers, in order to get the top positions offered by some companies that will deploy CRM solutions.

CRM jobs are getting lucrative nowadays. Salaries of CRM professionals are into the 5 to 6 digit levels and it will continue to rocket upwards because of increasing demand for highly skilled CRM managers.

## **HOW TO CHOOSE THE BEST CRM ON-DEMAND APPLICATION PROVIDER**

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On demand CRM solutions are hosted customer service applications. These are web based solutions ideal for companies that cannot support on-site CRM deployments. On demand CRM solutions are more cost efficient. The cost of hosted service is certainly cheaper than maintaining an army of IT personnel handling CRM facilities. On demand applications can also be deployed quickly, usually after signing up to the service and setting up the necessary data for customer relations management.

There are many advantages offered by on-demand CRM deployments. However, companies should still study their options and evaluate different service providers in order to get the full benefits of hosted CRM services.

First, companies should survey the market. Different application service providers should be evaluated in order to get a full picture of different benefit packages. Comparing several hosted CRM providers should be the first step when deploying CRM applications.

Second, companies should take advantage of trial periods. Almost all on demand CRM providers offer evaluation period for their services. This will allow companies to carefully select the right provider for their business. They can also study the strengths and weaknesses of on demand CRM providers through the evaluation period.

Finally, companies should always start small. They could open just a few accounts with the CRM application provider and make a soft launch. This is like piloting a solution. After assessing the benefits of the on the demand CRM application and the quality of service of the provider, the number of accounts could be increased based on the current needs of the company.

## **SIMPLE CRM SYSTEM: THE BEST TOOL FOR START-UP COMPANIES**

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A CRM system should be very simple. This is to allow employees to easily grasp the tools and functions of the CRM software. If the company sales force would be able to quickly learn and understand the basic operation of the CRM software, then there would be no need for further training. The entire work force can also immediately start their business integration activities which could boost productivity and efficiency.

Startup companies can also use simple CRM system in order not to overdraft their operating budget. Usually, the simplest CRM system are those web based applications that are hosted for the company. Companies that have less than a hundred sales force should take advantage of web based CRM applications because they are cheaper and only require an Internet connection. Web based CRM system provider will give each registered employee a unique username to access the CRM application. In this way, employees could access their accounts anywhere. Web based CRM tools are also easy to understand because it uses standard web functions and interface. There is no need for employees to undergo formal training to learn the basic operation of their hosted CRM suite.

Other options for simple CRM systems include stand alone software that can be customized by the user. This kind of CRM application provides greater control to users. This would enable CRM system users to utilize just the basic functions they need and remove from the interface some tools and icons. Employees then could work faster because they have customized the functions of their CRM software. This adds to the efficiency of the system which will eventually result to higher productivity.

## **WHICH IS WHICH: CHOOSING FROM THOSE CRM TOOLS**

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If you would ask CRM consultants, then this question, which is the best CRM tool, can be turned into “What does the client want anyway?” Of course if you would want to employ the best CRM tool then you need to first write down your goals why you want to get a CRM tool. There are so many companies out there who are giving great competition in the CRM tool world. And getting to the conclusion on which is the best relies on the main reason why you want to mobilize the customer interactions in your company.

Also, you need to remember that paying a CRM tool would become futile if you believe that your salesperson/customer service people will have hard time using the system. It is important that you start with a simple one then as the people get to master the system, then you become as complex as you want so that you would be able to meet all your goals. You can start with talking with your people so that you would be able to know their pulse. It is just but frustrating to have them attend the CRM tool training and buy a costly application just to overwhelm your organization with the complexity of the system.

So if you want to get the best CRM for your company, then you need make sure that by employing this system, you would be able to meet your goals. It is about these goals that is why you want to mobilize things in your company. Then you also need to make sure that you buy a system for your salespeople to use. They need to be considered as well in the decision.

## HOSTED CRM IS THE ANSWER

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With all the prices of every commodity rising up, then you just need to be creative to make sure that you can keep your expenses at bay. And it is due to this fact that hosted CRM are getting the buzz in the CRM world. They give smaller expenses to companies since they are able to get the functionality of a CRM system by not investing into multiple hardware and back up infrastructures. Your sales people can be assured that they would be able to manage all customer contacts, tasks, transactions, marketing tactics and sales prospects with just an on demand and easy to use CRM system.

Getting the system mobilized is the primary reason why more companies are leaning to hosted CRM. Whether you are in the office, school, in the park, library or café with an Internet connection, then you can do well with your business. This also gives you a real time data for managing your company. You can be assured that information are synchronized. Also these companies give you easy back up so if you have mistakenly delete an info, you can easily roll the system to retrieve lost data. They also give copies of the data should you need one anytime.

Most often you need not worry if your company can employ this kind of system since hosted CRM are open for customization. And since they offer online service, should you encounter technical difficulties or need support, they have sites that you can contact 24/7.

## **PEOPLESOFT CRM: PROVIDING A NEW DIMENSION TO CUSTOMER SERVICE**

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PeopleSoft CRM is a specific Oracle product line for customer service management. PeopleSoft has been known to provide topnotch Enterprise Resource Planning software and valuable Human Resources business suite. The PeopleSoft CRM is an addition to their service in order to cater the increasing needs of companies for quality customer relations business process software.

Loyal users of PeopleSoft applications will be comfortable with the current CRM rollout. It has all the familiar tools and functions of Oracle PeopleSoft applications. That is why deploying a CRM developed by PeopleSoft would not be a problem at all. In fact, the CRM solution of PeopleSoft integrates some of the utilities that can be found on its enterprise class applications. This is very useful for generating seamless interface with other Oracle products.

The strength of PeopleSoft CRM lies in its focus on customer service, sales generation, and sales and market analytics. These three functions are the core utilities of a good CRM application. That is why the PeopleSoft CRM suite could significantly improve the performance of the company's customer relations service as well as its sales force. However, the application lacks essential support for marketing campaigns, field services, and e-commerce capabilities. The good news is that these utilities can be found on other PeopleSoft applications which can be integrated in the CRM package.

Loyal user of Oracle PeopleSoft should welcome the latest CRM addition. It will add functionality to their entire enterprise applications environment. New users will also find PeopleSoft CRM application easier to use than other CRM software.

## **SMALL BUSINESS CRM: PROVIDING A HEAD START FOR START-UP COMPANIES**

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There are many small business CRM solutions that are available in the market. As the name implies, these solutions are intended and designed for small businesses. Usually, these are startup companies have small work force and not too complicated business processes. That is why their CRM solutions should be simple and created exclusively for small enterprises.

Small business CRM solutions are low cost. That's because these CRM packages are very simple. However, startup companies can get full CRM functionalities from these applications. Small business CRM can effectively help start up businesses in organizing and systematizing their customer support programs. These applications are valuable jumping board for more complex and highly functional CRM solutions.

It is important however for small businesses to determine if they really need a CRM solution. If so, they should determine what areas of their operation will need comprehensive CRM solutions. This is to avoid unnecessary deployments.

In deploying a small business CRM package, startup companies should also ensure that their employees will get the necessary CRM training. This will ensure that employees can maximize the benefits of the CRM applications and use it to boost the growth of their young company.

Small business CRM solutions can also be used to jumpstart marketing campaigns. It can be used to attract more customers and to solidify their hold in their niche market. The more customers they can reach more sales lead will arise. This opens up new opportunities to increase sales and improve the financial standing of their company.

## **ZOHO CRM: TRAILBLAZING HOSTED CRM SERVICE FOR THE ENTERPRISE**

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Zoho CRM solutions offer comprehensive on-demand customer relations management applications. Companies can take advantage of Zoho CRM's remote hosting enterprise class software suite. Companies need not install the CRM package in their local servers. All they have to do is choose a CRM plan of Zoho, connect to the Internet, and access the solution through their unique username and password.

The hosted CRM solution of Zoho provides superior flexibility and portability. The company sales force could access their accounts even when they're not at their desk. They will be able to perform critical customer support and marketing drive while on business trips. This could multiply productivity and strengthens the sales strategies of companies.

Zoho CRM also has unique features such as data security and access control, outlook plug-ins, inventory management, and report dashboard for customer sales and marketing. On top of these is the powerful customer relations management application that automates support processes.

The Zoho CR solution can be tried for free. There is a three-user package that lets companies evaluate the CRM hosting service. There are also affordable CRM hosting service packages that can be paid on a monthly per user basis. These plans can cut back fixed corporate expenditures and ensures flexibility on IT investments and overhead.

Customers of Zoho CRM solutions can take advantage of bulk user discounts. For every fourth user that a company enrolls, Zoho CRM provide an almost 50% cut back on its monthly billing for the additional user. This saves valuable company resources and paves the way for a complete hosted CRM solution for the enterprise.