

ORACLE®





**ORACLE®**

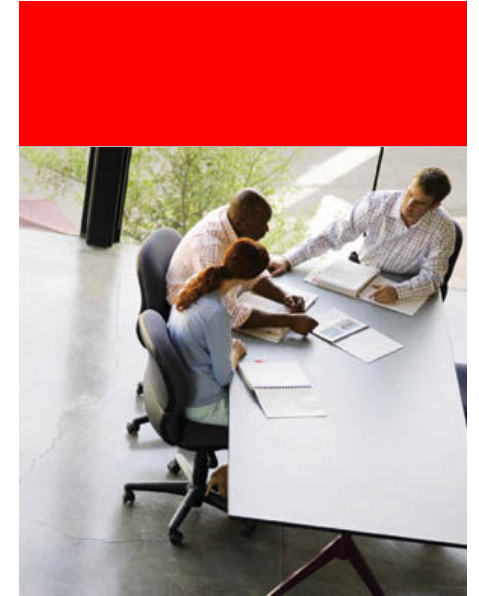
**Marketing, RTD and Loyalty**

Ana Pleše, Senior Sales Consultant

**OD13**  
**hroug**

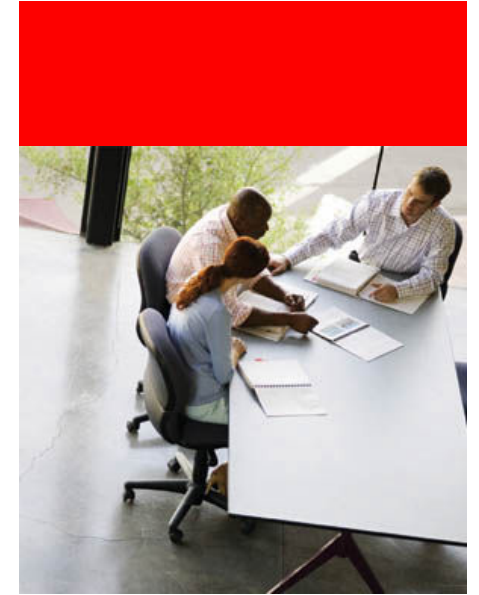
# Agenda

- Introduction
- Closed-Loop Marketing
- RTD
- Loyalty
- Summary





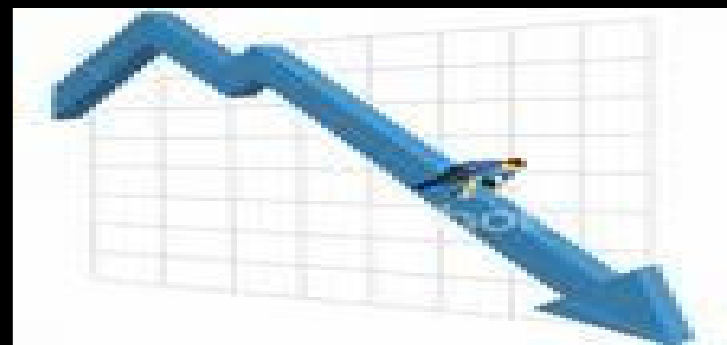
# Introduction



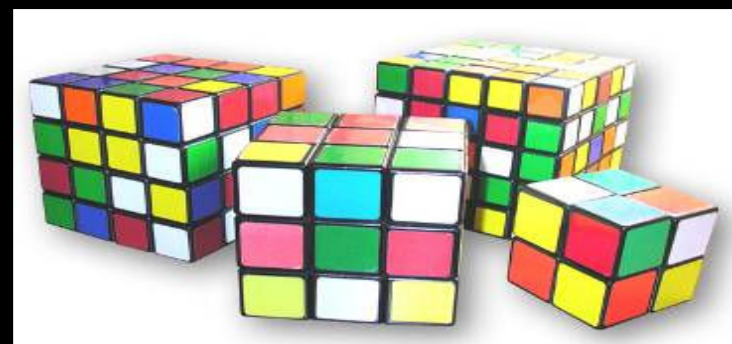
# What We Are Facing Today ...



Changing behavior



Eroding loyalty



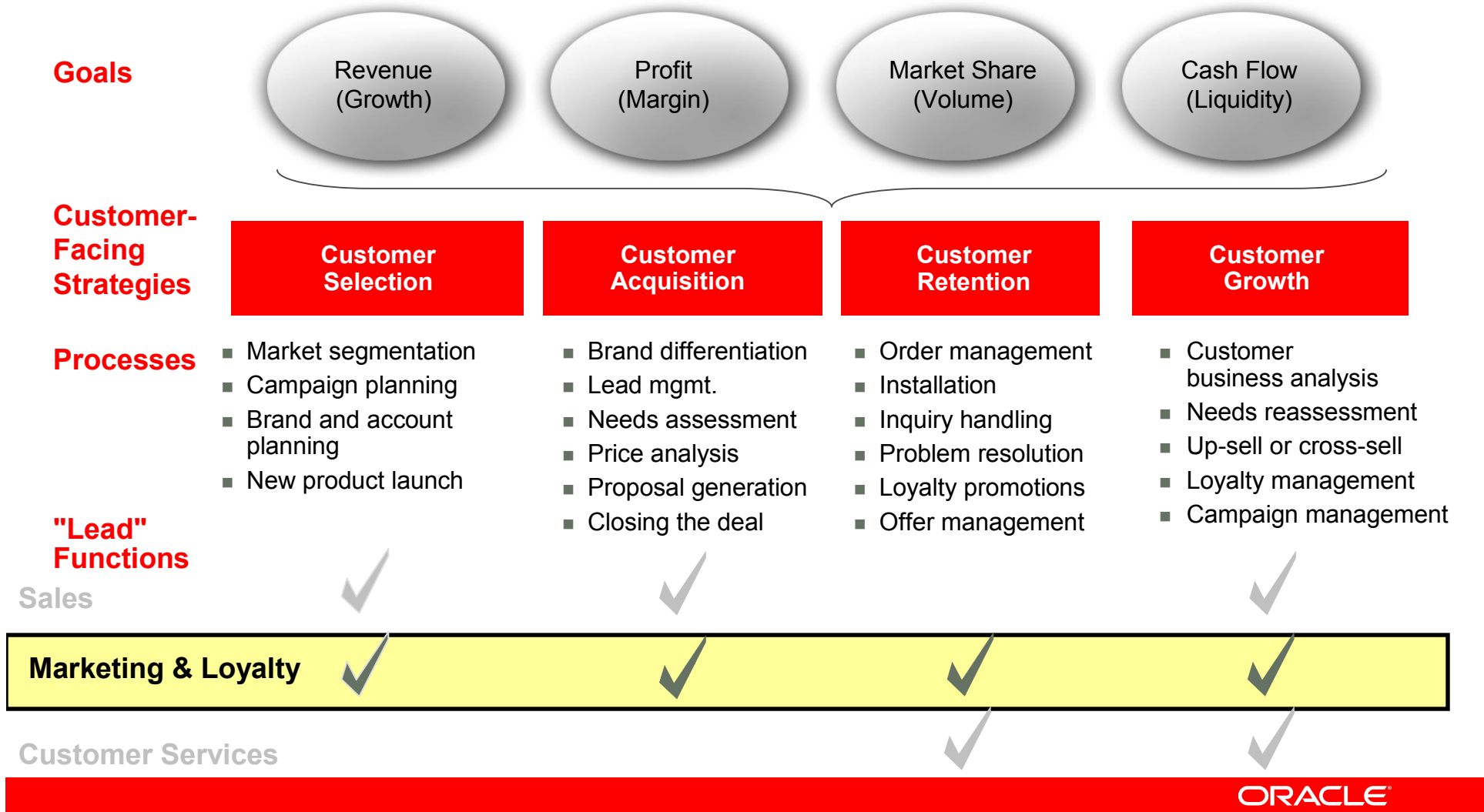
Growing complexity



Customers not listening

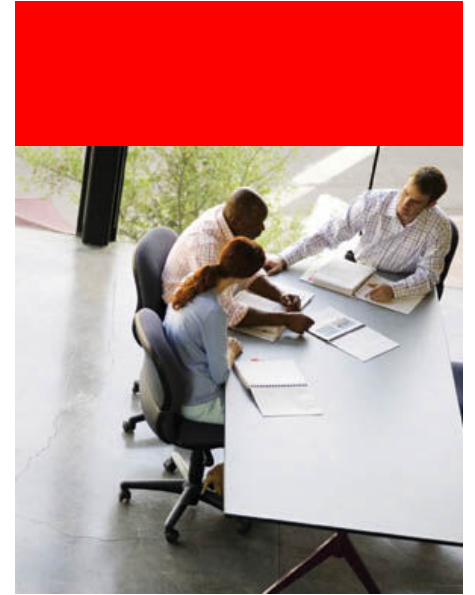
# Marketing Becomes Strategic

## Plays Key Role in Driving Customer-Centric Org





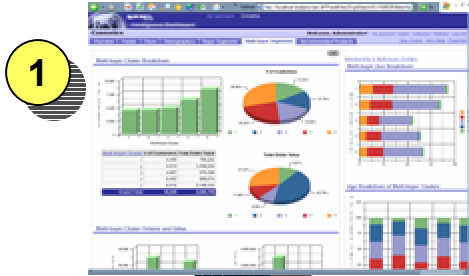
# Closed Loop Marketing



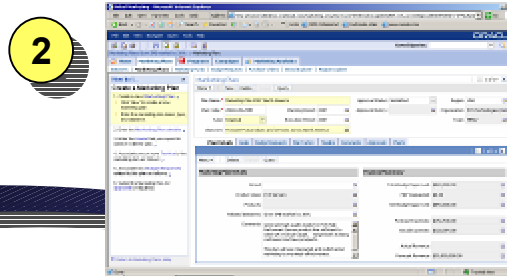


# Powerful End-to-End Processes

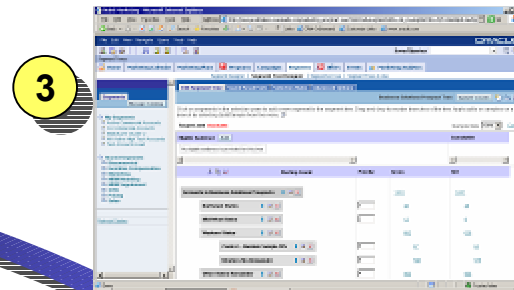
Analyze Business and Customers



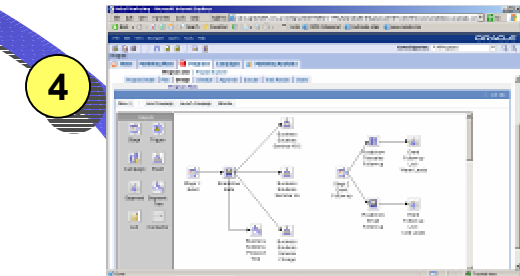
Conduct Fact-Based Planning and Budgeting, Align Resources



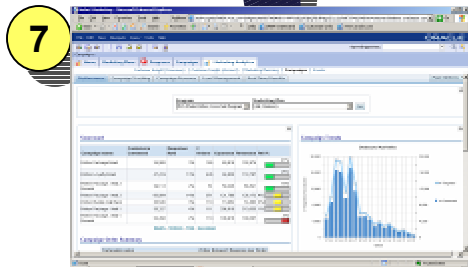
Create Target Segments and Test-Control Groups



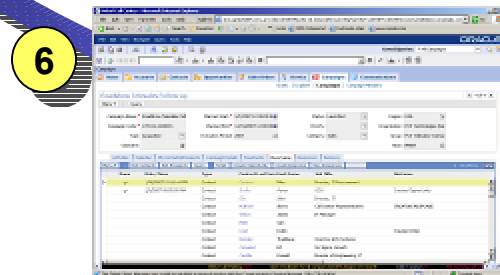
traditional 'push' campaigns



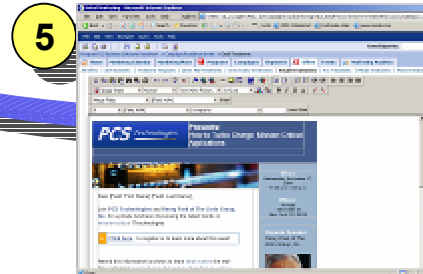
Gain Complete Visibility of Marketing Spending and Performance



Integrated Response-to-Lead-to-Order Management



Personalized Email and Web Marketing



Plan and Execute Multi-Stage, Multi-Channel "Lights Out" Triggered Campaigns



Program

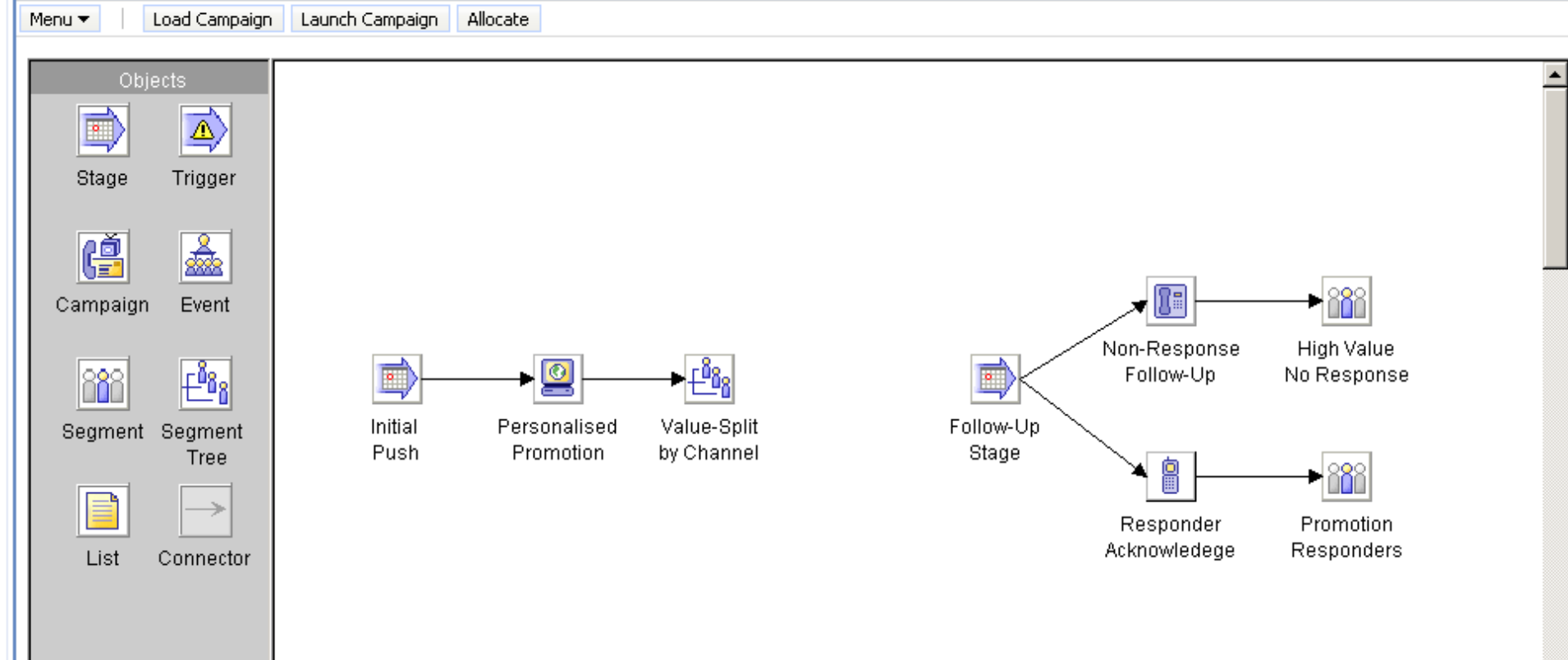
Status:  % Funding Approved: \$\$\$\$ | 1 of 1+

Menu ▾ | New Delete Cancel Query

Program Name:*	New Promotion Push		Approval Status:	Submitted	Region:	UK	
Program Code:*	C1-NPP	Planned Start:*	10/1/2008 12:00:00 A	Approval History:	Organization:	PCS Technologies (HT	
Status:	In Planning	Planned End:*	10/31/2008 12:00:00 A	Priority:	3	Team:	MMA
Type:	Up-Sell	Execution Period:	Oct-08	Duration (in days):	31		

Program Details | Plan | **Design** | Schedule | Approvals | Execute | Track Results | Charts

## Program Flow



Program List | Program Explorer

Program

Status: [Progress Bar] % Funding Approved: \$\$\$\$ | 1 of 1+

Menu ▾ | [New](#) [Delete](#) [Cancel](#) [Query](#)

Program Name: \* New Promotion Push  
 Program Code: \* C1-NPP  
 Status: In Planning  
 Type: Up-Sell

Planned Start: \* 10/1/2008 12:00:00 AM  
 Planned End: \* 10/31/2008 12:00:00 AM  
 Execution Period: Oct-08  
 Duration (in days): 31

Approval Status: Submitted  
 Approval History: [icon]  
 Priority: 3  
 Region: UK  
 Organization: PCS Technologies (HT)  
 Team: MMAY

Program Flow

Objects

Stage

Trigger

Campaign

Event

Segment

Segment Tree

List

Connector

Initial Push

Personalised Promotion

Value-Sp by Chann

Estimated Yr Lifetime Value				
Current	Year Ago	Year Delta	Growth pa	Flag
1,283	11,387	-10,104	-89%	▼
1,037	8,139	-7,101	-87%	▼
1,488	11,448	-9,960	-87%	▼
1,565	11,563	-9,998	-86%	▼
1,146	8,395	-7,249	-86%	▼
1,629	11,932	-10,303	-86%	▼
	8,193	-6,969	-85%	▼
	5,649	-9,004	-85%	▼
		-9,617	-84%	▼
		-9,520	-83%	▼
		-5,980	-83%	▼
		-9,401	-82%	▼
		-8,089	-82%	▼
	8,954	-7,308	-82%	▼
1,395	7,515	-6,120	-81%	▼
1,913	10,292	-8,379	-81%	▼
1,956	10,510	-8,554	-81%	▼
1,349	7,244	-5,895	-81%	▼
1,420	7,586	-6,166	-81%	▼
1,595	8,491	-6,896	-81%	▼

Age Band: 17 minus, 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 plus

Legend: Silver, Gold

Legend: Fixed Line, Broadband <2Mb, Broadband >2Mb, ISP #01-11, ISP #12-81, Equip #01-06, Equip #07-54, Mobile SvB #324, Mobile SvB #325-9

Program List | Program Explorer

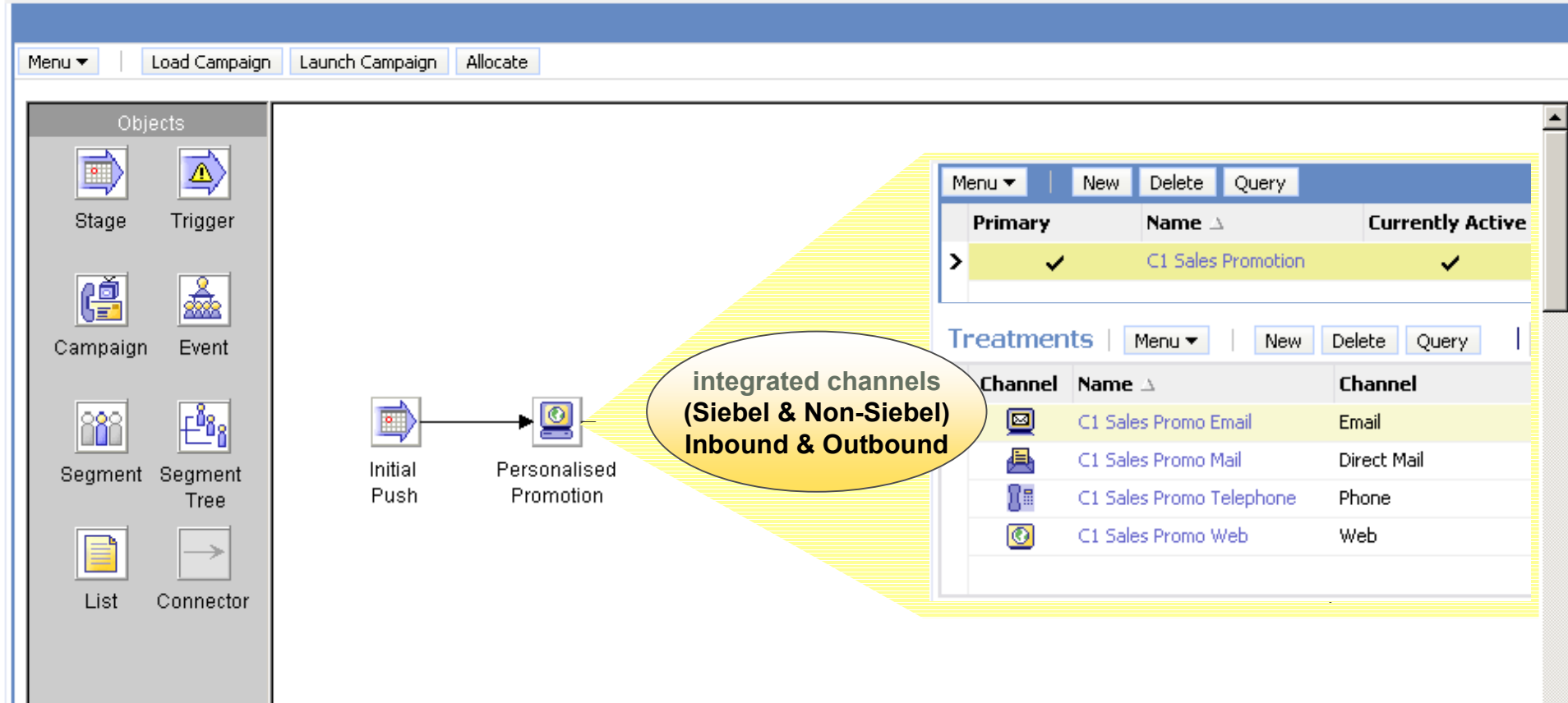
**Program** Status: [Progress Bar] % Funding Approved: \$\$\$\$ | 1 of 1+

Menu | New Delete Cancel Query

Program Name:*	New Promotion Push	Approval Status:	Submitted	Region:	UK
Program Code:*	C1-NPP	Planned Start:*	10/1/2008 12:00:00 A	Approval History:	
Status:	In Planning	Planned End:*	10/31/2008 12:00:00 A	Priority:	3
Type:	Up-Sell	Execution Period:	Oct-08	Duration (in days):	31
				Organization:	PCS Technologies (HT
				Team:	MMAY

Program Details | Plan | Design | Schedule | Approvals | Execute | Track Results | Charts

Program Flow



Program List | Program Explorer

Program

Status:  % Funding Approved: \$\$\$\$ | 1 of 1+

Menu | New | Delete | Cancel | Query

Program Name: \* New Promotion Push      Approval Status: Submitted      Region: UK

Program Code: \* C1-NPP      Plan: 12:00:00 AT      Approval History:      Organization: PCS Technologies (HT)

Status: In Planning      Priority: 3      Team: MMAY

Direct Mail

Flexigeld Brief Solo.doc - Microsoft Word

Mit Flexigeld schneller in den Traumurlaub

Dresdner Bank  
Die Sparkasse

[FIRMIERUNG LANG\_1]  
[FIRMIERUNG LANG\_2]  
[DB\_STELLE\_BEZ\_1]  
[DB\_STELLE\_BEZ\_2]  
[DB\_STELLE\_BEZ\_3]  
[POST\_ADR\_STRASSE\_1]  
[POST\_ADR\_STRASSE 2]  
[PLZ\_Filiale][Ort\_Filiale]  
[tel\_Filiale]  
[fax\_Filiale]

November 22, 2007

[Quellcode]  
[MM] [First Name] [Last Name]  
[Street Address]  
[Postal Code] [City]

Guten Tag [MM] [Last Name],

Ermöglichen sie sich eine kleine Auszeit auf Ihrer Trauminsel Ob große Weltreise oder kleiner Wochenendtrip. Das Dresdner FlexiGeld macht es Ihnen leicht, sich besondere Wünsche zu erfüllen. So können Sie Ihren finanziellen Spielraum erweitern und sich sofort Ihren Traumurlaub leisten. Flexible Beträge und niedrige monatliche Raten machen es möglich.

Ihre Vorteile auf einen Blick

- ✓ Sie erhalten Ihr Geld schnell und unbürokratisch - auf Wunsch auch nach dem Beratungsgespräch

High performance  
outbound fulfilment

Menu | New | Delete | Query

Primary	Name	Currently Active
✓	C1 Sales Promotion	✓

Channel Name Channel

✚	C1 Sales Promo Email	Email
✚	C1 Sales Promo Mail	Direct Mail
✚	C1 Sales Promo Telephone	Phone
✚	C1 Sales Promo Web	Web

ORACLE

File Edit View Navigate Query Tools Help

Home: > Program: **Program List** | Program Explorer

Program Name: \* New Promotion Push Approval Status: Submitted Region: UK  
Program Code: \* C1-NPP Approval History: Organization: PCS Technologies (HT) Team: MMAY

3 Com  
Account Name: \* 3 Com Site: HQ-Distribution  
Address: 2000 West Embarcad State: CA  
City: Palo Alto Country: USA  
Zip Code: 94510

Primary Name Currently Active  
✓ C1 Sales Promotion ✓

Leads Opportunities

Lead Details  
Description: \* Martha Richard Complet Contact Last Name: Richard  
Created By: MMAY Contact First Name: Martha  
Created: \* 09/05/2008 07:53:03 Account:

Channel Name Channel  
C1 Sales Promo Email Email  
C1 Sales Promo Mail Direct Mail  
C1 Sales Promo Telephone Phone  
C1 Sales Promo Web Web

Done

The screenshot displays the Oracle CRM interface for a 'Program' and 'Account'. A green callout box labeled 'Sales Force' points to the 'Program Name' and 'Program Code' fields. Another green callout box labeled 'integrated Lead Management' points to the 'Leads' and 'Lead Details' sections. A third green callout box labeled 'Sophisticated assignment & visibility' points to the 'Lead Details' section. The interface includes a top navigation bar with 'Marketing Calendar', 'Marketing Plans', 'Programs', 'Optimization', 'Campaigns', 'Segments', 'Offers', 'Events', and 'Marketing Analytics'. The 'Program' section shows details for 'New Promotion Push' with a 'Submitted' approval status. The 'Account' section shows details for '3 Com' with address '2000 West Embarcad, Palo Alto, CA, USA'. The 'Leads' section shows a table with one lead: 'C1 Sales Promotion' (Primary, Currently Active). The 'Lead Details' section shows details for a lead created by 'MMAY' on '09/05/2008 07:53:03' with contact information for 'Martha Richard Complet'.

Oracle Marketing Cloud interface showing program details and campaign management.

**Program List** | Program Explorer

Status:  % Funding Approved: \$\$\$\$\$ | 1 of 1+

**Program** | E-Mail bearbeiten

Region: UK  
 Organization: PCS Technologies (HT)  
 Team: MMAY

Sequenz	Vorlagenname	Datentyp	Dateigröße
1	dreba_flexigeld_email - 07.11.2007 18:07:17	html	1.743

**HTML**

Vorlagenname: dreba\_flexigeld\_email - 07.11.2007 18:07:17

Stil anwenden: Normal Times New Roman, 3 (12 pt)

Merge Fields: [Field: M/M] Einfügen

If [Field: M/M] is equal to Regel einfügen

**integrated Landing Sites & Web Surveys**

Mit Flexigeld schneller in den Traumurlaub  
 Schneller auf die Insel [Field: M/M] [Field: Last Name]!  
 Ermöglichen sie sich eine kleine Auszeit auf Ihrer Trauminsel Ob große Weltreise oder kleiner Wochenendtrip. Das Dresdner FlexiGeld macht es Ihnen leicht, sich besondere Wünsche zu erfüllen. So können Sie Ihren finanziellen Spielraum erweitern und sich sofort Ihren Traumurlaub leisten. Flexible Beträge und niedrige monatliche Raten machen es möglich.

**Online, Personalised (Inbound / Outbound)**

Primary	Name	Currently Active
✓	C1 Sales Promotion	✓

Name	Name	Channel
✚	C1 Sales Promo Email	Email
✚	C1 Sales Promo Mail	Direct Mail
✚	C1 Sales Promo Telephone	Phone
✚	C1 Sales Promo Web	Web

List Connector



ORACLE

File Edit View Navigate Query Tools Help

Home: > Program:

Home Marketing Calendar Marketing Plans Programs Optimization Campaigns Segments Offers Events Marketing Analytics

Program List | Program Explorer

Program

Status:  % Funding Approved: \$\$\$\$ | 1 of 1+

Menu New Delete Cancel Query

Program Name: \* New Promotion Push Approval Status: Submitted Region: UK

Program Code: \* C1-NPP Approval History: Organization: PCS Technologies (HT Team: MMAY

00:00:07 ->Call from 4

Contact:

Home Opportunities Contacts Accounts Activities Responses My Dashboard

Contacts Home Contacts List Consumers List Personal Contacts List Charts Manage

Robert Knowles

Menu New Delete Query

\*Last Name: Knowles Account:

Retention Action 1 of 1+

Menu Yes ! Tell Me More No. Thank You

Churn Indicator: 15%

Treatment: No Action Required

Intelligent Offers 1 - 3 of 3+ Begin Script

Offer	Score	Description
/ Dresdner Bank Flexigeld Telefon Follow Uj	☆☆☆☆☆	
Auto Refinancing	☆☆☆☆☆	Looking for a better rate on your auto
Home Refinance	☆☆☆☆☆	Refinance your home mortgage now

Menu New Delete Query

Primary	Name	Currently Active
✓	C1 Sales Promotion	✓

Menu New Delete Query

Panel	Name	Channel
	C1 Sales Promo Email	Email
	C1 Sales Promo Mail	Direct Mail
	C1 Sales Promo Telephone	Phone
	C1 Sales Promo Web	Web

Done

**Call Centre**

**integrated Real-Time Decisioning Engine**

**Seamless Integration (Inbound / Outbound)**

Program List | Program Explorer

**Program** Status: [Progress Bar] % Funding Approved: \$\$\$\$ | 1 of 1+

Menu ▾ | [New](#) | [Delete](#) | [Cancel](#) | [Query](#)

Program Name: * New Promotion Push	Approval Status: Submitted ▾	Region: UK [dropdown]
Program Code: * C1-NPP	Planned Start: * 10/1/2008 12:00:00 AM [calendar]	Approval History: [dropdown]
Status: In Planning ▾	Planned End: * 10/31/2008 12:00:00 AM [calendar]	Organization: PCS Technologies (HT [dropdown])
Type: Up-Sell ▾	Execution Period: Oct-08 [calendar]	Team: MMAY [dropdown]
	Priority: 3 ▾	
	Duration (in days): 31 [calendar]	

Program Flow

Objects

- Stage
- Trigger
- Campaign
- Event
- Segment
- Segment Tree
- List
- Connector

**Campaign Dialogue integrated with Loyalty Management**

**Loyalty Promotions Administration**

Name: \* Birds of the feather Always Apply:

Apply To: Accrual-Prod ▾ Enrollment Required:

Program: \* Vision Loyalty [dropdown] Accrual Package Flag:

Inclusion: All Products ▾ Order Flag:

Programs | Campaigns | Segments | **Offers**

Templates | Direct Mail Treatments | Direct Sales Treat

Menu ▾ | [New](#) | [Delete](#) | [Query](#) | [Qu](#)

Type	Offer Code	Description
Up-Sell	316882-8172962	Invite cus

Treatments | Approvals | **Loyalty Promotions**

Menu ▾ | [New](#) | [Query](#) | [Add](#)

Promotion #	Name	Always	Promotion Start
62LKH1	Birds of the feather - Promotic		01/01/2008 00:00:0
7SIA-5N8KP	King Rewards Referral Bonus (	✓	01/01/2007 00:00:0
7SIA-SFR92	Lifetime Recognition 1 Million M	✓	27/06/2007 22:50:1

[Home](#) | [Catalog](#) | [Service](#) | [Offers and Info](#)

**Enroll in Latest Promotions**  
 See the great promotions available that can help you earn free trips, products and services faster



**Program List** | Program Explorer

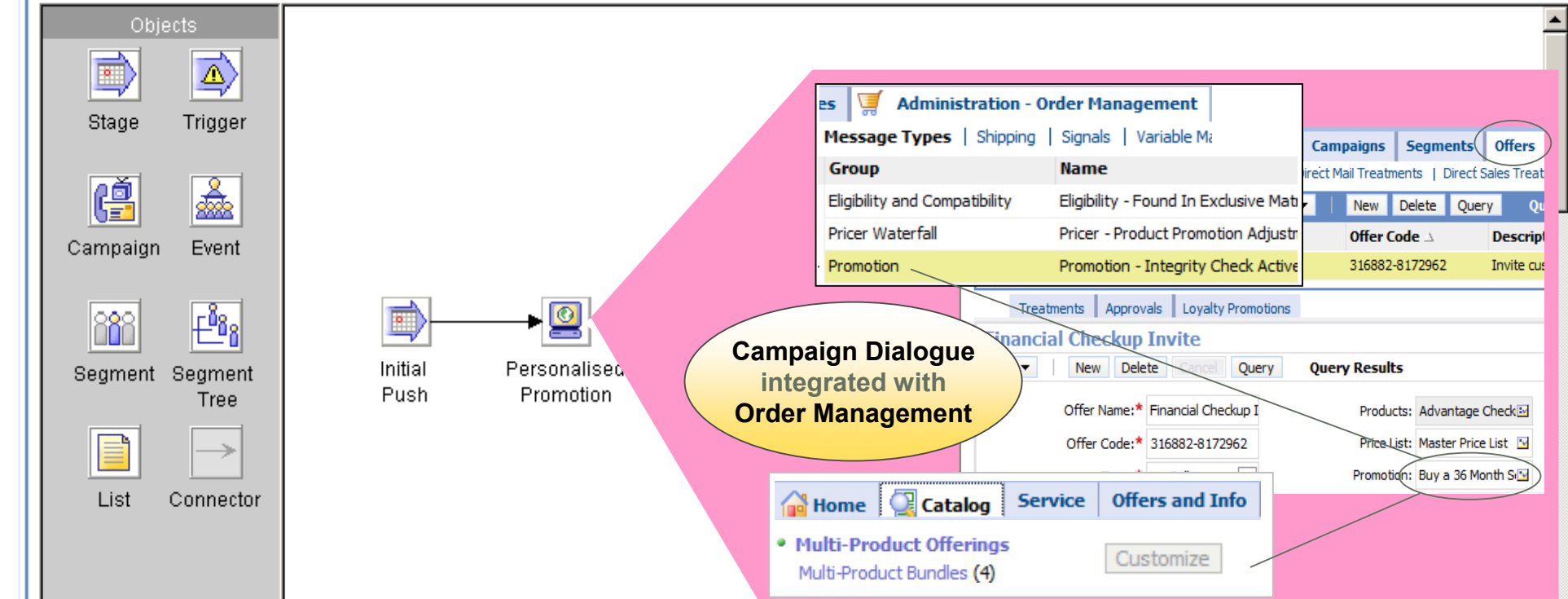
Program Status: [progress bar] % Funding Approved: \$\$\$\$ | 1 of 1+

Menu ▾ | [New](#) [Delete](#) [Cancel](#) [Query](#)

Program Name: * New Promotion Push	Approval Status: Submitted	Region: UK
Program Code: * C1-NPP	Planned Start: * 10/1/2008 12:00:00 AM	Approval History: [icon]
Status: In Planning	Planned End: * 10/31/2008 12:00:00 AM	Organization: PCS Technologies (HT [icon])
Type: Up-Sell	Execution Period: Oct-08	Priority: 3
	Duration (in days): 31	Team: MMAY

**Program Flow**

Menu ▾ | [Load Campaign](#) [Launch Campaign](#) [Allocate](#)



Program List | Program Explorer

**Program** % Funding Approved: \$\$\$\$ | 1 of 1+

Menu New Delete Cancel Query

Program Name: \* New Promotion Push Approval Status: Submitted

Program Code: \* C1-NPP Approval History:

Status: In Planning Planned Start: \* 10/1/2008 12:00:00 AM

Type: Up-Sell Planned End: \* 10/31/2008 12:00:00 AM

Execution Period: Oct-08 Priority: 3

Duration (in days): Approval Status: Submitted

**Campaign Dialogue integrated with Business Intelligence**

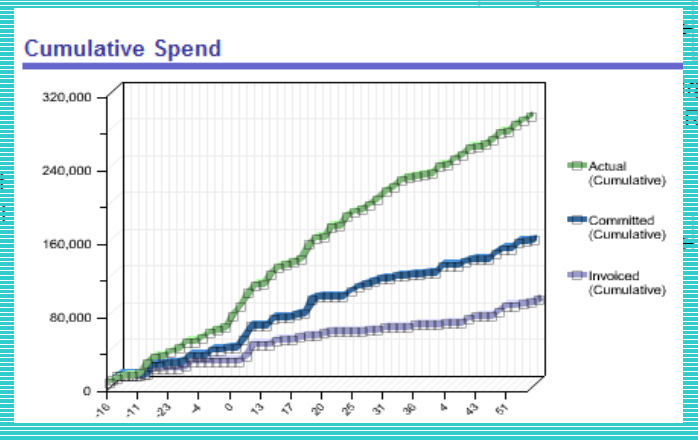
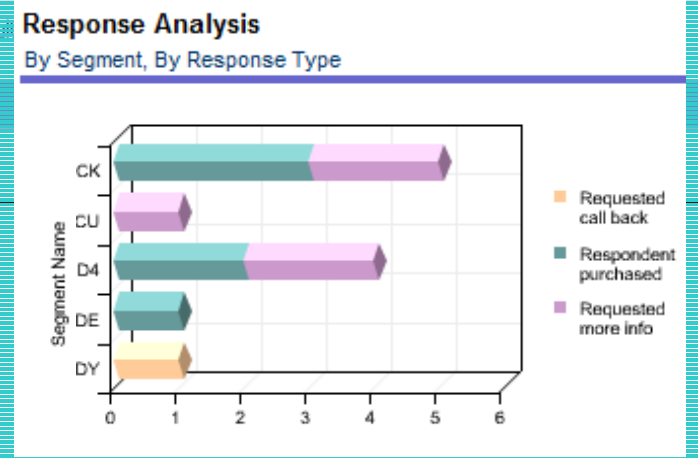
Program Details | Plan | **Design** | Schedule | Approvals | Execute | Track Results

**Program Flow**

Menu Load Campaign Launch Campaign Allocate

Objects

- Stage
- Trigger
- Campaign
- Event
- Segment
- Segment Tree
- List
- Connector



High Value Response  
Notion orders

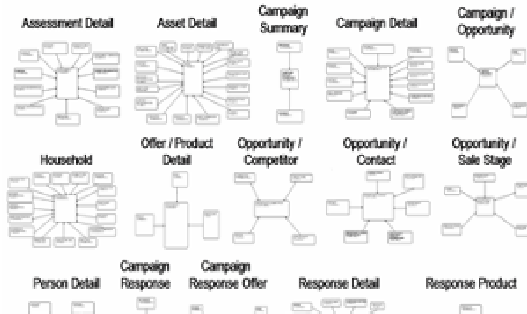
# Role-Based Best Practices Provide Relevant and Actionable Insight for

## Marketing Analytics – Key Objectives and Questions by Role

<p><b>VP Marketing /CMO</b></p> 	<p><b>Optimizing Marketing Performance for Competitive Advantage</b></p>	
<p><b>Marketing Director</b></p> 	<p><b>Deeper Insights for Marketing Strategy</b></p>	
<p><b>MARCOM /DM Manager</b></p> 	<p><b>Better Manage Acquisition &amp; Campaign Performance</b></p>	
	<p><b>Bottom Line Impact</b></p>	<p><b>Top Line Impact</b></p>

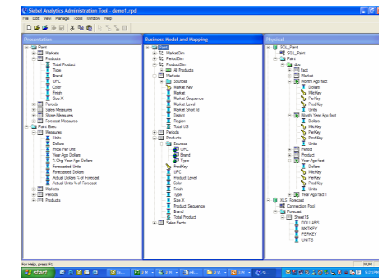
# Marketing Analytics Components

1 Pre-built data mart with 15 star-schemas designed for analysis and reporting on Marketing data

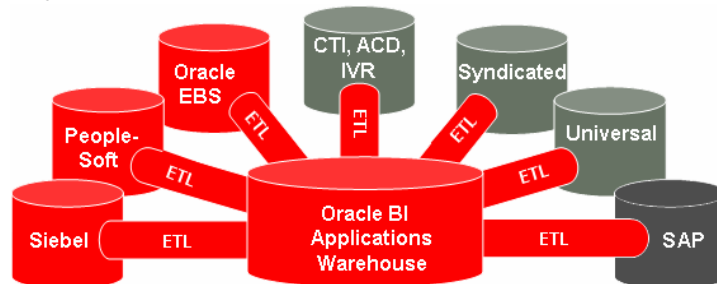


3 Pre-mapped metadata defining real-time access to analytical and operational sources, best practice calculations, and metrics for marketing

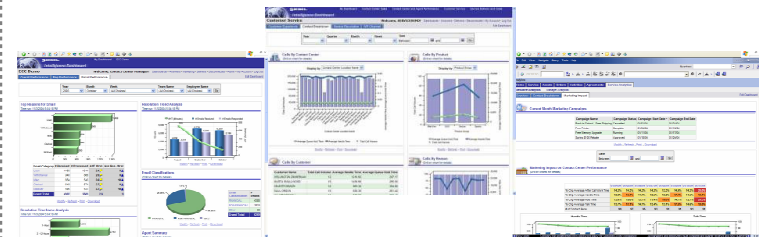
- Presentation layer
- Logical business model
- Physical sources



2 Pre-built ETL to extract data from over 3,000 operational tables and load it into the data mart, sourced from CRM systems and other sources

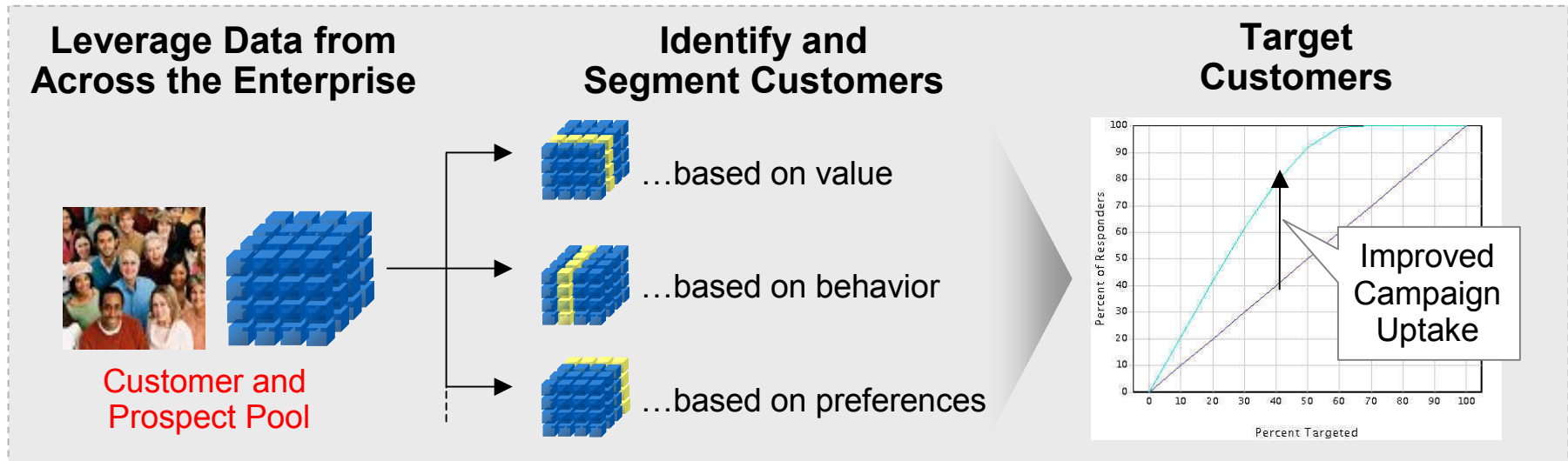


4 A “best practice” library of over 500 pre-built metrics, Intelligence Dashboards, Reports and alerts for marketing analyst, managers and executives



# Fact-Based Targeting

Retain the Right Customers, Maximize Mktg Effectiveness



## ✓ Understand Your Customer Base

- Modelling
- Perform multi-dimensional segmentation leveraging demographic info, lifetime value, prior history / campaign responses, etc.

## ✓ Streamline Campaign Design / Planning

- Collaboratively design campaigns and shorten development time / cost
- Optimize allocation of marketing resources and align spending on programs

## ✓ Develop Targeted Offers

- Identify best product / service offers to build loyalty and strengthen brand
- Identify cross- and up-sell opportunities

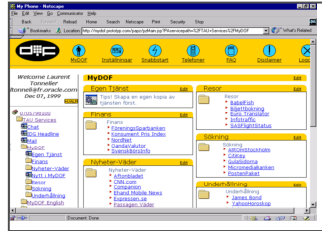
## ✓ Systematically Manage Programs

- Develop and measure campaign ROI
- Automate multi-channel / multi-stage campaigns utilizing channels of preference



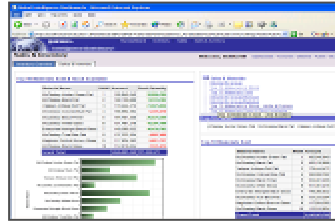
# Hot Pluggable With Existing Investments

## PORTALS



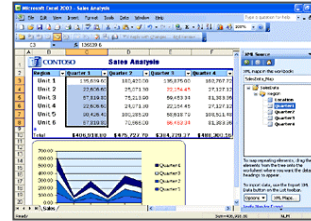
Any JSR 168 Portal

## DATA MINING



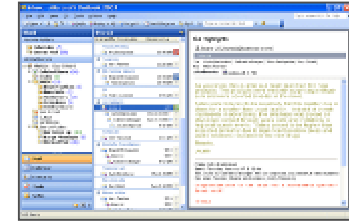
Oracle Data Mining, SPSS, SAS

## APPLICATIONS



Oracle EBS, Siebel, SAP, PeopleSoft, JD Edwards...

## DESKTOP TOOLS



Excel, Outlook, Lotus Notes...

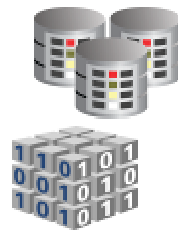
Oracle Enterprise Performance Management System  
Oracle Business Intelligence Foundation

## SECURITY



Oracle Kerberos  
iPlanet  
MSFT AD  
Novell  
Custom  
Others...

## DATA ACCESS



Oracle RDBMS  
Oracle OLAP Option  
Microsoft SQL Server  
Microsoft Analysis Services  
IBM DB2  
Teradata  
Essbase  
SAP BW  
XML, Excel, Text

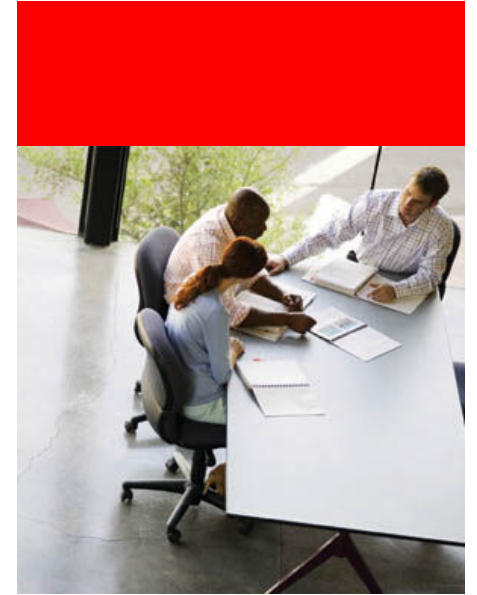
## DATA INTEGRATION



Oracle Data Integrator (Sunopsis)  
Oracle Warehouse Builder  
Informatica  
Ascential  
Others...



# Real Time Decisions

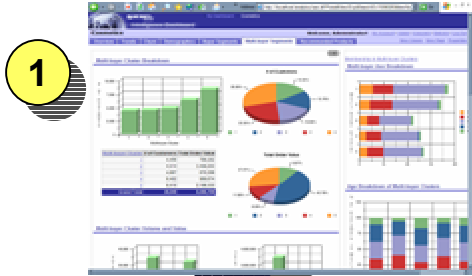




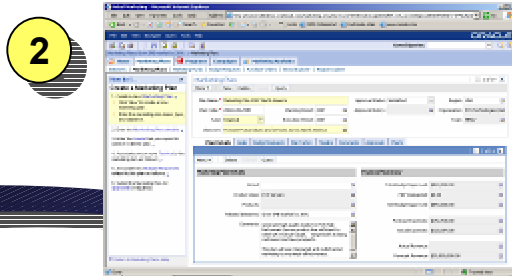


# Powerful End-to-End Processes

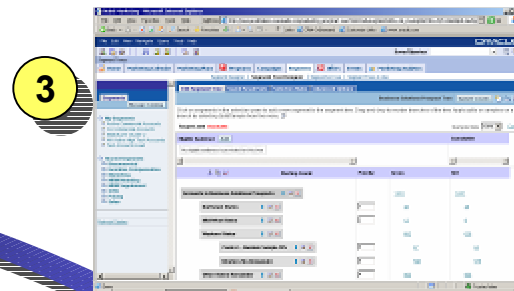
Analyze Business and Customers



Conduct Fact-Based Planning and Budgeting, Align Resources

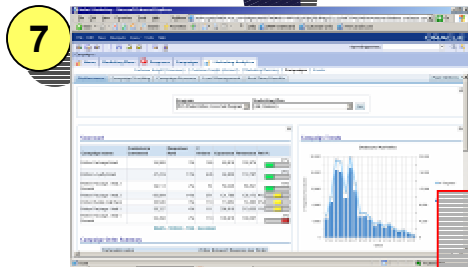


Create Target Segments and Test-Control Groups

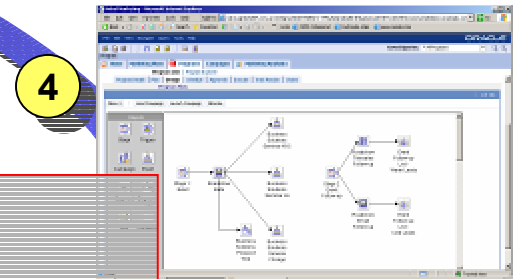


two-way 'conversational' marketing

Gain Complete Visibility of Marketing Spending and Performance



Plan and Execute Multi-Stage, Multi-Channel Programs and Events



Analyze and Adapt to Response Behavior, Continued Self-learning

Present Optimal Offer, Next Best Action in Real-Time



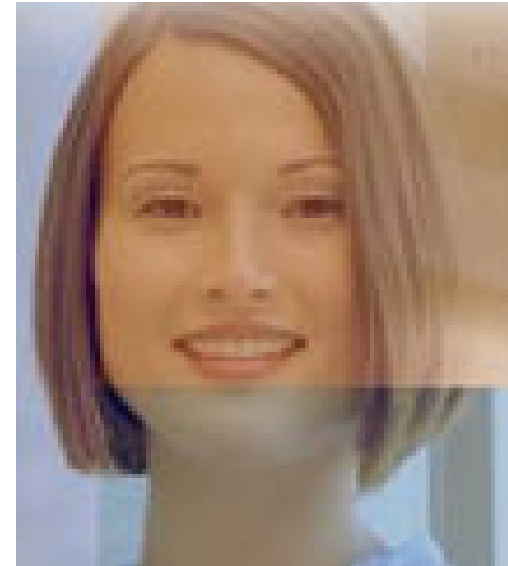


# Oracle RTD Summary

- Using real-time context
- Adapting to changes in behavior
- Managing competing business goals
- Scaling the process
- Creating business insight
- Coordinating accros multiple touch-points
- Evolving business maturity
- Integrating with operations and performance

# Introducing Linda Johnson – Just Graduated

- Demographics: Seg2-YA
  - 25 year old Student
  - Single
  - Rented Accommodation
  - Customer for 5 years
- Usage Profile
  - Current (checking) account
  - Regular credit card usage
  - Occasional small overdraft
  - Medium Value
  - Bronze Segment
- Assets
  - Check Book
  - Debit Card
  - University Affiliated Credit Card



Linda Johnson

- Call Purpose
  - Change of address because starting new job



# Upon caller identification, ...



... Linda Johnson is recognized as a student holding two accounts with National.

The screenshot displays the Siebel CRM interface for a contact named Linda Johnson. The contact information includes her name, ID (4-5657-4646), address (1114 Blossom Street, Suite 102, Redwood City, CA 94062), and job title (Student). Her email is enid@aol.com. The interface also shows retention actions, intelligent offers for auto insurance, and financial accounts (Standard Checking and Standard Savings).

**Contact: Linda Johnson**

Menu | New | Delete | Query

\*Last Name: Johnson | Id: 4-5657-4646 | Address: 1114 Blossom Street, Suite 102  
\*First Name: Linda | Job Title: Student | City: Redwood City | State: CA  
Middle: H | Email: enid@aol.com | Zip Code: 94062 | Country: USA  
Mr/Ms: Ms. | \*Privacy: Opt-Out: All Part | Work #: (510) 456-2134 | Don't Call:   
Suffix: | Household: Ahl - Redwood C | Home #: (650) 456-6578 | Don't Mail:

More Info | Account Affiliations | Account Affiliations | Accounts | Activities | Activity Plans | Addresses | Affiliations | Agreements | Alerts | Applications | Summary (RTD)

**Retention Action** | 1 of 1+

Menu | Yes! Tell Me More | No. Thank You | Show Details

Offline Churn: 20%  | Churn Indicator: 15%   
Treatment: No Action Required  
Information:

**Activities** | Menu | New | Delete | Query | 1 - 4

New	Type	Call Reason	Description	End
>	Call - Inbound		Inbound call	8/26/2005 12:50:1
	Call - Inbound	Transfer Money		8/22/2005 18:43:1
	Collect Payment		Late payment	8/22/2005 13:24:3
	Call - Inbound	Check Balance		8/22/2005 13:24:0

**Intelligent Offers** | Menu | Yes! Tell Me More | No. Thank You | 1 - 1 of 1

Name	Score	Information	Offer Code	Of
> Auto Insurance	☆☆☆☆☆	Affordable car insurance fro	130258-3791914	

**Financial Accounts** | Menu | Query | 1 - 2

Account #	Product	Current Balance	Status
> 4992-3550-2051-0012	Standard Checking	\$736.23	Open
5376-6372-7373-00	Standard Savings	\$3,181.00	Open

Open enrollment for all company benefits begins next m | 1 of 1

Local intranet



# In addition, upon caller identification, ...



The screenshot displays the Siebel CRM interface for a customer named Linda Johnson. The interface includes a navigation menu, a contact profile, a retention action section, and an intelligent offers section.

**Contact Profile:**

- Last Name: Johnson
- First Name: Linda
- Middle: H
- Mr/Ms: Ms.
- Suffix:
- Id: 4-5657-4646
- Job Title: Student
- Email: enid@aol.com
- Privacy: Opt-Out: All Part
- Household: Ahl - Redwood C
- Home Address: 1114 Bloss
- City: Redwood
- Zip Code: 94062
- Work #: (510) 456-2
- Home #: (650) 456-6578

**Retention Action:**

- Offline Churn: 20%
- Churn Indicator: 15%
- Treatment: No Action Required

**Intelligent Offers:**

Name	Score	Information	Offer Code
Auto Insurance	☆☆☆☆☆	Affordable car insurance fro	130258-3791914

**Activities Table:**

New	Type	Call Reason	Description	End
>	Call - Inbound		Inbound call	8/26/2005 12:50:1
	Call - Inbound	Transfer Money		8/22/2005 18:43:1
				8/23/2005 13:24:3
				8/23/2005 13:24:0

**Account Information Table:**

Account #	Product	Current Balance	Status
> 4992-3550-2051-0012	Standard Checking	\$736.23	Open
5376-6372-7373-00	Standard Savings	\$3,181.00	Open

**Retention Action Callouts:**

- ... based on Linda's customer profile, the Decision Server predicts that Linda currently has no significant risk of churning, and therefore no retention treatment is warranted, and ...
- ... that "Auto Insurance" is the marketing offer that is most likely to be accepted by Linda.

**System Status:**

- Open enrollment for all company benefits begins next month
- Local intranet





# Upon noting Linda's call reason, ...



... this new in-context information is communicated to the Decision Server in real-time.

The screenshot displays the Siebel CRM interface for contact Linda Johnson. The contact information includes: Last Name: Johnson, First Name: Linda, Middle: H, Job Title: Student, City: Redwood City, State: CA, Zip Code: 94062, Email: enid@aol.com, and Home Address: 1114 Blossom St. A call log table is visible with the following data:

New	Type	Call Reason	Description	End
>	Call - Inbound	Change of Address	Inbound call	8/26/2005 12:50:...
	Call - Inbound	Transfer Money		8/22/2005 18:43:...
	Collect Payment		Late payment	8/22/2005 13:24:3...
	Call - Inbound	Check Balance		8/22/2005 13:24:0...

Other sections include Retention Action (Offline Churn: 20%, Churn Indicator: 15%), Intelligent Offers (Auto Insurance offer), and Financial Accounts (Standard Checking: \$736.23, Standard Savings: \$3,181.00).



# Based on new in-context information, ...



The screenshot displays the Siebel CRM interface for a customer named Linda Johnson. The interface includes a navigation bar with tabs for Home, Opportunities, Contacts, Accounts, Activities, Service, and Households. The main content area is divided into several sections:

- Contact Information:** A form showing details for Linda Johnson, including her last name (Johnson), first name (Linda), middle (H), job title (Student), email (enid@aol.com), and address (1114 Blossom Street, Suite 102, Redwood City, CA 94062).
- Retention Action:** A section showing churn metrics. Offline Churn is 20% and Churn Indicator is 15%. The treatment is "No Action Required".
- Intelligent Offers:** A table of offers, with "Overdraft Protection" highlighted as the most appropriate offer.

Two callout boxes provide context for the data shown:

- The first callout box points to the retention metrics and states: "... the Decision Server predicts in real-time that Linda's churn risk has not increased ...".
- The second callout box points to the "Overdraft Protection" offer and states: "... but that the most appropriate offer now is 'Overdraft Protection', addressing Linda's likely increased financial needs."

At the bottom of the interface, a banner reads: "Open enrollment for all company benefits begins next month".



# Linda's response to the extended offer ...

The screenshot displays the Siebel CRM interface for a customer named Linda Johnson. The main profile section includes fields for Last Name (Johnson), First Name (Linda), Middle (H), Mr/Ms (Ms.), Suffix, Job Title (Student), Email (enid@aol.com), Home Address (1114 Blossom Street, Suite 102), City (Redwood City), State (CA), and Household (Ahl - Redwood C). A 'Retention Action' section shows 'Offline Churn' at 20% and 'Churn Indicator' at 15%, with a 'Treatment' of 'No Action Required'. The 'Intelligent Offers' section lists an offer for 'Overdraft Protection' with a score of four stars. A call log table shows two inbound calls: one for 'Change of Address' on 8/26/2005 and another for 'Transfer Money' on 8/22/2005. A 'Siebel' dialog box with a yellow warning icon displays the message: 'Customer response is successfully recorded. (SBL-EXL-00151)'. The interface also features a 'Command Center' on the right and a status bar at the bottom with the text 'Open enrollment for all company benefits begins next month'.

Type	Call Reason	Description	End
Call - Inbound	Change of Address	Inbound call	8/26/2005 12:50:1
Call - Inbound	Transfer Money		8/22/2005 18:43:1

Name	Score	Information	Offer Code	Account #	Product	Current Balance	Status
Overdraft Protection	☆☆☆☆	Credit to write checks for mo	130258-3791901	4992-3550-2051-0012	Standard Checking	\$736.23	Open
				5376-6372-7373-00	Standard Savings	\$3,181.00	Open

... is noted by the agent using the offer response buttons. The response information is communicated to the Decision Server in real-time for self-learning.

Siebel  
Customer response is successfully recorded. (SBL-EXL-00151)  
OK





# Linda's response to the extended offer ...



The screenshot displays the Siebel CRM interface with several key sections:

- Retention Action:** Shows metrics for Offline Churn (20%) and Churn Indicator (15%).
- Intelligent Offers:** Lists offers such as "Overdraft Protection" with a score of 5 stars.
- Campaigns/Contacts:** Shows a campaign named "Campaign FB".
- Responses:** A table showing a response to the "Overdraft Protection" offer on 8/26/2005.
- Activities:** A table of call activities, including "Call - Inbound" for "Change of Address" and "Transfer Money".

A call log at the top shows a call from 5104562134. A speech bubble highlights that this response is recorded in the Siebel database for tracking and reporting.

Created	Campaign	Source Code	Offer	Offer C
8/26/2005 13:12:22	Campaign FB		Overdraft Protection	

New	Type	Call Reason	Description	End
>	Call - Inbound	Change of Address	Inbound call	8/26/2005 12:50:1
>	Call - Inbound	Transfer Money		8/22/2005 18:43:1
>				8/22/2005 13:24:3
>				8/22/2005 13:24:0

Name	Score	Information
> Overdraft Protection	☆☆☆☆☆	Credit to write checks for mo 130250-3791901

Campaign	Parent Campaign	Purpose	Obj
> Campaign FB			



# Analyzing offer response behavior ...

The screenshot displays the Siebel CRM interface for a contact named Johnson. The 'Offers' tab is active, showing details for an 'Overdraft Protection' offer. The offer is approved, with an activation date of 1/1/2005. The offer code is 130258-379199, and the channel is Phone. The type is Cross-Sell. The offer is associated with the 'Campaign FB'.

A callout box contains the text: "... by viewing the 'ideal' profile of customers that are most likely to accept an offer. The ideal profile is useful for evaluating whether an offer appeals to the intended target audience or not, and serves as intelligence for driving outbound marketing activities."

The 'Overdraft Protection Correlation' table shows the following data:

Attribute	Value	Correlation
Contextual Call Interaction Call Reasons	Change of Address	High
Customer Investment Profile	Check Writer	High
Customer Age	27 to 29	High
Customer Credit Score	421 to 440	Medium
Customer Annual Income	5000	Low



# More in-depth reporting on key drivers



The screenshot displays the Siebel CRM interface. The main window is titled 'Overdraft Protection' and is divided into 'Definition', 'Performance', and 'Analysis' tabs. The 'Analysis' tab is active, showing a 'Report Settings' section with the following parameters:

- Time Window: Since Aug 22, 2005
- Choice Outcome: Interested
- channel: All
- Minimum Predictiveness: 5
- Maximum Number of Rows: 10

Below the settings, the report shows a count of 1993 and a model quality of 72. The main visualization is a horizontal bar chart titled 'Most Important Customer Investment Profile Values for Overdraft Protection'. The x-axis represents importance values from -100 to 100. The y-axis lists customer profile categories. Green bars indicate positive importance, and red bars indicate negative importance.

Customer Profile	Importance Value
Check Writer	~65
Frequents ATM	~35
Big Spender	~15
Fees Accruer	~-15
Frequent Trader	~-45
Cautious Saver	~-75

The left sidebar shows a navigation tree with 'Overdraft Protection' selected under the 'Purpose' category. The bottom status bar indicates 'Open enrollment for all company benefits begins' and '1 of 1'.



# Trends in customer response behavior



**Decision Center:** Home Opportunities Contacts Accounts Activities Service Households Offers Administration - Marketing

**System Tasks:** Servers Marketing Server Admin Analytics Data Load Response Types Source Code Formats List Formats Vendors Sites Decision Center

**SIEBEL**

**Overdraft Protection** (Definition Performance Analysis)

**Report Settings**

Between: Since Aug 22, 2005 Minimum Predictiveness: 5  
And: Since Aug 22, 2005 Minimum Absolute Percent Change: 0  
Choice Outcome: Interested  
channel: All

Model Quality Since Aug 22, 2005: 72

**Changes in Predictiveness of Entity Attributes for Overdraft Protection**

Attribute	Predictiveness Since Aug 22, 2005	Predictiveness Since Aug 22, 2005	% Change
Contextual Call Interaction Call Reasons	58	58	0%
Customer Investment Profile	36	36	0%
Customer Age	23	23	0%

**Customer Age values Since Aug 22, 2005**

Customer Age	Importance	Count
18 to 28	High	385
29 to 40	High	398
41 to 51	High	378
52 to 63	Medium	337
76 to 87	Low	254
64 to 75	Low	241

**Customer Age values Since Aug 22, 2005**

Customer Age	Importance	Count
18 to 28	High	385
29 to 40	High	398
41 to 51	High	378
52 to 63	Medium	337
76 to 87	Low	254
64 to 75	Low	241

Open enrollment for all company 1 of 1  
Local intranet





# Overall offer response statistics



powered by SIEBEL

Queries: \* All Offers

01:06:47 ->Call from 5104562134

Cross Sell Offers:

Home Opportunities Contacts Accounts Activities Service Households Offers Administration - Marketing

System Tasks Servers Marketing Server Admin Analytics Data Load Response Types Source Code Formats List Formats Vendors Sites Cross Sell Offers

Report Settings

Time Window: Since Aug 22, 2005 Maximum Number of Rows: 10

channel: All

Go

Distribution of Intelligent Offers

Intelligent Offers	Outcome	Count	%
Auto Insurance	Presented	3317	100%
	Interested	1108	33%
Gold VISA card	Presented	0	0%
	Interested	0	0%
Home Equity	Presented	3163	100%
	Interested	1350	43%
Life Insurance	Presented	3193	100%
	Interested	172	5%
Overdraft Protection	Presented	3328	100%
	Interested	1993	60%

@ Setup Alert | Export to Excel | Export to CSV

Total Counts

Outcome	Count	%
Presented	13001	100%
Interested	4623	36%

@ Setup Alert | Export to Excel | Export to CSV

Pareto of Counts for Interested

all company benefits begins next month

1 of 1

Done Local intranet



# KPIs as First Class Citizens

The screenshot shows the Siebel RTD - Decision Center interface in Microsoft Internet Explorer. The browser address bar shows `http://localhost:8080/ui/decision_center`. The interface is divided into a left navigation pane and a main content area.

**Left Navigation Pane:**

- HT
  - Strategic Objectives
    - Performance Goals
      - Affinity
      - Availability
      - Impressions
      - Marketing
      - Profitability
    - Decisions
      - Select Best Sitewide Offer (selected)
      - Select Random Offer
  - Decision Process
    - Targeting Rules
      - Eligibility Rules
      - Scoring Rules
    - Offer
      - Sitewide Offer
        - Enticements
          - Business Customer - Ways to buy
          - Discounts for Higher Education
          - hpshopping for home customers
        - HP Marketing
          - Birthplace Garage
          - Enterprise web event with CEO
          - Support Relief Efforts

# RTD Is Aligned with Enterprise Objectives

## Capability

### Enterprise alignment

- Prediction and management of impact on multiple business KPIs
- Impression guarantees

### Multi-channel support

- Common set of logic / metadata for all channels
- Partitioned learning models

### Hybrid decisioning approach

- Rules-driven decisions
- Model-driven decisions
- Hybrid decisions

## Business Value

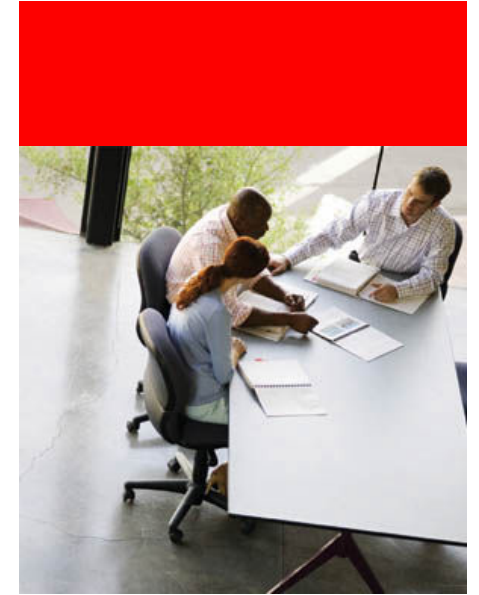
- Places marketing / business in driver seat
- Determines highest-value decision based on revenue, cost and loyalty

- Eliminates need to build silo applications
- Accounts for channel-specific response patterns
- Accounts for segment-specific response patterns

- Eliminates need to manage big complicated rule sets
- Provides flexible deployment options
- Replicates business as usual while demonstrating power of model-based approach



# Loyalty

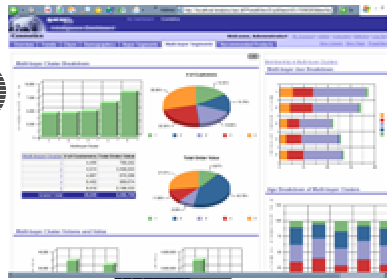


**Loyalty is a positive belief in the value that a company provides, leading to increased purchases over time.**

# Powerful End-to-End Processes

Analyze Business and Customers

1

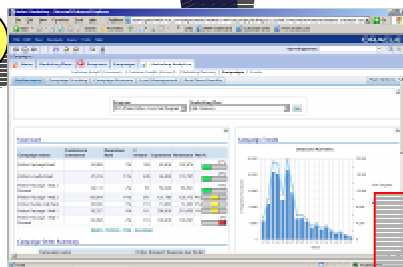


Define Innovative Loyalty Rewards and Benefits

Target Personalized Promotions

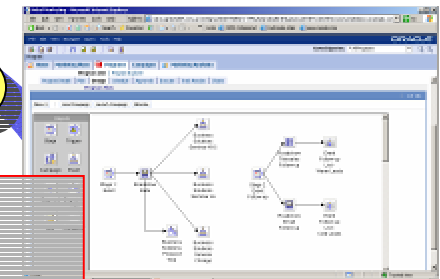
integrated loyalty management

7



Gain Complete Visibility of Marketing Spending and Performance

4



Plan and Execute Multi-Stage, Multi-Channel Programs and Events

Achieve Unified View of Member Behavior Profile and Tier Status (Responses)

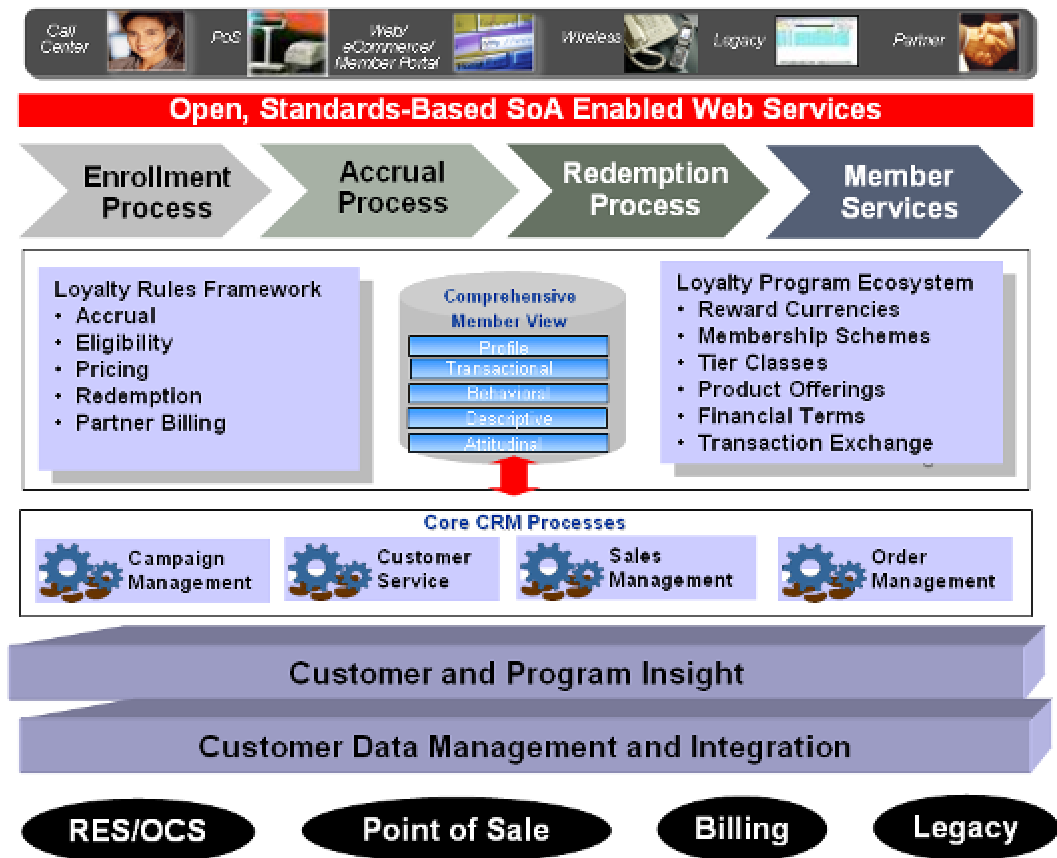
Superior Differentiated Multichannel Membership Experience



# Oracle-Siebel Loyalty Management

Unique Platform to Transform Loyalty Effectiveness

- Comprehensive, end-to-end solution
- Highly flexible, rules framework for innovation
- Robust and scalable loyalty engine to support large, complex programs
- Real-time recognition and rewards
- Unified view of customer behavior
- Integrated with core CRM processes
- SoA Enabled Web Services





# Siebel Loyalty Management

Host Company



Members



Partners



## Loyalty Manager

- View complete member profile
- Define tiers
- Enroll members
- Reward behavior
- Create targeted promotions
- Define accrual and redemption rules
- Service a member's request

## Loyalty Member Portal

- Join program
- Keep profile up to date
- Conduct web transactions
- Enroll in loyalty promotions
- Redeem rewards
- Refer friends
- View statements
- Create Service Requests
- Set contact preferences

## Loyalty Partner Portal

- Enroll members
- Send transactions to the host organization
- Approve joint loyalty promotions
- Manage service requests
- Approve transactions
- Manage products
- Collaborate on servicing the customer

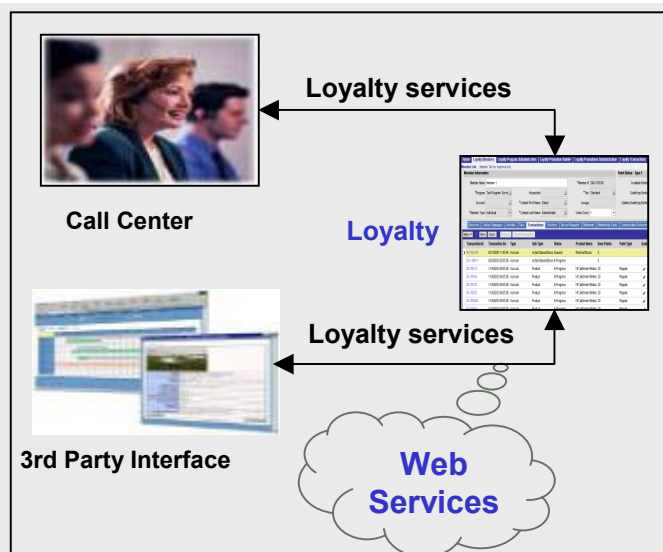
## Loyalty Engine

Rules Rewards Tiers Member Profiles Eligibility Promotions Transactions Point Expiration

Enterprise Analytics and Data Integration Platform

# Multi-channel Pre-built Member Services

Enabling multi-channel delivery, lower cost of deployment and consistent member experience and enhanced CSR productivity

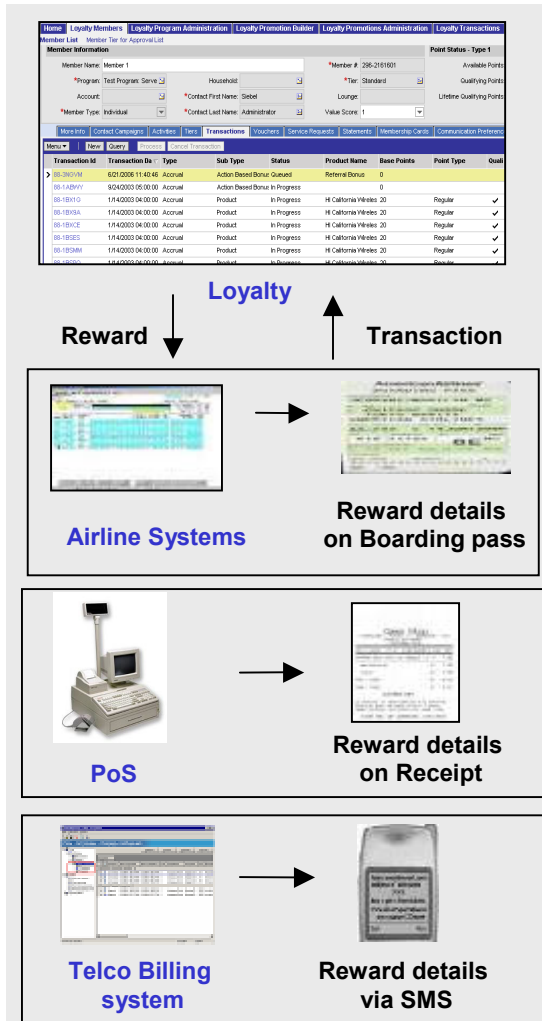


<b>Feature</b>	Pre-built Member Services
<b>Key Business Requirement(s)</b>	Ability to capture and fulfill loyalty-specific member service requests (Retro-claim, Redemption cancellation) using pre-defined automated task flow
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality

<b>Feature</b>	Loyalty Web Services
<b>Key Business Requirement(s)</b>	Ability to allow delivery of loyalty-specific member services from any point of interaction (such as a Retail PoS, Airline check-in or reservation system, Web portal, eCommerce site, etc.)
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality

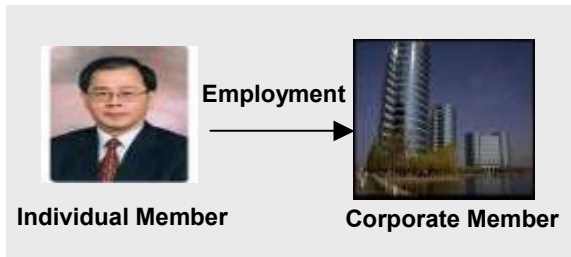


# Real-time Rewards & Recognition



Feature	Loyalty Interactive Real-time Engine (LIRE)
Key Business Requirement(s)	<ol style="list-style-type: none"> <li>1. Ability to reward loyalty members and fulfill their redemption requests in real-time from any point of interaction (such as a Retail PoS, Airline check-in or reservation system, Web portal, eCommerce site, etc.) <u>in a centralized environment</u></li> <li>2. Ability to simulate the accrual transaction ('what if' scenario) and obtain price for a redemption award from any point of interaction</li> </ol>
Industry Relevance	Airline, Retail, Telco, Fins, Hospitality
Feature	In-Store Loyalty Engine (ISLE)
Key Business Requirement(s)	<ol style="list-style-type: none"> <li>1. Ability to reward loyalty members from any point of interaction (such as a Retail PoS, Airline check-in or reservation system, Web portal, eCommerce site, etc.) <u>in a de-centralized environment</u></li> <li>2. Ability to simulate the accrual transaction ('what if' scenario) from any point of interaction</li> </ol>
Industry Relevance	<ul style="list-style-type: none"> <li>• Retailers with <b>offline</b> PoS and/or very high transaction volumes (Grocerers, Online retailers, Gas stations, etc. )</li> <li>• Airline, Telco, Fins, Hospitality</li> </ul>

# Membership Management



<b>Feature</b>	Corporate-Employee Joint Memberships
<b>Key Business Requirement(s)</b>	Ability to track business activities of an employee and reward both the Corporate as well as the Employee for the same
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality

**Loyalty Membership Scheme Setup**

Period Type: Months

Duration: 3

<b>Feature</b>	Loyalty Membership Schemes
<b>Key Business Requirement(s)</b>	<ol style="list-style-type: none"> <li>1. Ability to offer tailored membership schemes, each with different duration and price for targeted acquisition</li> <li>2. Ability to charge variable fee for membership enrollment, based on 'who' the member is</li> </ol>
<b>Industry Relevance</b>	Loyalty programs offering time-bound and/or priced memberships mainly in Retail and Fins. Services <b>Airline, Hospitality, Telco</b>

Input Format: CSV

Segments: File: ExecPlat\_AA293.CSV

Action Type: Adjust Points

New Status: New Tier:

Adjustment Type: Credit Point Type: Miles Quantity: 5,000

Comments: Executive Platinum Mem Reason Code: Delayed Flight Comp

<b>Feature</b>	Bulk Member Administration
<b>Key Business Requirement(s)</b>	Ability to carry out administrative loyalty transaction (Tier change, Points adjustment, Change in Status of membership) on a group of members selected externally, including a marketing segment or an external target list
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality



# Accrual Management



**Loyalty**

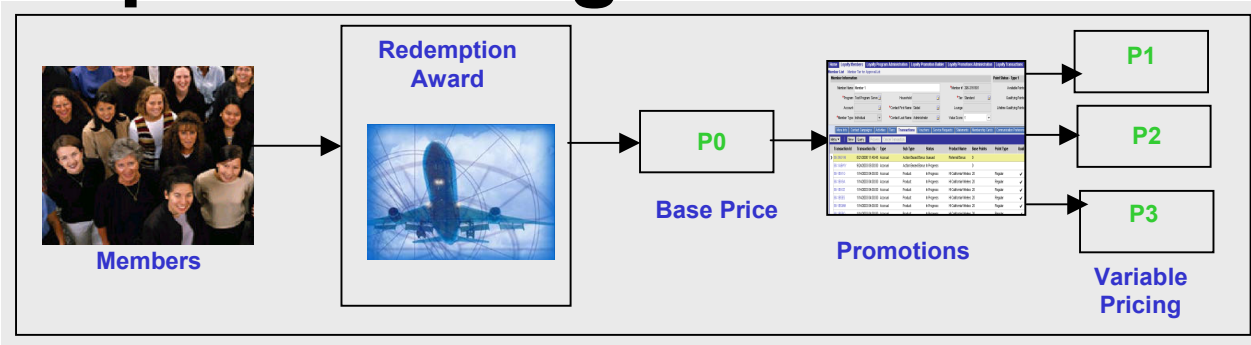
Transaction Exchange

**Partners**

The diagram illustrates the flow of data and transactions between partners and the loyalty system. It includes a screenshot of the Oracle Loyalty Management interface, a central 'Transaction Exchange' box with bidirectional arrows, and a 'Partners' box containing images of an airplane, a hotel, and a shopping mall.

<b>Feature</b>	<b>Accrual Template</b>
<b>Key Business Requirement(s)</b>	Ability to implement configurable industry-specific accrual transaction validation
<b>Industry Relevance</b>	Loyalty programs with cross-industry partners mainly in Airline, Hospitality and Coalition loyalty programs
<b>Feature</b>	<b>Multi-Partner Debit</b>
<b>Key Business Requirement(s)</b>	Ability to apportion the cost of joint promotion among multiple partners
<b>Industry Relevance</b>	Loyalty programs running joint promotions with multiple partners, Airline, Hospitality and Coalition loyalty programs
<b>Feature</b>	<b>Billing Controls</b>
<b>Key Business Requirement(s)</b>	Ability to set partner-specific threshold to trigger points re-plenishment
<b>Industry Relevance</b>	Loyalty programs with cross-industry partners mainly in Airline and Hospitality
<b>Feature</b>	<b>Deferred Accruals</b>
<b>Key Business Requirement(s)</b>	Ability to restrict redemption of points earned till the 'Goods-return period' is elapsed
<b>Industry Relevance</b>	Retail loyalty programs and Loyalty programs with retail partners, mainly in Airline and Fin. services

# Redemption Management



<b>Feature</b>	Variable Redemption Pricing with option to pay in multiple currencies and modes
<b>Key Business Requirement(s)</b>	<ol style="list-style-type: none"> <li>1. Ability to calculate redemption price for a redemption award dynamically based on ANY member or transaction attribute</li> <li>2. Ability to offer multiple price options in multiple currencies as well as 'Points + Cash' combinations to members for redemption</li> <li>3. Ability to ascertain price of a redemption award based on member 'bids' or auction</li> <li>4. Ability to ascertain price of a redemption award dynamically based on the value (in \$) of the award</li> </ol>
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality

<b>Feature</b>	Automated Issue of Loan
<b>Key Business Requirement(s)</b>	Ability to automatically issue points loan in case of shortfall to allow redemption, based on user-defined loan limits by tier
<b>Industry Relevance</b>	Airline, Retail, Telco, Fins. Services, Hospitality



# Promotion Management

## Promotion-Target List integration



25% bonus points on flying business class for all the members staying in Brussels, who have a policy with an insurance partner with minimum cover of €500,000

Enabling Greater Program Innovation for Effective Targeting & Superior Customer Experience

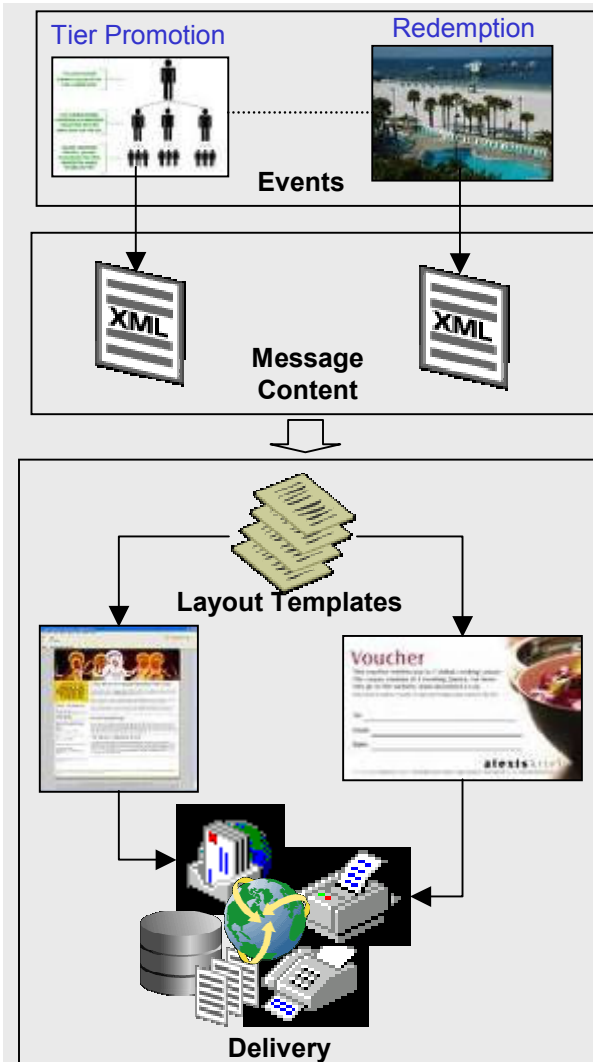
Feature	Loyalty Promotion – Marketing Segment Integration
Key Business Requirement(s)	Ability to target Loyalty promotion for a group of members selected externally, including a marketing segment or an external target list
Industry Relevance	Airline, Retail, Telco, Fins. Services, Hospitality

Feature	Member-Driven Reward Choices
Key Business Requirement(s)	Ability to offer multiple reward choices to a member for a given promotion
Industry Relevance	Airline, Retail, Telco, Fins. Services, Hospitality

Feature	Voucher as an Accrual Reward
Key Business Requirement(s)	Ability to offer multiple types of rewards to members, beyond points (e.g. 20% discount voucher, Movie tickets, Invitation to a fashion show, etc.)
Industry Relevance	Airline, Retail, Telco, Fins. Services, Hospitality



# Communication Management



Feature	Event-triggered Outbound Communication
Key Business Requirement(s)	<ol style="list-style-type: none"> <li>1. Ability to trigger outbound communication on occurrence of pre-defined Loyalty events</li> <li>2. Ability to integrate outbound message with Oracle BI publisher, Email Marketing or any third party fulfillment applications</li> </ol>
Industry Relevance	Airline, Retail, Telco, Fins. Services, Hospitality

Enabling timely and relevant member and partner communications for enhanced member experience and lower TCO

# Siebel Loyalty- Differentiated Features

Siebel Loyalty enables Customers to Gain competitive advantage through Cost effective and Differentiated Loyalty programs

1. Enables **business users to continuously innovate to rapidly adapt** the program to meet changing competitive challenges and customer needs
2. Provides highly **flexible promotion engine** supports the creation of real-time, targeted promotions
3. Provides fully integrated **multi-channel** customer and partner facing portals
4. Enables Superior customer service characterized by personalization and 'value' based differentiation to ensure **delivery of high customer value**

Oracle is the only company to provide a complete loyalty management solution integrated with world's leading CRM solution



# Improved and personalized customer experience with a Loyalty Web Site



Siebel Loyalty eMember - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost:8082/start.swe

indigo air

Home Catalog

Search: [ ] Go Advanced Search

My Profile Contact Us Help Log Out

**Quick Links**

- [Membership Details](#)  
View account activity, current status and edit profile information
- [Buy / Redeem Products](#)  
Redeem points for products and services, or see how many points you'll earn for purchasing a product
- [Enroll in latest Promotions](#)  
See the great promotions available that can help you earn free trips, products and services faster
- [Statements](#)  
View activity statements and point summaries
- [Partner Memberships](#)  
Share with us your membership information in other loyalty programs
- [Refer a Friend](#)  
Refer someone who would benefit from being a member of our loyalty program
- [Enroll in a new Program](#)  
Enroll in a loyalty program

Welcome back, Lisa Henry to Siebel eLoyalty!  
Today is Sunday, October 05, 2003.  
Your current membership level is: **SKY CLUB GOLD**

**LHENRY**

<b>Member #:</b> 296-1996660	<b>Member Since:</b> 11/08/2001
<b>Enrolled in:</b> Sky Club	<b>Member Type:</b> Individual
<b>Member Level:</b> Gold	<b>Point Balance:</b> 86,500
	<b>Special Status:</b> Not Applicable

**Exclusive Offers!**

**Offered by:** Indigo Air  
**At a Glance:** Fly BOS-LGA get a free Upgrade  
**Glance:** (Gold)  
**Valid from:** 10/1/2003 **to:** 12/31/2003  
[Click here for details....](#)

**Offered by:** Speedy Car Rental  
**At a Glance:** Free Car Rental with BOS-LGA flight!  
**Valid from:** 9/10/2003 **to:** 12/31/2003  
[Click here for details....](#)

**Sky Club News**

- Fly Indigo Air to the PGA
- Bahamas Specials
- Get Double Points with the new Sky Club Visa!
- Boarding Passes Explained

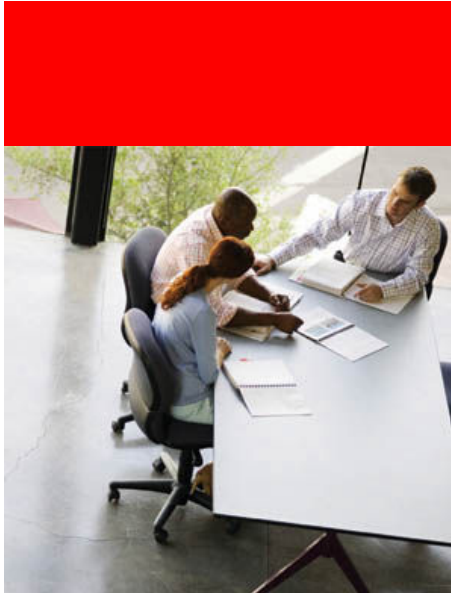
Browse

Recommended Items [ ] No Records [ ]

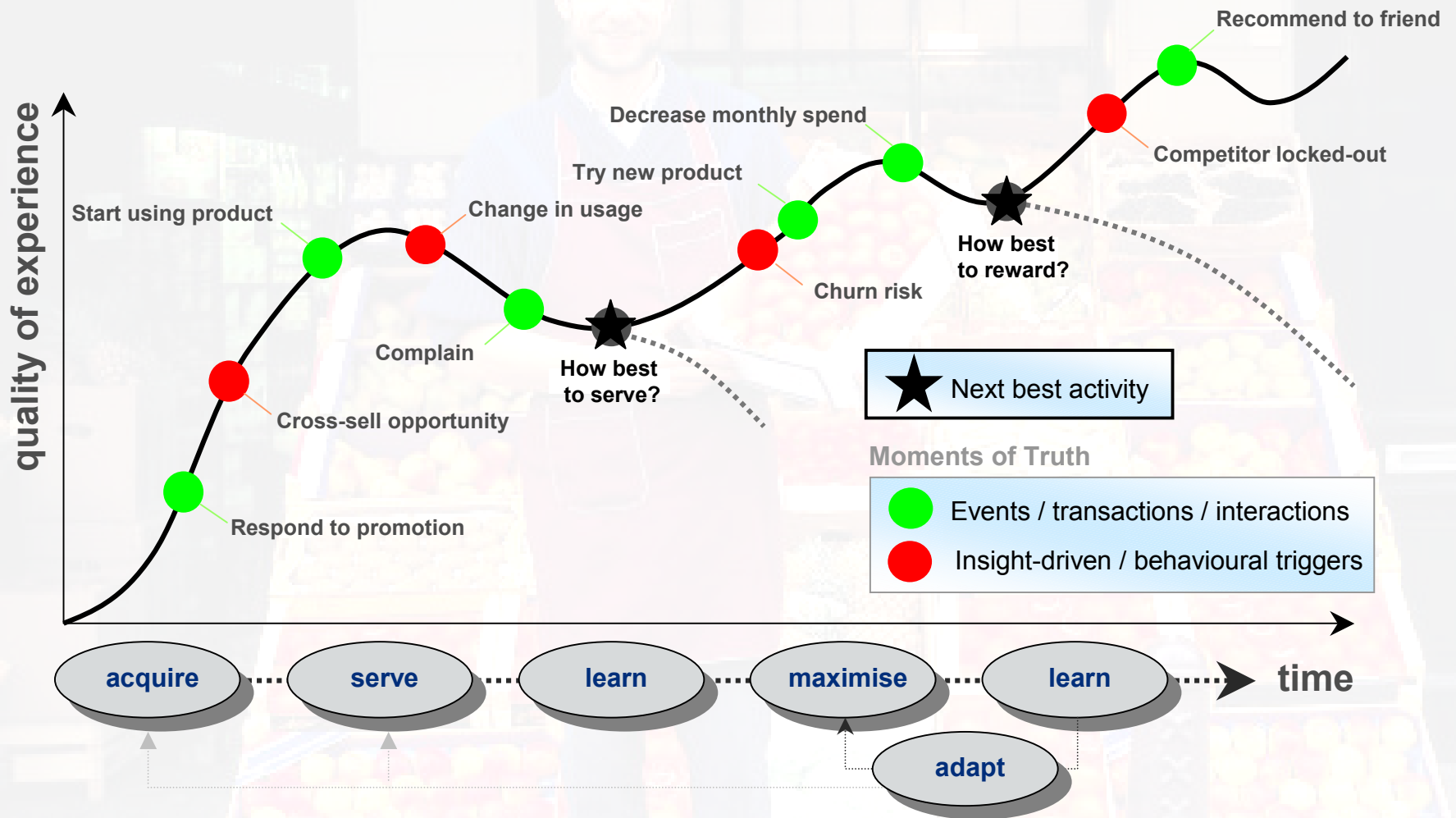
Local intranet



# Summary



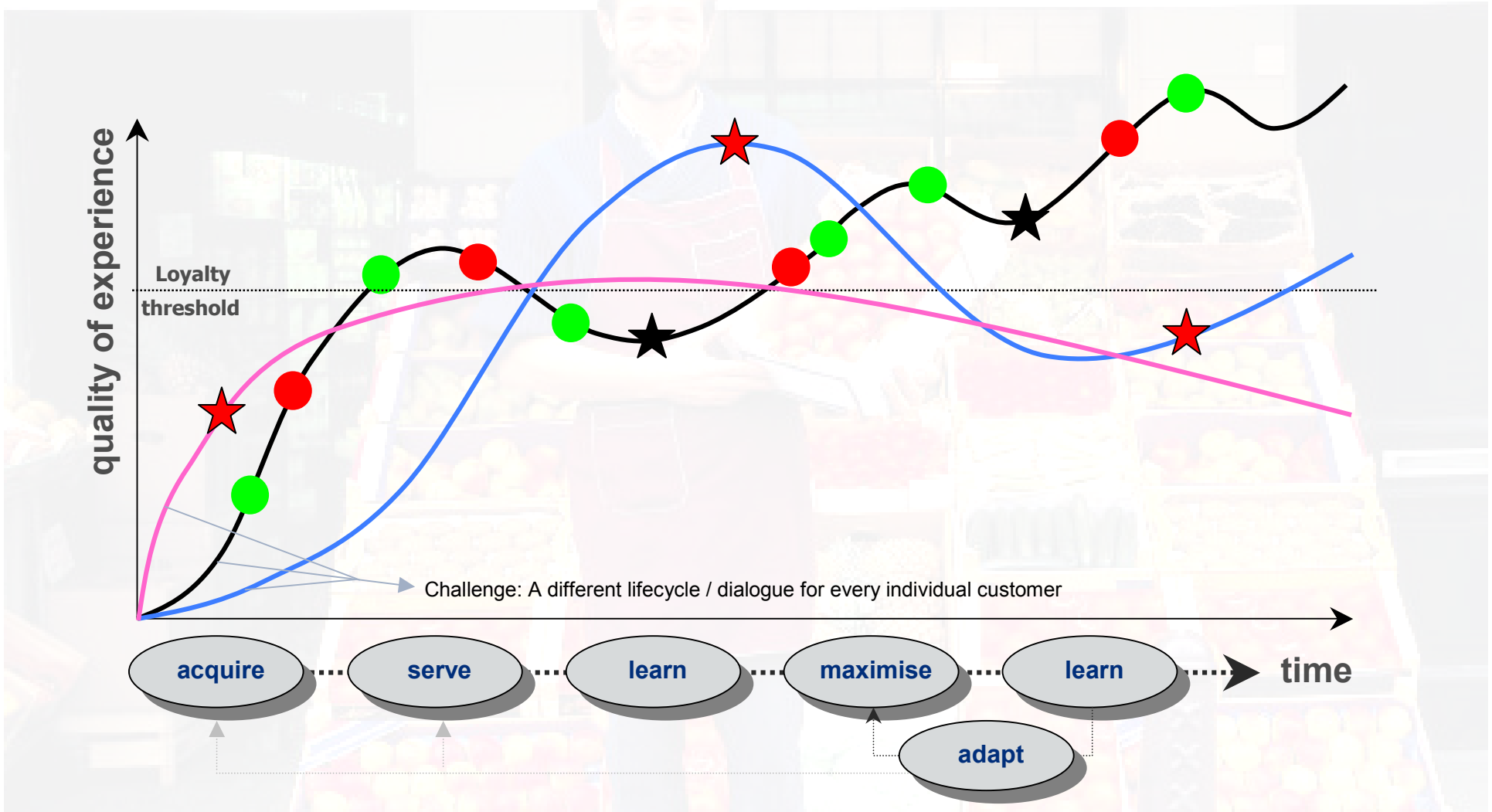
# Right Message, Right Moment







# From Campaigns to Conversations





**Suresh Vittal,**  
Senior Analyst,  
Forrester Research

“More than three out of four (83%) marketers say that marketing needs a comprehensive, integrated application suite to improve its effectiveness.”

Source: Topic Overview: Enterprise Marketing Software, Forrester, September 2007



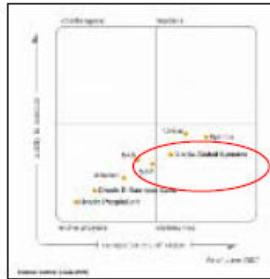
# Analysts Conclusions



## Siebel Rated Strongest Current Offering in Enterprise Marketing Platform Wave for Both B2B And B2C

“...broadest overall functionality and wins B2B. ... a no-brainer for existing Siebel customers. ... The campaign design and segmentation tools are very strong and worthy of consideration by B2C marketers.....top-notch analysis tools.... very strong functionality for marketing planning and resource management, lead management, event management, and partner relationship management...”

Source: The Forrester Wave™: Enterprise Marketing Platforms, Q1 2006, Elana Anderson, February 3, 2006



## Siebel Rated Visionary in Enterprise Marketing Management MQ

“... one of the broadest sets of capabilities for EMM including campaign management, MRM, loyalty management, lead management, event management, price management, privacy management and several industry-specific capabilities such as trade promotion management, market funds development and financial profitability analysis for banking. ... strong vision and focus on marketing analytics.”

Source: Magic Quadrant for Multichannel Campaign Management, 1Q07, Adam Sarner. April 2007



## Siebel Rated Leader in Multichannel Campaign Management MQ

“B2B and B2C marketers can add Siebel Marketing to their campaign management shortlist, particularly where integration between marketing and sales can be leveraged....has leading functionality, such as real-time offers and loyalty marketing.”

Source: Magic Quadrant for Multichannel Campaign Management, 1Q07, Adam Sarner. April 2007

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



**ORACLE IS THE INFORMATION COMPANY**



ORACLE®

