SIEBEL PARTNER RELATIONSHIP MANAGEMENT

Oracle's Siebel Partner Relationship Management applications deliver a comprehensive solution for managing partner communities. With the combined power of portal, management, and analysis software, they support the entire partner lifecycle—from program oversight to business process collaboration.

KEY FEATURES

- Share lead and opportunity related data
- Track lead status
- Reduce channel conflict with efficient deal and design registrations
- Enable effective and accurate forecasts
- Provide e-commerce functionality
- Increase sales with special pricing authorization
- Develop and execute multistage campaigns
- Evaluate campaigns across channels
- Manage market development funds
- Take advantage of a rich catalog of marketing materials
- Plan and execute pricing policies across all channels
- Provide timely, consistent service to all customers

Collaborative Sales

Siebel Partner Relationship Management (PRM) facilitates the collaborative selling process between partners and brand owners by sharing a broad range of lead and opportunity-related data such as contacts, activities and decision criteria.

The product family also offers powerful closed-loop lead and opportunity management capabilities, including the ability to deliver leads to partners based on specific routing criteria. Its automated lead management capabilities ensure that the right partner works the right lead. Organizations can track the status of referred leads, assess partner progress and, if necessary, reassign leads to the next best partner.

An organization can reduce channel conflict and improve channel pipeline visibility by using the comprehensive deal registration and design registration functionalities provided by Siebel PRM. Partners can register leads or opportunities that trigger approval notifications for the organization. When the registered lead or opportunity is approved, its status is protected, and the partner becomes its primary owner.

Siebel PRM also enables effective and accurate forecasts. It provides organizations with deep visibility into their partner pipeline, giving them the ability to adjust sales and marketing strategies in real time and produce a more predictable revenue stream.

In addition, Siebel PRM features comprehensive e-commerce functionality. It enables collaborative selling across the partner enterprise and offers channel sell-side capabilities that seamlessly integrate sales processes with transactional e-commerce capabilities.

An organization can help their partners sell more by optimizing their special pricing authorization process. Siebel PRM enables the partners or channel managers on behalf of the partners to submit and track the special pricing requests online efficiently. Siebel PRM allows the partner to submit and track a claim to the approved special pricing discount with point of sales as proof of performance online easily.

Siebel PRM provides tools for planning, administering, negotiating and enforcing pricing policies across all channels.

Siebel PRM allows partners to order for themselves, or on behalf of end customers, and

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then track the order's status through to fulfillment. As a result, organizations and partners can increase order accuracy while maximizing revenue at each point of sale.

Collaborative Marketing

To ensure brand consistency and the proper execution of integrated marketing campaigns, Siebel PRM applications provide comprehensive marketing and analysis capabilities, including the ability to identify which customer segments generate the most revenue and the most profit.

Siebel PRM enables organizations and partners to:

• Jointly develop, execute and track the progress of multi-stage campaigns
• Evaluate ROI for marketing campaigns executed across the channel
• Effectively administer and manage market development funds (MDF)

Through a comprehensive MDF pre-approval and claims process, Siebel PRM empowers companies to leverage MDF to drive leads. Its seamless integration with marketing campaigns and sales processes also allows them to measure the effectiveness of partner MDF allocations.

In addition, Siebel PRM provides a rich multimedia catalog of marketing materials and collateral tailored to specific partner needs. This literature can be targeted to specific partners depending on type, tier, and program membership. Partners can even leverage an automatic presentation generator to build high-quality, co-branded customer presentations.

Collaborative Service

By providing a wide range of service and problem resolution capabilities, Siebel PRM enables partners to provide timely, consistent service to joint customers. Organizations can automatically deliver service requests to the right partners based on attributes such as skills, locations, service hours, and service leads. They can also allow partners to file and track service requests on behalf of customers.

Siebel PRM gives partners the ability to perform online searches through solutions and FAQ databases, as well as manage service entitlements for a customer or asset.

It also provides warranty and entitlement verification tools that allow users to validate the level of service a customer is entitled to receive.

CONTACT US
For more information about SIEBEL PARTNER RELATIONSHIP MANAGEMENT, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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