

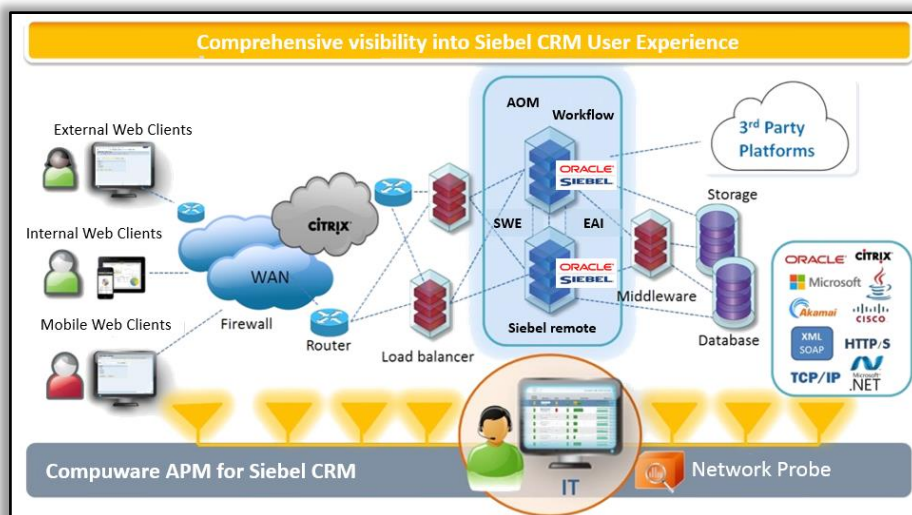
**BEST-IN-CLASS
SIEBEL CRM USER EXPERIENCE
REDUCES MTTR, BOOSTS PRODUCTIVITY,
ENSURES QUICKER USER ADOPTION,
& ACCELERATES ROI**



The success of an Oracle Siebel project relies on the ability to manage an increased level of complexity of today's heterogeneous landscapes. A typical implementation of Siebel, the business critical application for a company, requires connection to various other data sources, content delivery networks or older legacy systems. All these different entities need to be orchestrated to assure all business processes are running harmoniously. However, the chain is only as strong as its weakest link. Thus, it is imperative to have a holistic view of all involved components. You need to see the full picture along with integration of data delivered from different teams like Oracle Siebel CRM Consultants, Siebel basis admins, network admins, backend admins in order to perform a root cause analysis at first glance.

Compuware, as a leader in Application Aware Network Performance Management, provides a 360° view of the performance of your business processes. Monitor transactions across all involved domains - Siebel or non-Siebel applications including middleware components (i.e. EAI, File shares), Citrix infrastructure and many other scenarios using Compuware APM for Siebel CRM. This allows the consulting partner to significantly improve the fault domain isolation capabilities. Especially in Siebel rollouts, end users tend to blame SIEBEL for poor performance while in most cases, infrastructure is the root cause of the problem. Nevertheless, SIEBEL consultants spend hours in war room scenarios explaining that SIEBEL solution and/or customizing was not the issue.

Compuware APM for Siebel CRM works non-invasive and there is almost no customizing required to monitor Siebel CRM environments. This means that the consultant can identify the root cause of any performance problems within very short time. This could be offered as a special service package in existing scenarios or even included as a part of the deployment strategy in Siebel CRM projects. It can be also used as an entry point by analyzing existing Siebel CRM environments of new customers in order to optimize their end user experience for additional consulting services.







**COMPUWARE APM FOR SIEBEL CRM
HELPS RUN YOUR BUSINESS EVEN
BETTER WITH:**





- 360-degree outlook of end-user experience
- proactively monitor all users and Siebel CRM transactions, from all locations, through all infrastructure tiers
- fast detection of performance and availability issues
- fast pinpointing of problem origins down to the Module and Operation level
- extends Siebel ARM capabilities
- a passive agentless solution

Full visibility into Siebel CRM user experience with Compuware APM.

COMPUWARE APM FOR SIEBEL CRM — BENEFITS FOR THE BUSINESS

-  **Increase User Adoption.** Better SIEBEL user experience leads to faster adoption of the processes.
-  **Increase Employee Productivity.** General utilization of the SIEBEL business processes will increase productivity.
-  **Reduce Total Cost of Ownership.** A one-stop solution to monitor all SIEBEL transactions from the end point through the data center.
-  **Accelerate Return on Investment.**

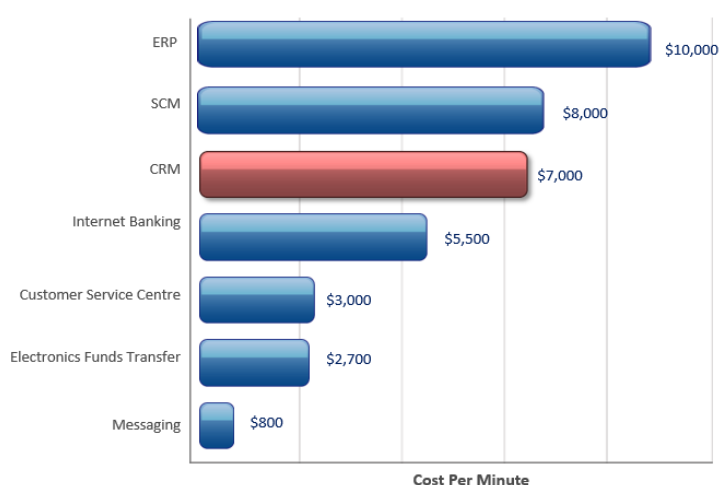
COMPUWARE APM FOR SIEBEL — BENEFITS FOR INFRASTRUCTURE AND OPERATIONS

-  **Increase User Satisfaction.** Fewer incidents means more time for your IT teams to focus on strategic projects.
-  **Increase Service Availability.** Instant fault domain isolation reduces the number and length of costly war-room sessions.
-  **Reduce Number of Calls and Complaints.** Proactive transaction monitoring means you get alerted before end users experience service degradation.
-  **Operational Costs.** Retire obsolete system management tools and the associated maintenance fees.

BEST-OF-BREED CAPABILITIES

- **Automatically discovers and recognizes** Siebel processes, tasks and individual user names.
- **Monitors 100%** of Siebel user transactions, 24/7.
- Offers **visibility** down to the modules and user operations.
- **Out-of-the box dashboards** and reports for overall system availability, performance and users impacted; from the end user's device, through the network, Citrix, Siebel servers and down to the shared database resources — expanding your view beyond the Siebel CRM silo.
- **Provides self-learning baselining** and trend analysis to support decision-making process for capacity planning

Cost of Downtime



Source: A analyst firm published this survey in 2009

WHAT CAN BREAK?

- **Performance** - Response time waiting for specific data or transaction
- **Availability** - Transaction errors not letting the operator to complete transaction and system errors might happen
- **Process efficiency** - Operation path followed by the users & Siebel is always highly customized to align with business processes

Compuware understands, in case of People and the process misalignment, what happens are: decreased employee productivity, loss of revenue, reduced user adoption and affected customer retention. It's same as in case of Gardner's reports – accordingly to it, ERP strategic problem is the User.

HOW TO AVOID THE PAIN?

Key factors to **measure** are real (all transactions, all users, all the time) user experience and Service levels over time for all critical processes -that's where Compuware APM for Siebel CRM helps.

Compuware's Siebel CRM Customers do also **prevent** outages and performance problems by implemented capacity planning process and system behavior analysis.

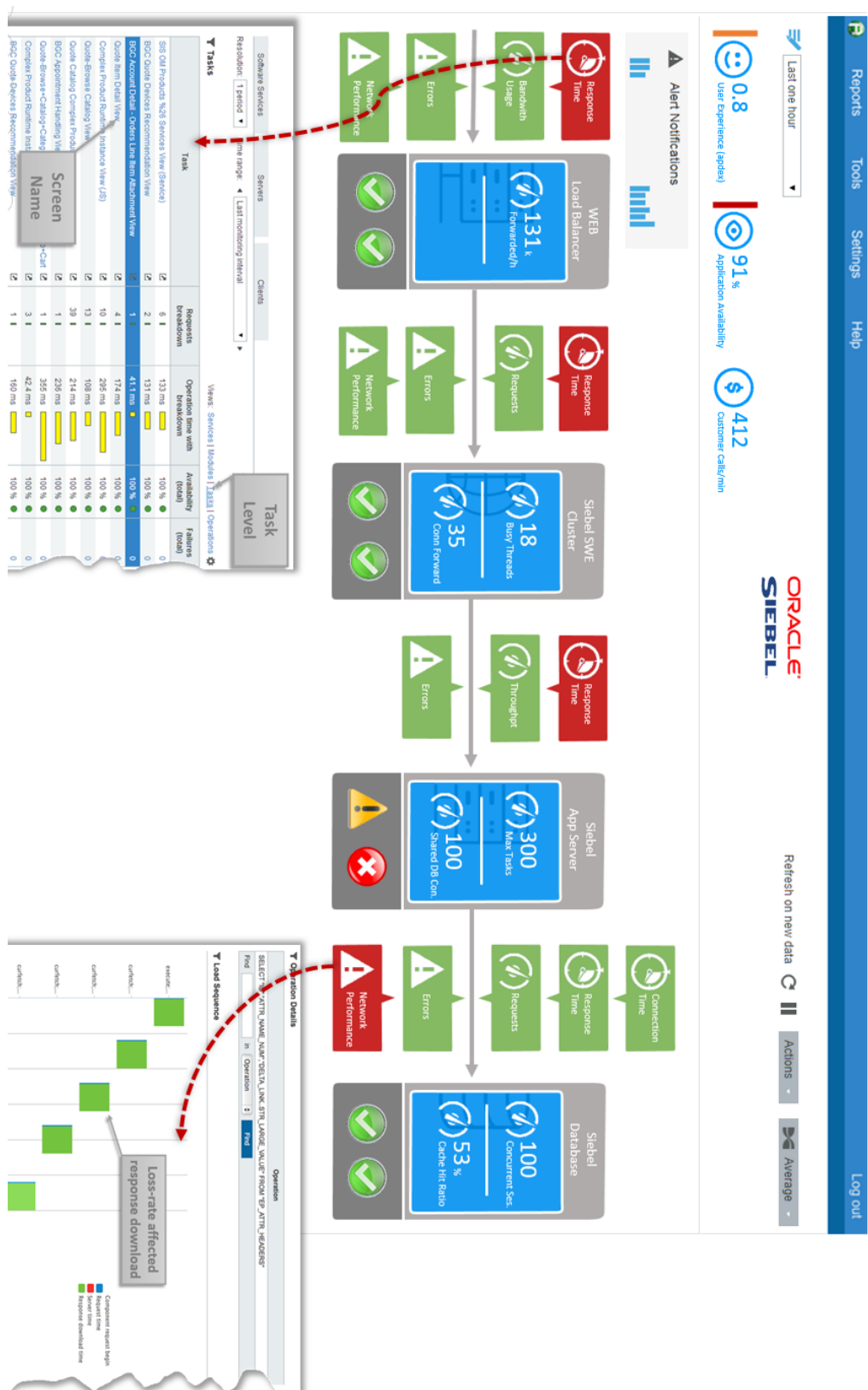
Mentioned above are keys to **fix the problem** efficiently, while **prioritization** by impact assessment of poor performance and **troubleshooting & triage** across the whole application (whole Siebel CRM components) delivery chain are helping to reduce MTTR dramatically.

Awareness of user experience is key to understanding the quality of application delivery from an end-user perspective. It's a key to understand the health of the business.

OUR CUSTOMERS CLAIM THAT

Compuware's DCRUM for Siebel CRM is single pane of glass, showing a specific user's activity on network, load balancers, web server, Siebel application and its database server – all the tiers. They see Compuware's DCRUM helps Siebel Operations Support to quickly identify, which tier is slow and which server handled the user's transaction.





Sample dashboard: Single pane of glass for DCRUM data combined with infrastructure performance – Siebel CRM components perspective.

