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# Advanced Management of Oracle Siebel CRM with Oracle Enterprise Manager (CON9054)

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Product Strategy Manager, Application Management  
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Hardware and Software  
Engineered to Work Together

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# Program Agenda

- Goals for Today
- Enterprise Manager Overview
- Application Management Strategy
- Solution Overview: Application Management Suite for Siebel
- Business Value and Key Differentiators
- Roadmap
- Customer Co-Presentation: National Government Services Siebel End-User Management with REUI
- Q&A

# Goals for Today

## Key Takeaways

- End-to-End Management
- End-User Monitoring with Siebel Content
- Enforcing Implementation Best Practices with Compliance
- Strong Roadmap
- Enterprise Manager 12c. Get it!
- What you can learn from NGS

# Enterprise Manager Overview



# Total Cloud Control

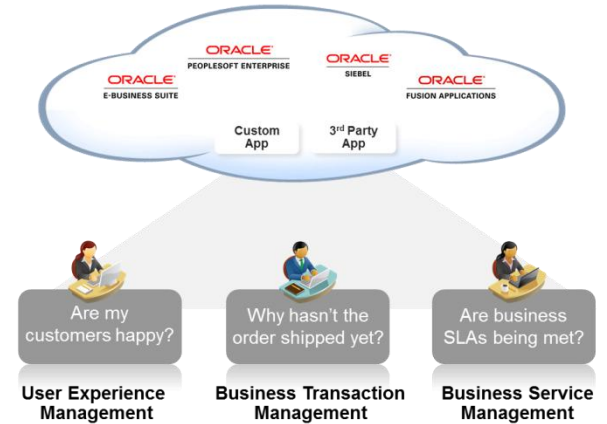
**ORACLE®**  
ENTERPRISE MANAGER **12<sup>C</sup>**



**Complete Cloud  
Lifecycle Management**



**Integrated Cloud  
Stack Management**



**Business-Driven Application  
Management**

Self-Service IT

Simple and Automated

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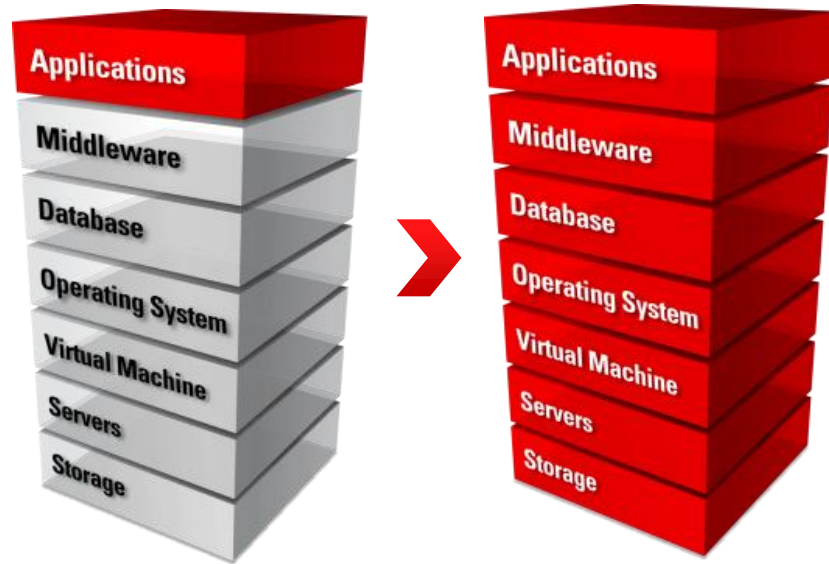
# Application Management Strategy





# Application Management Strategy

## Benefits of Vertical Integration

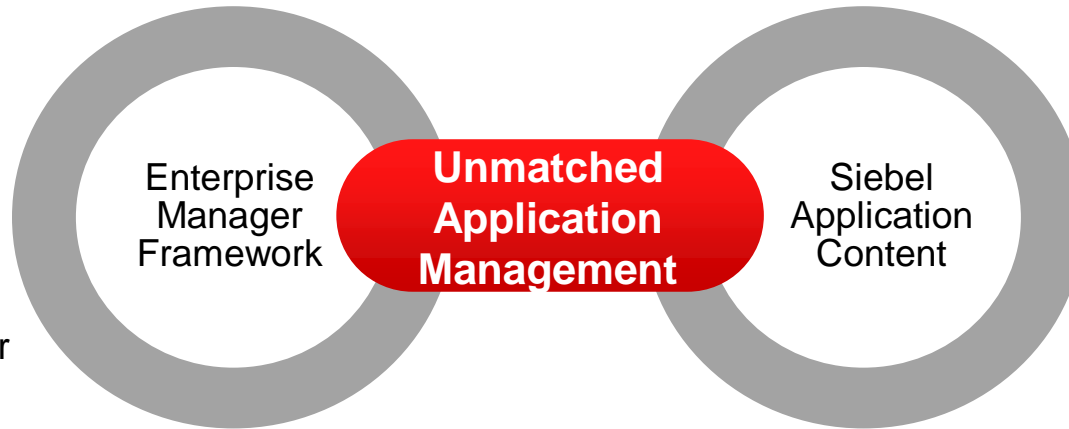


- Single source of truth
- Uniformity and standardization
- Shorter deployment times
- Easier to manage and upgrade
- Lower cost of ownership
- Reduced change management risk
- Improved support experience

# Application Management Strategy

## Enterprise Manager Framework and Fusion Apps Content

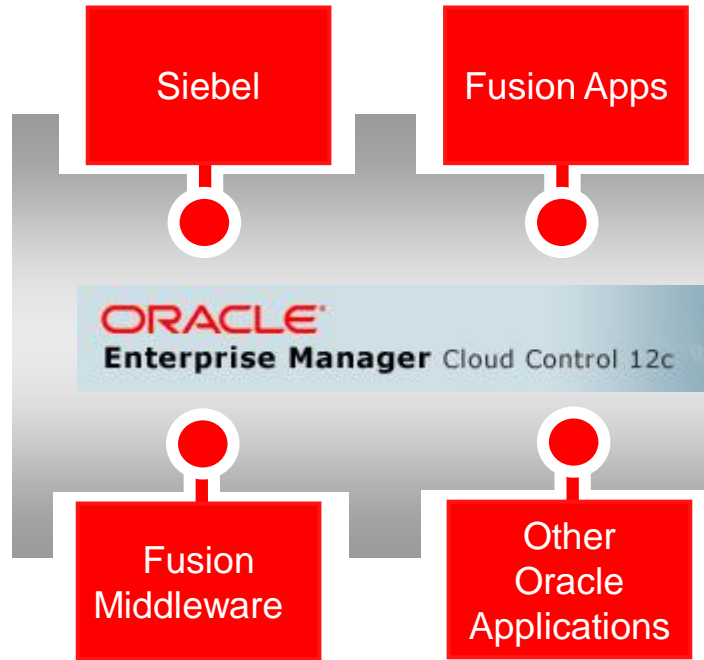
- Agents
- Systems and Services
- End-User Monitoring
- Alerts
- Notifications
- Incident Manager
- Support Workbench
- Dashboards
- ...and more



- Siebel Metrics
- Target Organization
- Siebel Application Services
- Siebel Compliance Rules and Standards
- Siebel configuration and topology
- Siebel Patch inventory recommendations
- ...and more

# Application Management Strategy

## Convergence and Coexistence



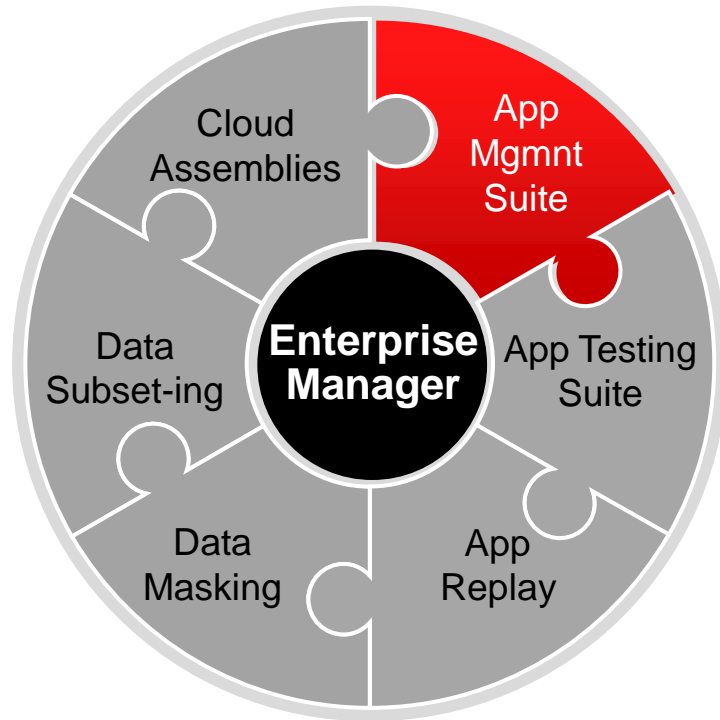
The screenshot displays the Oracle Enterprise Manager Cloud Control 12c interface. The main dashboard shows an "Enterprise Summary" with a pie chart indicating target status: 10% Open (888), 2% Open (212), and 88% Succeeded (25). Below this, there are sections for "Incidents" (202 updated in last 24 hours), "Problems" (95 total open), and "Jobs" (5 updated in last 24 hours). The "Patch Recommendations" section is also visible. On the right side, the "Inventory and Usage" section lists various platforms and their host counts. Below that, the "Compliance Summary" section provides a table of compliance frameworks and their scores. The "Least Compliant Targets" section at the bottom right lists specific targets with their compliance scores.

Name	Target Evaluations	Violations	Average Compliance Score (%)
Corporate Database Compliance Framework	0	1	100
Fusion Applications Compliance Framework	6	0	100
Patching Compliance Standards	12	0	100
Corporate Application Compliance Framework	0	1	100
Oracle Identity Management Compliance	0	0	100

Target Name	Target Type	Standard Evaluations	Violations	Average Compliance Score (%)
delta-wrd	Database Instance	1	0	100
dbase09b.as220396.us.oracle.com	Database Instance	1	0	100
medusa.us.oracle.com	Database Instance	1	0	100
guthrie-dbrm12	Database Instance	1	0	100
medb.us.oracle.com	Database Instance	1	0	100

# Application Management Strategy

## Solution Portfolio for Oracle Applications



- Siebel
- Fusion Applications
- E-Business Suite
- PeopleSoft
- JD Edwards
- Other Oracle Applications

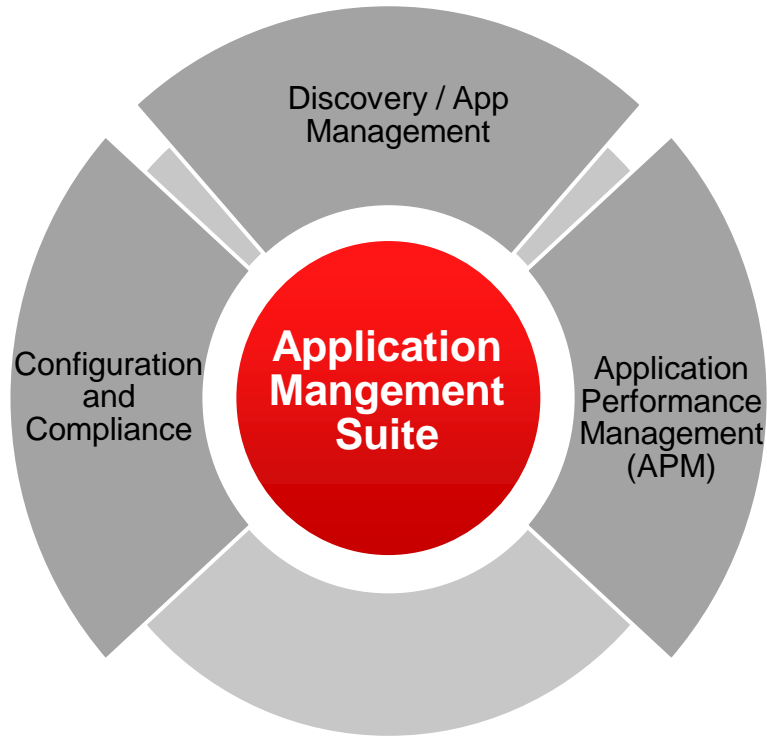
Built-in integrations

# Solution Overview: Application Management Suite for Siebel (AMS4SEBL)



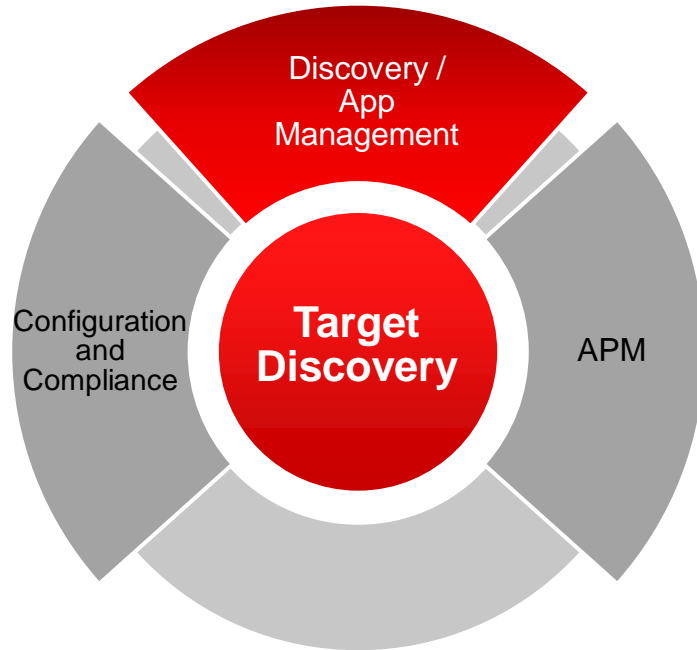
# Application Management Suite

## Solution Overview



# Application Management Suite

## Discovery / App Management



- Target recognition & organization
- Centralization and consolidation
- Multi-Enterprise/Server visibility
- Ad-hoc & historical reporting
- Upstream/downstream integration

# Discovery and System Management

Goal: Real-Time Status of Application Targets

The screenshot shows the Oracle Enterprise Manager Cloud Control 12c interface. The main content is the 'Siebel Services Dashboard' which displays a table of services. The table has columns for Service, Status, Performance, Usage and Business Indicators, Components, Contact, Customer Support Identifier, and Service Level. The Service Level column is further divided into Last 24 Hours, Last 7 Days, and Last 31 Days. There are five rows of service data. Callouts point to various features: 'Access all discovered services' points to the 'Service' column; 'Seeded and custom Usage metrics' points to the 'Usage and Business Indicators' column; 'Historical metrics' points to the 'Service Level' columns; 'Seeded and custom Performance metrics' points to the 'Performance' column; and 'Drill down into underlying Components' points to the 'Components' column.

Service	Status	Performance	Usage and Business Indicators	Components	Contact	Customer Support Identifier	Service Level		
							Last 24 Hours	Last 7 Days	Last 31 Days
Siebel eChannel_siebel_slc01nqr.us.oracle.com	↑	751.00 Average connect time... 0.00 Transact Time	0.00 Active Orders 0.00 Number of Customer R... 0.00 Processed Orders	2 Up	Contact unavailable	Customer Support Identifier unavailable	100.00%	96.41%	55.10%
Siebel eService_siebel_slc01nqr.us.oracle.com	↑	0.00 Transact Time	3.00 User Count	1 Up	Contact unavailable	Customer Support Identifier unavailable	100.00%	97.58%	89.15%
Siebel Sales Enterprise_siebel_slc01nqr.us.oracle.com	↑	0.00 Transact Time	0.00 User Count	8 Up	Contact unavailable	Customer Support Identifier unavailable	98.42%	86.28%	79.72%
Siebel Universal Agent_siebel_slc01nqr.us.oracle.com	↓	0.00 Transact Time	0.00 Avg CallHdlTime 3.00 Active SRs 0.00 New Activities	1 Down 12 Up	Contact unavailable	Customer Support Identifier unavailable	0.00%	20.12%	41.28%
Siebel Mobile Connector_siebel_slc01nqr.us.oracle.com	↑	0.00 Transact Time	0.00 User Count	8 Up	Contact unavailable	Customer Support Identifier unavailable	98.51%	86.38%	79.75%



# Discovery and System Management

## Goal: Real-Time Status of Application Targets

**Oracle Enterprise Manager Cloud Control 12c**

Siebel Enterprise: siebel\_slc01nqr.us.oracle.com

Page Refreshed: Jul 9, 2012 2:00:25 PM PDT Refresh

**Target Type**

- Host
- Database Instance
- Oracle Home
- Listener
- Siebel Component
- Siebel Database Repository
- Siebel Gateway Server

**Status**

Status	Incidents
1 ↑	0 1 0 0
1 ↑	0 0 0 0
1 ::	0 0 0 0
1 ↑	0 0 0 0
1 ↓ 53	1 2 0 0
1 ↑	0 0 0 0
1 ↑	0 0 0 0

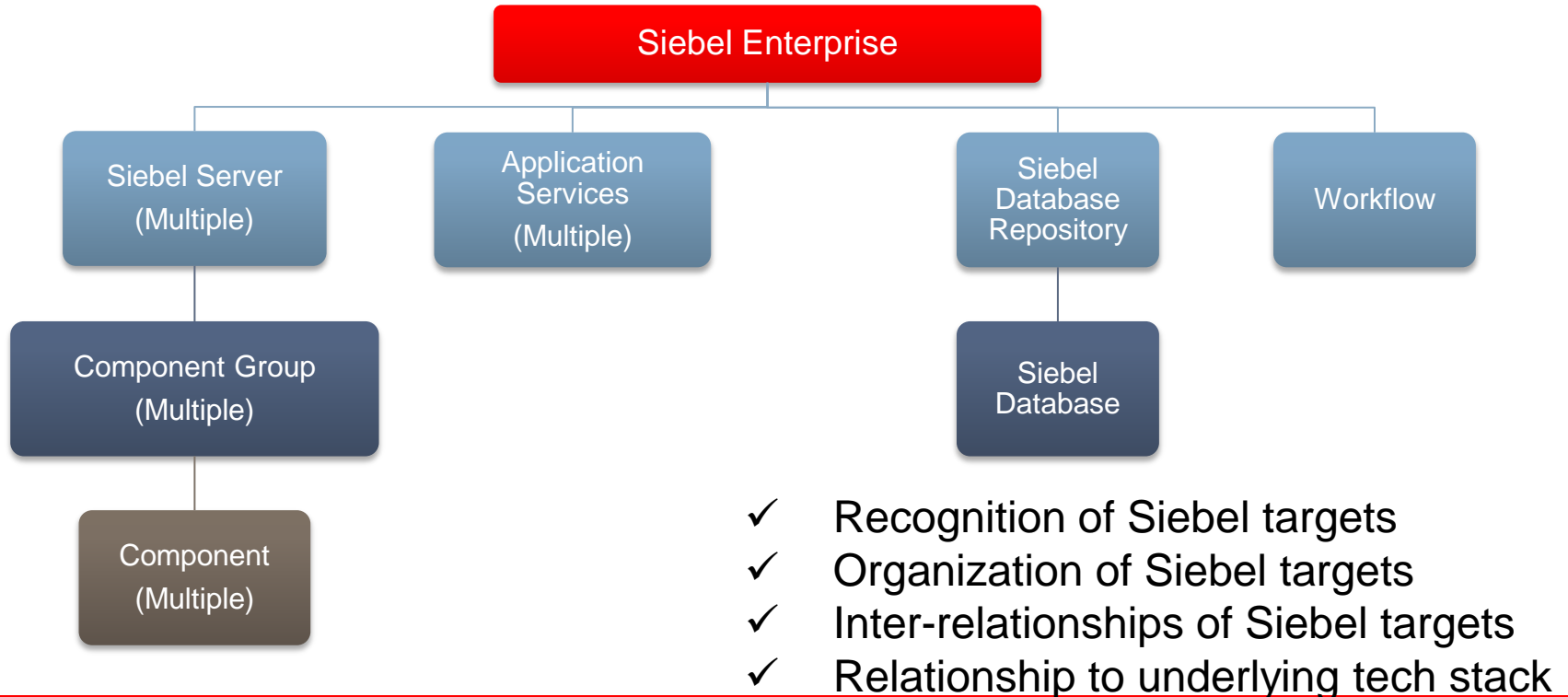
**Incidents**

Severity	Target	Type	Last Updated	Status	Summary	Escalated	Owner	Latest Comment
●	ServerMgr_System_server1_siebel_slc01nqr.us.oracle.com	Siebel Component	Jul 9, 2012 3:09:41 PM	New	Task Utilization is 95%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jul 9, 2012 7:24:40 PM GMT
●	SCBroker_System_server1_siebel_slc01nqr.us.oracle.com	Siebel Component	Jul 5, 2012 3:47:52 AM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jul 5, 2012 10:47:52 AM GMT
●	SCBroker_System_server2_siebel_slc01nqr.us.oracle.com	Siebel Component	Jul 4, 2012 1:23:44 PM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jul 4, 2012 8:23:44 PM GMT
●	SCCOBJMgr_enu_CallCenter_server2_siebel_slc01nqr.us.oracle.com	Siebel Component	Jul 4, 2012 10:15:58 AM	New	Failed to connect to Siebel Component	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for target down.; Owner = ).) on Jul 4, 2012 5:15:58 PM GMT
●	slc01nqr.us.oracle.com	Host	Jun 28, 2012 10:28:20 AM	New	Compliance score 51% is below critical threshold	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation rule for compliance score violation; Owner = ).) on Jun 28, 2012 5:28:20 PM GMT
●	SvrTaskPersist_SystemAux_server1_siebel_slc01nqr.us.oracle.com	Siebel Component	Jun 28, 2012 8:49:14 AM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jun 28, 2012 3:49:14 PM GMT
●	SvrThlCleanup_SystemAux_server1_siebel_slc01nqr.us.oracle.com	Siebel Component	Jun 25, 2012 9:06:23 AM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jun 25, 2012 4:06:23 PM GMT
●	SvrTaskPersist_SystemAux_server2_siebel_slc01nqr.us.oracle.com	Siebel Component	Jun 25, 2012 5:50:32 AM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jun 25, 2012 12:50:32 PM GMT
●	SvrThlCleanup_SystemAux_server2_siebel_slc01nqr.us.oracle.com	Siebel Component	Jun 25, 2012 5:50:29 AM	New	Task Utilization is 100%, crossed warning (80) or critical (90) threshold.	No	<SYSTEM>	(Incident created by rule (Name = Incident management Ruleset for all targets, Incident creation Rule for metric alerts.; Owner = ).) on Jun 25, 2012 12:50:29 PM GMT

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# Discovery and System Management

## Target Organization and Hierarchy



# Discovery and System Management

Goal: Advanced Filtering and Identification Capabilities

The screenshot displays the Oracle Enterprise Manager Cloud Control 12c interface. On the left, a navigation pane shows a tree view of targets, with several categories expanded and highlighted by red boxes: **Target Type**, **Target Status**, **Target Version**, **Line of Business**, **Platform**, and **Operating System**. The main area shows a table of targets with columns for Target Name, Target Type, Target Status, Target Version, Lifecycle Status, Location, Comment, and Contact. A red box highlights the column headers, and a yellow callout bubble points to them with the text "Customize-able columns for easier identification". Another yellow callout bubble points to the left navigation pane with the text "Filter by Target Type, Status, Version, and more". A third yellow callout bubble points to the table rows with the text "Values can be populated in the Properties section for each Target". The table shows various target types such as Siebel Component Group, Siebel Component, Siebel Server, Siebel Functional Components, Siebel Key Components, Siebel Application Service, Siebel Sales Service, Siebel Enterprise, and Siebel Aggregate Service. The status of each target is indicated by a green or red arrow. The bottom of the interface shows "Columns Hidden: 6" and "Targets Not Configured: 1 | Targets Found: 83".

Target Name	Target Type	Target Status	Target Version	Lifecycle Status	Location	Comment	Contact
Remote_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component Group	↑	8.1.1 [21111] ENJ				
RepAgent_Remote_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
Sales_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component Group	↑	8.1.1 [21111] ENJ				
SCBroker_System_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SCBroker_System_server_2_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SCCOBJMgr_enu_CallCenter_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SCCOBJMgr_enu_CallCenter_server_2_siebel_slc0Ingr.us.oracle.com	Siebel Component	↓	8.1.1 [21111] ENJ				
server_1_siebel_slc0Ingr.us.oracle.com	Siebel Server	↑	8.1.1 [21111] ENJ				
server_1_siebel_slc0Ingr.us.oracle.com Functional_Component	Siebel Functional Components	↑					
server_1_siebel_slc0Ingr.us.oracle.com Key_Component	Siebel Key Components	↑					
server_2_siebel_slc0Ingr.us.oracle.com	Siebel Server	↑	8.1.1 [21111] ENJ				
server_2_siebel_slc0Ingr.us.oracle.com Functional_Component	Siebel Functional Components	↑					
server_2_siebel_slc0Ingr.us.oracle.com Key_Component	Siebel Key Components	↑					
ServerMgr_System_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
ServerMgr_System_server_2_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
Siebel	Group	n/a					
Siebel eChannel_siebel_slc0Ingr.us.oracle.com	Siebel eSales Service	↑					
Siebel eService_siebel_slc0Ingr.us.oracle.com	Siebel Application Service (Standard Tr	↑					
Siebel IDC Beacon	Beacon	↑					
Siebel Mobile Connector_siebel_slc0Ingr.us.oracle.com	Siebel Application Service (High Intera	↑					
Siebel Sales Enterprise_siebel_slc0Ingr.us.oracle.com	Siebel Sales Service	↑					
Siebel Universal Agent_siebel_slc0Ingr.us.oracle.com	Siebel Call Center Service	↓					
siebel_slc0Ingr.us.oracle.com	Siebel Enterprise	n/a					
siebel_slc0Ingr.us.oracle.com Aggregate Service	Siebel Aggregate Service	↓					
SMCOBJMgr_enu_Sales_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SMQReceiver_EAI_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SRBroker_System_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SRBroker_System_server_2_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SRProc_SystemAux_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SRProc_SystemAux_server_2_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				
SSECOBJMgr_enu_Sales_server_1_siebel_slc0Ingr.us.oracle.com	Siebel Component	↑	8.1.1 [21111] ENJ				

# Discovery and System Management

## Siebel Enterprise Homepage

The screenshot shows the Oracle Enterprise Manager interface for Siebel Enterprise. The page includes a navigation bar with tabs for Home, Charts, Extended Infrastructure Targets, Server Components, Diagnostics, and Event Log. The main content area is divided into several sections: Alerts, Application Services, Server Components, Siebel Servers, and Extended Infrastructure Targets. Callouts point to various features: 'Access advanced functionality' points to the 'Extended Infrastructure Targets' tab; 'SARM Diagnostics' points to the 'Diagnostics' tab; 'View Seeded and Custom charts and extended Targets' points to the 'Alerts' section; 'Accessing Siebel Dashboards' points to the 'Server Components' section; 'Target drill down capability' points to the 'Extended Infrastructure Targets' section; and 'Refresh Targets in the Siebel Enterprise' points to the 'Update Now' button.

**Access advanced functionality**

**SARM Diagnostics**

**View Seeded and Custom charts and extended Targets**

**Accessing Siebel Dashboards**

**Target drill down capability**

**Refresh Targets in the Siebel Enterprise**

Severity	Current	Last 24 hours
🔴	7	2
🟡	0	0
Total	7	2

Name	Status	Most Utilized Siebel File System (%)	CPU Utilization (%)	Memory Utilization (%)
server_1_siebel_slc01nqr.us.oracle.com	🟢	26	0	14.6
server_2_siebel_slc01nqr.us.oracle.com	🟢	15	0	14.5

Name	Running Tasks	Max. Allowed Tasks
SvrTaskPersist_SystemAux_server_1_siebel_slc01nqr.us.oracle.com	1	1
SvrTblCleanup_SystemAux_server_1_siebel_slc01nqr.us.oracle.com	1	1
SCBroker_System_server_1_siebel_slc01nqr.us.oracle.com	1	1
SvrTblCleanup_SystemAux_server_2_siebel_slc01nqr.us.oracle.com	1	1
SvrTaskPersist_SystemAux_server_2_siebel_slc01nqr.us.oracle.com	1	1
SCBroker_System_server_2_siebel_slc01nqr.us.oracle.com	1	1

# Discovery and System Management

## Siebel Server Homepage

The screenshot shows the Oracle Enterprise Manager interface for a Siebel Server. The main content area is divided into several sections:

- General:** Shows server details like Enterprise, Host, Gateway, and Install Location. A callout points to the 'Shut Down' button.
- File System Usage Details:** A table showing usage percentages for various directories. A callout points to this section.
- Server Components:** A table listing various components with their status and metrics. A callout points to the 'Start Up' and 'Shut Down' buttons.
- Average Response Time:** A line chart showing response time over time. A callout points to the chart.
- Alerts:** A table showing the number of alerts by severity. A callout points to the 'Alert History' button.

Four yellow callout boxes with black text provide additional context:

- Access advanced functionality:** Points to the 'Siebel Server' dropdown menu.
- Key file system usage details:** Points to the 'File System Usage Details' section.
- Start/Stop individual or multiple Components:** Points to the 'Start Up' and 'Shut Down' buttons in the 'Server Components' section.
- Drill down into underlying Component groups and Components:** Points to the 'Server Components' table.

# Discovery and System Management

## Operational and Analytical Benefits of Topology

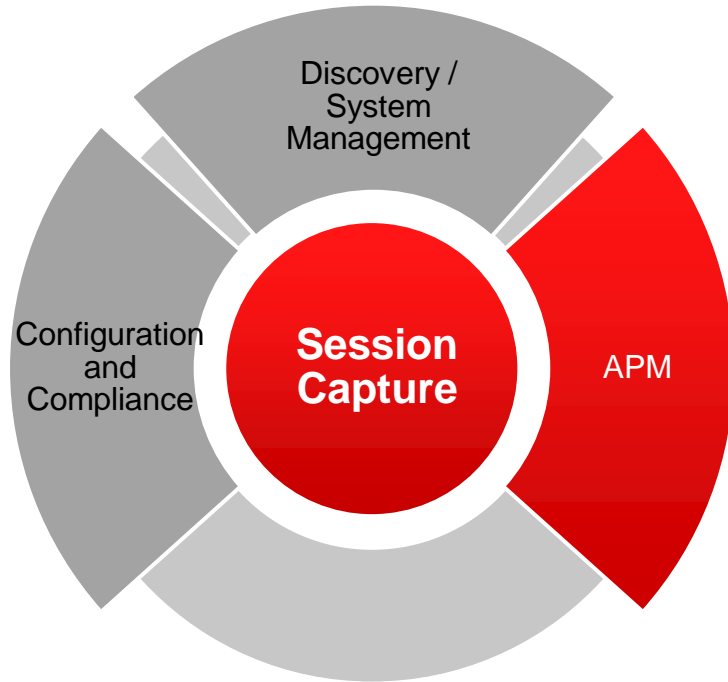
- Topology auto-generated by Configuration Framework
- Root Cause (Top Down) analysis
- Impact (Bottom Up) analysis
- Context sensitive menus via right-mouse click on nodes

The screenshot shows the Oracle Enterprise Manager Cloud Control 12c interface. The main content area displays the 'Configuration Topology' for 'Siebel Enterprise'. The topology is shown as a tree structure on the left, and a table on the right provides details for each target.

Target Name	Target Type	Availability	Relationship from Parent
▼ siebel_slc01nqr.us.oracle.com	Siebel Enterprise		
▼ db9328	Database Instance		Contains
▶ db9328_1_slc01nqr	Oracle Home		Installed At, Installed At
slc01nqr.us.oracle.com	Host		Hosted By
▶ LISTENER_slc01nqr.us.oracle.com	Listener		Exposed By, Exposed By
▶ db9328.us.oracle.com	Database System		Contains
slc01nqr.us.oracle.com	Host		Contains
▼ slc01nqr.us.oracle.com	Siebel Gateway Server		Composite Contains, Contains
slc01nqr.us.oracle.com	Host		Hosted By
▶ dbstore_siebel_slc01nqr.us.oracle.com	Siebel Database Repository		Composite Contains, Contains
▼ server1_siebel_slc01nqr.us.oracle.com	Siebel Server		Composite Contains, Contains
▶ EAI_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ Sales_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ Remote_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ System_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ Workflow_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ eChannel_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ SystemAux_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ CallCenter_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ server2_siebel_slc01nqr.us.oracle.com	Siebel Server		Composite Contains, Contains
▼ WorkFlow_siebel_slc01nqr.us.oracle.com	Siebel Workflow		Composite Contains, Contains
▶ Workflow_server1_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains
▶ Workflow_server2_siebel_slc01nqr.us.oracle.com	Siebel Component Group		Composite Contains

# Application Management Suite

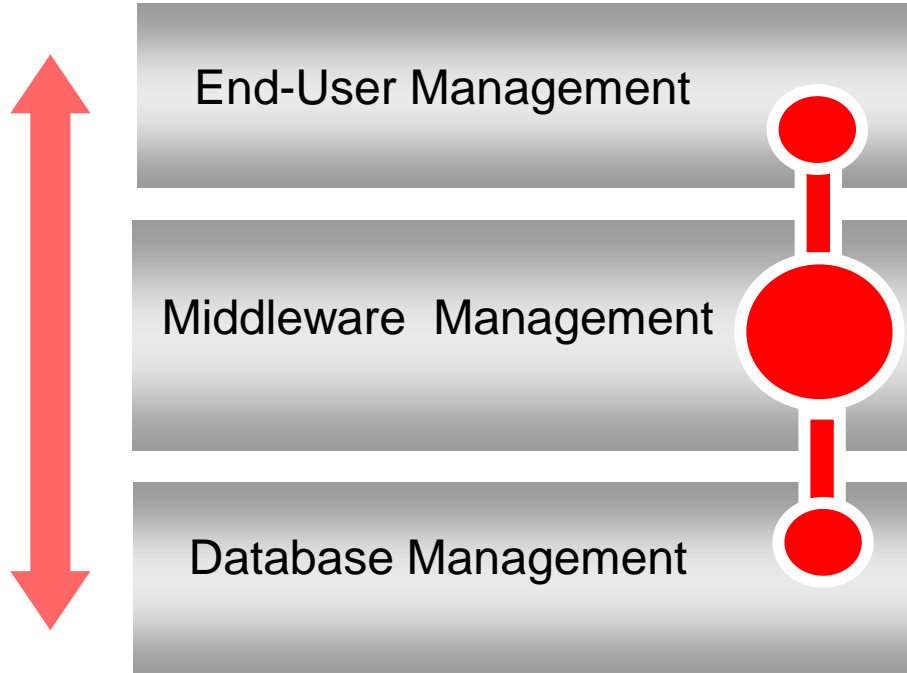
## Application Performance Management (APM)



- End-user monitoring, featuring RUEI
- End-to-End integration with User and System Performance Reports
- Objective end-user performance metrics
- Synthetic transactions
- Siebel Apps aware

# Application Performance Management

## Enabling End-to-End Management



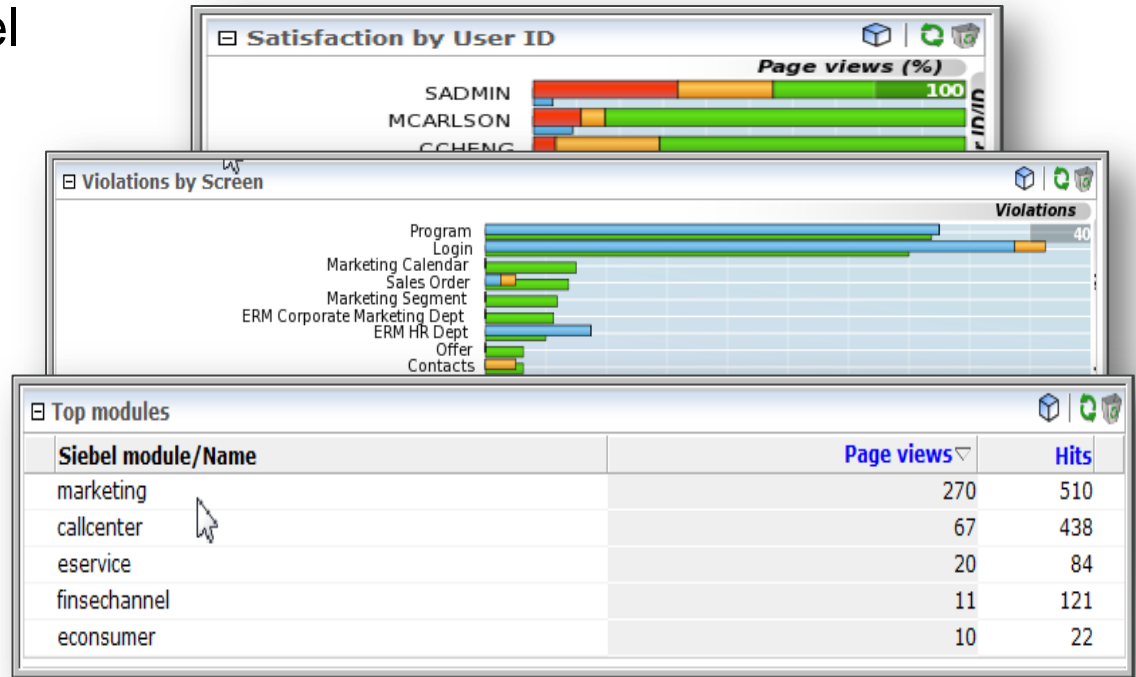
- Real end-user experience
- Monitor and filter by business KPI's
- Click outs to Enterprise Manager and Siebel Diagnostics
  - User Performance
  - Server Performance
- SARM Analysis
- Capture DB activity (Roadmap)
- Correlate DB session with UserID (Roadmap)



# Application Performance Management

## Complete End User Management using RUEI

- Correlate actual Siebel app performance with benchmark
- OOTB recognition of Siebel Taxonomy
- Establish / report on KPIs
- Capture location, browser type, etc.
- Zero performance overhead



# Discovery and System Management

## Leverage Groups for Advanced Management

The screenshot displays the Oracle System Management dashboard with several key components and callouts:

- Navigation Bar:** Includes 'System Help', 'Dashboard', 'Reports', 'Browse data', 'KPI overview', 'Configuration', and 'System'. A red box highlights the application tabs: 'Shop', 'Medrec', 'EBS', 'Siebel', 'WLP Avitek', 'JDE', 'PSFT', 'Fusion Apps', and 'Fusion overview'. A callout points to this area with the text: "Multiple Dashboards for different business purposes".
- Session origin:** A world map showing session activity by region.
- KPI:** A table showing key performance indicators for 'SBL':

Name	Value	Change
Application violations	3.00	+3.00
Application violations per page (%)	33.33	n/a
end-to-end-time-p-page(ms)	5,405.89	n/a
page-load-time(sec)	3.58	n/a
- Order Flow -- Callcenter:** A funnel chart titled 'User Flows Ended (42)'. The legend indicates: Login (100%), Go to sales order (71%), and Order Overview (57%).
- View Performance:** A horizontal bar chart titled 'End to End Time per Page (ms)'. It lists various views and their corresponding end-to-end times.
- Top usage per user-id:** A table showing the most active users:

User ID/ID	Page Views	Application Hits
elain	163	206
banders	90	261
ccheng	58	340
mmay	17	42
sadmin	10	143
pagee	9	88
- Error analysis:** A pie chart showing the distribution of page delivery errors. The total is 1,945. The legend includes: error code SBL-MKT-00549, server abort, error code SBL-DAT-00329, error code SBL-UIF-00230, and error code SBL-MKT-00155.
- Most Used Applets:** A table listing the most frequently used applets:

Siebel Applet/Name	Page Views	Application Hits
Program Flowchart	429	650
Program Calendar Detail	247	247
Order Entry - Order List Applet (Sales)	181	181
All Programs List Applet (DBM)	130	156
Program Expense Trend Chart	121	121
Program Opportunity List	91	91
Program Tree Applet (DBM)	78	78
Service Request Detail	63	76
List Flowchart Popup	39	39
Campaign Flowchart Popup	39	39
- Satisfaction p/user:** A horizontal bar chart showing user satisfaction levels for different users, categorized as Poor, OK, or Good page views.
- Top applications:** A table listing the most used applications:

Application/Name	Page Views	Application Hits
marketing(SBL)	271	520
callcenter(SBL)	67	438
finsechannel(SBL)	11	121
ecustomer(SBL)	10	22
htm(SBL)	3	49

A callout points to the 'Satisfaction p/user' chart with the text: "Siebel Apps-specific content".

A callout points to the 'Error analysis' section with the text: "Error capture and analysis".

# Discovery and System Management

## Leverage Groups for Advanced Management

The screenshot displays the Oracle Real User Experience Insight (RUEI) interface. A red box highlights the left-hand navigation and filter area, including a calendar for date selection, office hours, and application filters. A yellow callout bubble points to the 'Filter on' section, which shows 'User ID/ID' set to 'ccheng' and 'Siebel Suite Name/Name' set to 'SBL'. Another yellow callout bubble points to the 'Add more filters' section, which lists various dimensions for analysis, such as 'Client Location/IP', 'Client OS/Version', and 'Server Named Location/Group'. A third yellow callout bubble points to the 'Search filters' section, which shows the current search criteria: 'Siebel Suite Name/Name: SBL', 'User ID/ID: ccheng', and 'Siebel Method/Name:'. The 'Search result order' section is also visible, with 'Start time' selected as the default sorting method.

Isolate a specific user session with Filters

Choose different "Dimensions" to analyze resulting session

- Fusion Apps-specific
- Technology-specific

# Application Performance Management

## Isolate a Specific User Session

**Filter on**

Filter on	Value
User ID/ID	CCHENG
Siebel suite name/Name	SBL

**Complete record of all steps in the session, in Siebel lexicon**

**Isolate user sessions with Filters**

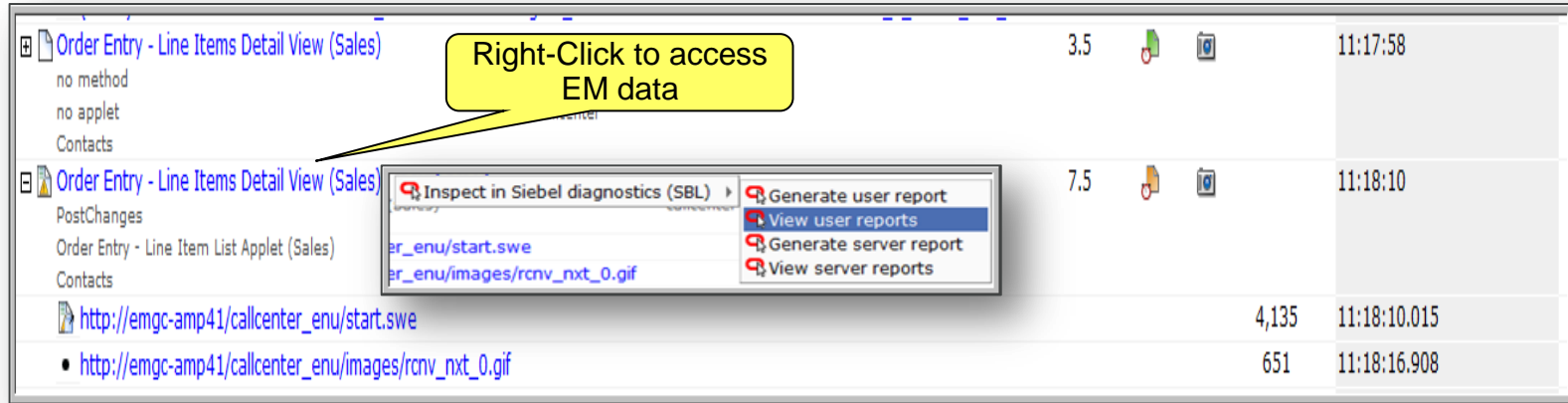
**Depending on module, see the user's page**





**Performance data for each step, color-coded by satisfaction levels**

Step	Method	Callcenter	Duration	Satisfaction	Time
GotoBookmarkView	callcenter				
Screen Homepage	GetViewLayout	callcenter	0.8	Green	11:15:03.678
Opportunity List	InvokeMethod	callcenter	0.7	Green	11:15:28
Orders Screen Homepage	GetViewLayout	callcenter	3.3	Yellow	11:16:51
Sales Orders Screen Homepage	InvokeMethod	callcenter	0.8	Green	11:16:57
Order Entry - Line Items Detail View (Sales)	GetViewLayout	callcenter	0.0	Green	
Order Entry - Line Items Detail View (Sales)	GetViewLayout	callcenter	3.5	Yellow	11:17:58
Order Entry - Line Items Detail View (Sales)	InvokeMethod	callcenter	7.5	Red	11:18:10
Order Entry - My Orders View (Sales)	InvokeMethod	callcenter	1.0	Green	11:18:36

# Application Performance Management

## Access Mid-Tier Processing Information



Order Entry - Line Items Detail View (Sales) no method no applet Contacts	3.5	 	11:17:58
Order Entry - Line Items Detail View (Sales) PostChanges Order Entry - Line Item List Applet (Sales) Contacts	7.5	 	11:18:10
<a href="http://emgc-amp41/callcenter_enu/start.swe">http://emgc-amp41/callcenter_enu/start.swe</a>		4,135	11:18:10.015
• <a href="http://emgc-amp41/callcenter_enu/images/rcnv_next_0.gif">http://emgc-amp41/callcenter_enu/images/rcnv_next_0.gif</a>		651	11:18:16.908

- Create/view activity based on Siebel Userid or Siebel Servers
- Click out into the Siebel Diagnostics section in Enterprise Manager
- Correlate underlying tech stack activity within Enterprise Manager

# Application Performance Management

## Continue End-to-End Analysis - Siebel Diagnostics in EM

- Reports
  - User
  - Server
- Analysis of SARM data
- Level 1, 2, and 3 analysis

ORACLE Enterprise Manager Cloud Control 12c

Setup ▾ Help ▾ SUPERUSER ▾ Log Out

Enterprise ▾ Targets ▾ Favorites ▾ History ▾

Search Target Name

ENT\_fa2729.oracleads.com

Siebel Enterprise ▾

Page Refreshed Sep 17, 2012 1:59:44 PM CDT Refresh Launch Enterprise Dashboard Launch Service Dashboard

Home Charts Extended Infrastructure Targets Server Components **Diagnostics** Event Log

Siebel diagnostic reports provide a way to monitor and diagnose performance issues in a Siebel deployment through the use of SARM instrumentation. This page allows to create, delete, and view Server and User performance reports for this Siebel enterprise.

**Search Criteria**  
Select an option to filter the Diagnostic Reports

Report Type: User Performance ▾  
User Name: CCHENG ▾  
Report Name:   
Start Date: Sep 16, 2012 13:00:04  
End Date: Sep 17, 2012 12:00:00  
Go

Create Report

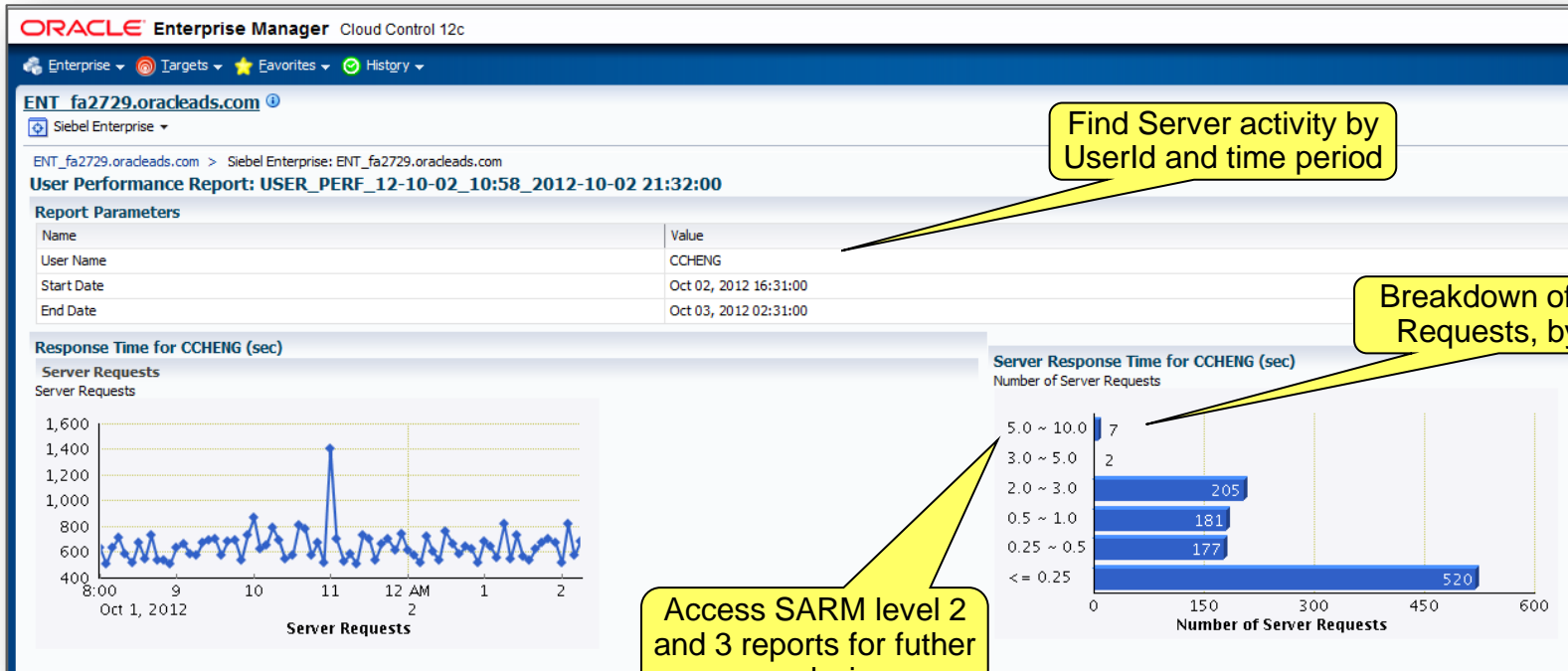
Delete

Select All | Select None

Select	Name	Type	Status	Report Creation Time	Report Owner	Report Parameters
<input type="checkbox"/>	USER_PERF_12-09-13_12:33_2012-09-17 11:00:00	User Performance Report	Available	Sep 17, 2012 11:00:00 AM CDT	SYSMAN	Start Date = Sep 16, 2012 14:00:43 User Name = CCHENG End Date = Sep 16, 2012 15:00:43 Version = 8.1.1
<input type="checkbox"/>	USER_PERF_12-09-13_12:33_2012-09-17 10:00:00	User Performance Report	Available	Sep 17, 2012 10:00:00 AM CDT	SYSMAN	Start Date = Sep 16, 2012 13:00:43 User Name = CCHENG End Date = Sep 16, 2012 14:00:43 Version = 8.1.1

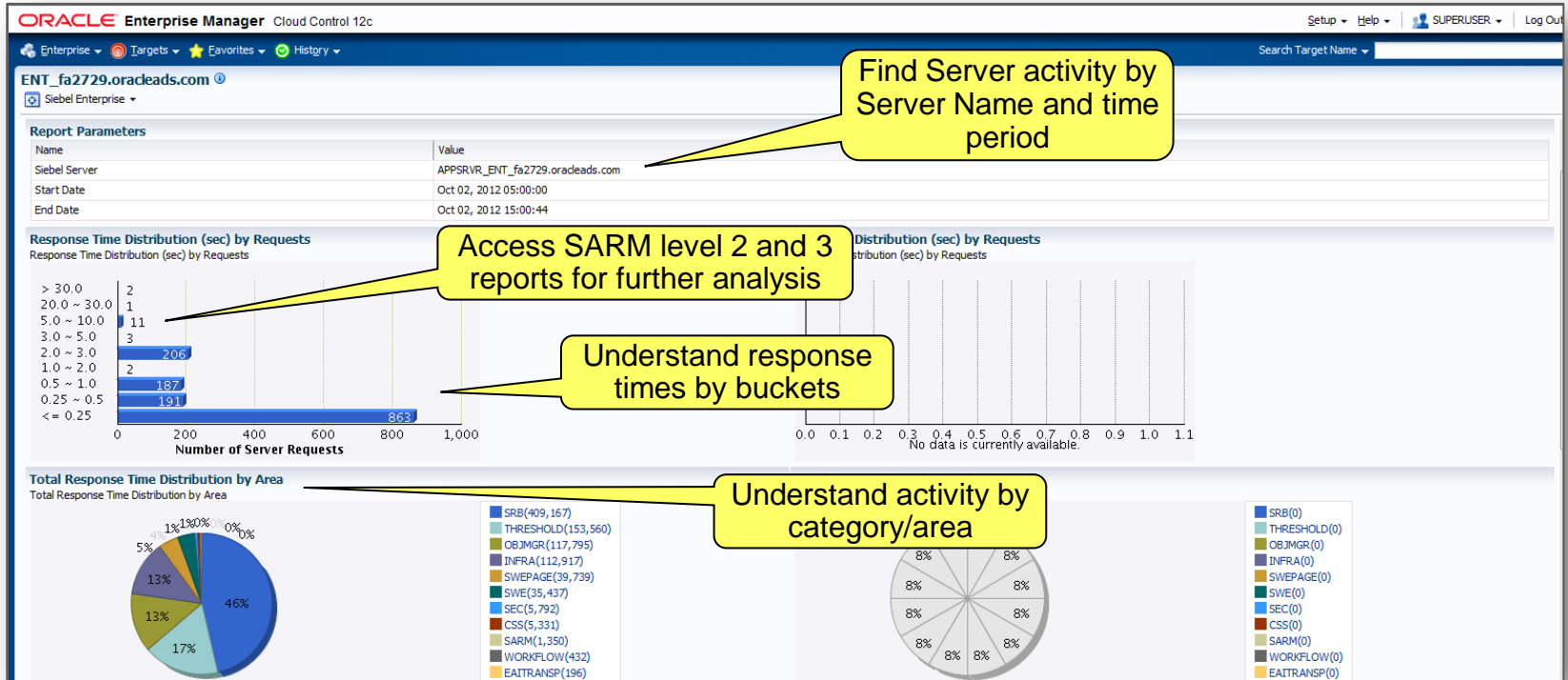
# Discovery and System Management

## User Performance Analysis



# Discovery and System Management

## Siebel Server Analysis





# Application Performance Management

## Business Applications: Consolidated RUEI+EM+Siebel Data

New!

**New Target Type with all of the associated capabilities**

**Traditional Enterprise Manager data**

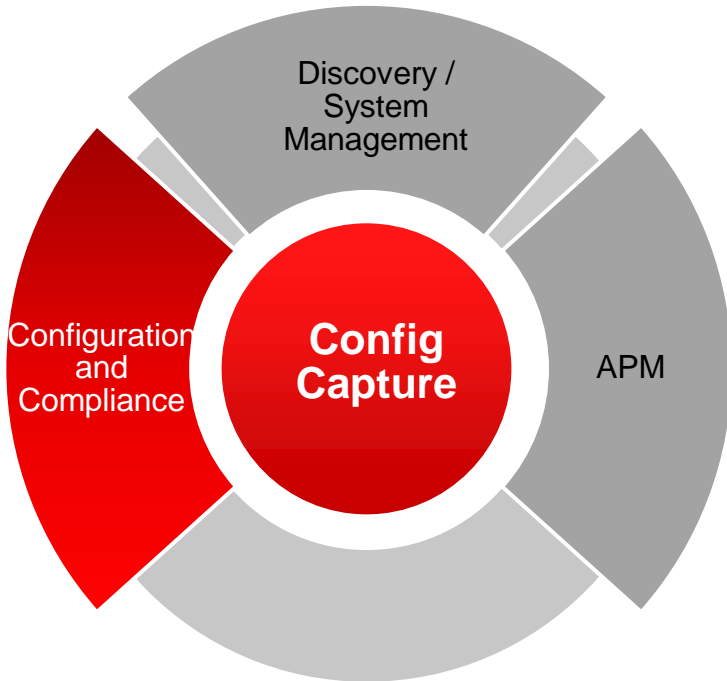
**Traditional RUEI data**

Name	Type	Key Member	Status	Availability (%)
db9328			↓	██████████
db9328.us.oracle.com			↓	██████████
SCCOBJMgr_enr_CallCenter_server_2_siebi			↓	██████████
SvrTbCleanup_SystemAux_server_1_siebel			↑	██████████
TxmProc_Remote_server_1_siebel_slc0Inq			↑	██████████
SCBroker_System_server_1_siebel_slc0Inq			↑	██████████
System_server_1_siebel_slc0Inq.us.oracle			↑	██████████
CallCenter_server_1_siebel_slc0Inq.us.orz			↑	██████████

Metric	Status	Measured Values		Defined Thresholds	
		Trend	Current	Min	Max
Concurrent Sessions	✖	██████████	2	-	-
Application Hits per Min	✔	██████████	36	5	-
Page Load Time (sec)	✔	██████████	1.12 sec	-	1.50 sec
Error Page Views	✔	██████████	0	-	2
All Traffic (Mbps)	✔	██████████	0.07 Mbps	-	0.17 Mbps

# Application Management Suite

## Configuration and Compliance

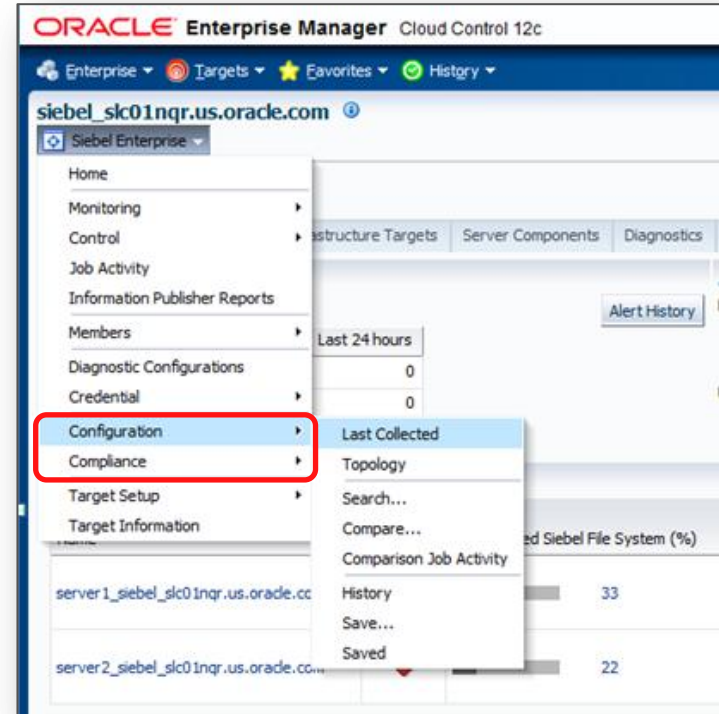


- Enforce Siebel “Best Implementation Practices” with Compliance Rules and Standards
- Cornerstone for Topology, Scale-out, Patch Analysis, Drift Analysis, and Health Checks
- Compare configurations between instances or over time
- Detect unauthorized changes

# Configuration and Compliance

## Cornerstone of Target Discovery, Relationships, and Management

- Filter on any Siebel target type
- Quick, easy access to comprehensive configuration and compliance data
- Configurations (and any changes) automatically captured and stored
- Create “Gold” or “Baseline” configurations for comparisons or provisioning
- Comparison reporting over time or between instances



# Configuration and Compliance

## Enabling Compliance and Comparisons with Named Value Pairs

**Drill down on individual components**

**Complex analytical capabilities made possible by name-value pairs**

**Forms the basis for Compliance Scores and comparison reporting**

Property Name	Property Value
SARMClientLevel	0
SARMEnabled	False
SARMFileSize	15000000
SARMLevel	0
SARMLogDirectory	
SARMMaxFiles	4
SARMMaxMemory	4000000
SARMPeriod	3
SARMThreshold	0
SARMUsers	
SMTPServer	
SMTPServerPort	25
SQLFlags	0
SRB ReqId	0
SRMRequestId	
SSLHello	False
SavePreferences	True
SearchDefName	
SearchEngine	Fulcrum
SearchInstallDir	
SearchRemoteServer	FALSE
SearchRemoteServerPath	

# Configuration and Compliance

## Separating Signal from Noise with Comparison Templates

- Comparison Templates
  - Control How and What is Compared
  - Ability to Ignore Certain Differences
  - Oracle Pre-Configured Templates
  - Customize Templates to Match Needs
- Ad-hoc as Well as Scheduled Comparisons
- Automatic Notification on Drift Detection

ORACLE Enterprise Manager Cloud Control 12c

First Configuration Comparison Configurations Comparison Template Mapping Schedule and Notify Review and Submit

### Compare Configurations : Comparison Template

Target Type: Siebel Server

Select the comparison template to be used for this comparison.

Comparison Template: Siebel Server Comparison Template

Template Owner: KBAXTER

Template Settings Member Settings

Exclude from Comparison

Property Name	Ignore Differences	Notify on Differences
Property Name	<input type="checkbox"/>	<input type="checkbox"/>
Property Value	<input type="checkbox"/>	<input type="checkbox"/>

# Configuration and Compliance

## Enforcing Best Practices with Compliance Rules

- Out-of-the-box Rules and Standards for Siebel
- Validate parameters in name-value pairs in managed files
- Seeded and custom rules, using guided creation and modeling

ORACLE Enterprise Manager Cloud Control 12c

Details Check Definition (Query) Check Definition (Violation Condition) Test Review

Create Rule: Repository Rule : Check Definition (Query)

Specify the query which returns data that is to be verified against the Simple or SQL condition( to be specified in next step) to generate violations.

\* SQL Source

```
SELECT
s1.target_guid ,
'attrvalue' AS info ,
s2.VALUE
s2.PROPERTY
FROM
CM$SIEBEL_SERVER_CONFIG s2 ,
MGMT$ECM_CURRENT_SNAPSHOTS s1gen1,
MGMT$TARGET s1
WHERE
(
s1gen1.TARGET_GUID = s1.TARGET_GUID
AND
(
s1gen1.ECM_SNAPSHOT_ID = s2.ECM_SNAPSHOT_ID
AND
...
```

Model Query

Compliant Message Compliant: SARM Not Enabled (Set to False)

Non-Compliant Message Violatoint: SARM Enabled (Set to True)

Guided modeling to create the Compliance Rule

# Configuration and Compliance

## Organizing Rules with Standards and Frameworks

The screenshot displays the Oracle Enterprise Manager Cloud Control 12c interface, specifically the Compliance Library. The 'Compliance Frameworks' tab is active, showing a table of various frameworks. A callout box highlights the text 'Frameworks consist of multiple Standards'.

Compliance Framework	Description	Compliance Framework State	Author	Keywords	Last Updated Date
Certification	A set of standards for tracking certifications of Oracle products across your IT infrastructure	Production	ORACLE	Configuration	Apr 4, 2012 12:00:00
Support Policy	A set of standards for tracking supportability of Oracle products across your IT infrastructure	Production	ORACLE	Configuration	Apr 4, 2012 12:00:00
Oracle Identity Management Compliance	A set of standards for performance tuning and best practice of Oracle Identity Management components	Production	ORACLE	Configuration	Aug 28, 2012 12:00:00
Fusion Applications Compliance Framework		Production	SUSHIL		Sep 23, 2012 12:00:00
Patching Compliance Standards		Production	DWOLF		Sep 24, 2012 12:00:00
Compliance Framework for Fusion Applications	Compliance Framework for Fusion Applications	Production	ORACLE	Configuration	Aug 28, 2012 12:00:00
Corporate Application Compliance Framework	Custom compliance framework to ensure that your datacenter's DBs, WLs, and underlying hosts are compliant with corporate standards.	Production	NHABA	Configuration, Security	Jan 12, 2012 12:00:00
Corporate Database Compliance Framework	Custom compliance framework to ensure that your datacenter's DBs, WLs, and underlying hosts are compliant with corporate standards.	Production	DWOLF	Configuration, Security	Sep 5, 2012 12:00:00
Compliance Framework for Siebel	Compliance Framework for Siebel Applications	Production	KBAXTER		Sep 29, 2012 12:00:00
Oracle Generic Compliance Framework	A standard set of policies and associated controls for tracking changes and events taking place across your IT infrastructure for determining how well your organization is in compliance with your IT policies	Production	ORACLE	Security	Aug 28, 2012 12:00:00
PCI DSS (Version 2.0)	Payment Card Industry Data Security Standards (PCI DSS)	Production	ORACLE	Security	Aug 28, 2012 12:00:00
Oracle Support Compliance	Collection of controls that check for expected environment compliance for Oracle Supportability	Production	ORACLE	Configuration	Aug 28, 2012 12:00:00

# Configuration and Compliance

## Manage Compliance Scores Efficiently with Dashboards

**ORACLE Enterprise Manager Cloud Control 12c**

Setup Help KBAXTER Log Out

Enterprise Targets Favorites History

Search Target Name

Page Refreshed Sep 29, 2012 3:10:31 PM PDT

### Compliance Standard Result Detail

Siebel Server Standard (Compliance Standards)

Summary Trend Overview **Violations**

This table lists information about events/violations of this compliance standard. Select an individual event/violation to view a detailed impact statement as well as recommended actions for quick remediation.

Search

Rule	Target Name	Applicable To	Severity	Keywords	Recommendation
Siebel SARM Analysis: server1_siebel_slc0	server1_siebel_slc0	Inr: Siebel Server	Minor Warning	Siebel	Default SARM file size should be 10 MB
Siebel SARM Analysis: server2_siebel_slc0	server2_siebel_slc0	Inr: Siebel Server	Minor Warning	Siebel	Default SARM file size should be 10 MB

**Violation: File Size is not 10 MB**

General My Oracle Support Knowledge Updates History

**Event Details**

- Root Compliance Standard: Siebel Server Standard
- Root Compliance Standard Author: KBAXTER
- Root Compliance 1
- Standard Version
- Rule Name: Siebel SARM Analysis: FileSize = 10 MB
- Rule Type: Repository
- Target: server2\_siebel\_slc0 Inr.us.oracle.com (Siebel Server)
- Event Reported: Sep 28, 2012 10:45:45 PM GMT
- Last Updated: Sep 28, 2012 10:45:45 PM GMT
- Message: Violation: File Size is not 10 MB
- Last Comment: Violation: File Size is not 10 MB: on Sep 28, 2012 10:45:45 PM GMT
- Internal Event Name: Siebel SARM Analysis: FileSize = 10 MB
- Event Type: Compliance Standard Rule Violation
- Category: Unclassified
- Recorded: Sep 28, 2012 10:45:45 PM GMT

**Guided Resolution**

**Recommendations**

- Default SARM file size should be 10 MB

**Diagnostics**

- View topology
- View recent configuration changes
- This event will be automatically cleared when the underlying issue is resolved.
- To stop repeat notifications, create an incident for this event and acknowledge it.

**Actions**

- Disable rule for this target

Access more detailed information on specific violation

Address and/or resolve the violation



# Configuration and Compliance

## Leveraging Incident Rule Sets to Manage Compliance

The screenshot displays the Oracle Enterprise Manager Cloud Control 12c interface. The page title is "Incident Rules - All Enterprise Rules". A search bar is present at the top right. Below the title, there is a descriptive paragraph about rule sets. A toolbar contains actions like "Create Rule Set...", "View", "Edit...", "Delete...", and "Reorder Rule Sets...". The main content is a table listing various incident rules.

Name	Description	Ord	Enterprise Rule Set	Owner	Enabled	Last Updated On	Last Updated By	E-mail Me
> CoherenceNodesRule		1	✓	MSATHE	Yes	Sep 24, 2012 8:28:30 PM PDT	MSATHE	No
> Ruleset to generate tickets for important events	Creates Remedy tickets for important events	2	✓	AMCCOLLU	Yes	Sep 24, 2012 8:18:02 PM PDT	AMCCOLLU	No
> Incident management Ruleset for all targets	System-generated Ruleset to create and manage incidents.	3	✓	System Generated	Yes	Sep 24, 2012 8:18:03 PM PDT		No
> Event management Ruleset for Self Update	System-generated Ruleset for Self Update Events	4	✓	System Generated	Yes	Sep 24, 2012 8:18:03 PM PDT		No
> GE-Test		5	✓	AMCCOLLU	Yes	Sep 24, 2012 8:18:04 PM PDT	AMCCOLLU	No
> CoherenceRuleSet		6	✓	GCHAWKIN	Yes	Sep 24, 2012 8:18:04 PM PDT	GCHAWKIN	No
> BizApp		7	✓	AHUBER	Yes	Sep 24, 2012 8:18:04 PM PDT	AHUBER	No
> Ruleset for PROD Group	Rules for PROD Group	8	✓	OWUSER	Yes	Sep 27, 2012 11:16:25 PM PDT	OWUSER	No
> Fusion Apps Compliance Variation Rule Set	Incident Rule Set to organize variations on Fusion Apps Compliance Scores	9	✓	KBAXTER	Yes	Sep 27, 2012 9:45:58 AM PDT	KBAXTER	At least on
✓ Siebel Rule Set for Siebel Server Compliance	Rule Set to capture changes in compliance scores for the Siebel Server Standard	10	✓	KBAXTER	Yes	Sep 29, 2012 3:32:54 PM PDT	KBAXTER	At least on
Incident Rule for Siebel Server Compliance Violation		10.1			Yes	Sep 29, 2012 3:32:48 PM PDT	KBAXTER	Yes

- Incident Rules automate the detection of an system event, as well as the associated response
- Incident Rules can be grouped together in Incident Rule Sets

# Configuration and Compliance

## Leveraging Incident Rule Sets to Manage Compliance

**Oracle Enterprise Manager Cloud Control 12c**

### Edit rule set - Siebel Rule Set for Siebel Server Compliance

Select Events | Add Actions | Specify Name and Description | **Review**

**Create New Rule : Review**

Please review your selections here, click "Back" if you need to modify the selections.

**Applies To**

Selected events of type Compliance Standard Score Violation

Compliance Standard	Applicable To	Author	Version	Description	Lifecycle State
Siebel Server Standard	Siebel Server	KBAXTER	1	Compliance Standard for Siebel Server targets	Production

**Actions**

Order	Condition Summary	Action Summary
1	No additional condition specified	<ul style="list-style-type: none"><li>E-Mail KBAXTER</li><li>Create Incident<ul style="list-style-type: none"><li>Set Owner to KBAXTER;</li></ul></li><li>Update Incident<ul style="list-style-type: none"><li>Set Owner to KBAXTER;</li></ul></li></ul>

**General**

Name: Incident Rule for Siebel Server Compliance Violation

Description:

Back Step 4 of 4 Next Continue Cancel

**One Rule in this Rule Set**

**Specify actions to take:**

- Generate Alert Email
- Create Incident
- Update Incident

# Business Value and Key Differentiators



# Business Value and Key Differentiators

## Business Value

- Establish consistency and uniformity
  - Replaces proprietary/manual tools and procedures
  - Standardized environment for enduring custom scripts
- Centralize on a common toolset, repository, and console
- Enable proactive management via Alerts, Notifications, and Automated Corrective Actions
- Better visibility and efficiency across all individual, yet related, components
- Dashboards – out-of-the-box and custom / ad-hoc and historical (BI Publisher)

# Business Value and Key Differentiators

## Differentiators: Compared to Native Siebel Tools

Category	Suite	Native Siebel
End User Management	✓	
Cross-Instance monitoring and manageability	✓	
Preservation of Historical Data	✓	
Middleware Management Tools (JVMD/MDA)	✓	
Operational & Executive Reporting/Dashboards	✓	
Mass Target Management (Templates, Groups, etc)	✓	
Configuration Compliance Enforcement	✓	
Impact/Root Cause Analysis with Topology	✓	

# Business Value and Key Differentiators

## Differentiators: Compared to Native Siebel Tools

Category	Suite	Native Siebel
Proactive Management Tools (Alerts/Thresholds/Notifications)	✓	
MOS Integration (Health Checks, Patches)	✓	
Business Transaction Management	✓	

# Roadmap



# Roadmap

## Investment Themes

- Deepen the End-to-End transaction visibility and management capabilities
  - Better correlation with DB session and Siebel user
  - Continued integration with REUI
- Change Management
  - Recognizing Siebel Homes (enables Patch analysis, recommendations, and comparisons)
  - Integration with ADM (leverage EM infrastructure for deliver of ADM payloads)



# Customer Co-Presentation: National Government Services Siebel End-User Management with REUI



# Agenda

- About National Government Services (NGS)
- Siebel Environment: Key Facts
- Investment Rationale for RUEI+Siebel Accelerator
- Use Cases: How NGS Leverages RUEI+Siebel Accelerator for Better Siebel Management and SLA Compliance
- Benefits Achieved with RUEI+Siebel Accelerator
- Next Steps with RUEI, Enterprise Manager, and Siebel

# About National Government Services (NGS)



# About National Government Services (NGS)

## Key Aspects

- Wholly owned subsidiary of Wellpoint, Inc.
  - Has more than 40 years of USA federal health care contracting experience.
  - Currently processes 20% of the USA's Medicare claims, or about 200 million per year, more than any other contractor.
  - Serves more than 200,000 medical providers and over 22 million beneficiaries in 18 states and five U.S. territories.
  - Works closely with the Centers for Medicare & Medicaid Services (CMS) and manages CMS' 1-800-MEDICARE customer service application to help call centers answer beneficiary questions and enable beneficiaries to find answers online
- Platform Components
    - Siebel Desktop
    - .Net Portal
    - CTI
    - IVR Integration
    - Mainframe Integration
    - Chat
    - Oracle Service Bus

# Siebel Environment at NGS: Key Facts



# Siebel Environment: Key Facts

Oracle Product Versions	Siebel	8.1.1.6
	Oracle Database	11gR2
	RUEI	12.1.0.1
	Enterprise Manager	11g (in-process upgrade to 12c)
Infrastructure	Siebel Apps Servers	24
	Call Centers	6
	Integrations	Approx. 100 CICS Regions
Volume Metrics	Concurrent Users	4,000
	Calls per day	165,000
	Web Service calls per day	350,000

# Investment Rationale for RUEI+Siebel Accelerator



ORACLE

# Investment Rationale

- Address pain points
  - Visibility into Siebel was difficult and laborious
  - Principal method of troubleshooting was via log parsing
  - User-related metrics were scattered over different technology vendors, or were not being captured
  - User experience monitoring based on synthetic transactions
  - Needed faster resolution times during peak periods (e.g., Benefits Enrollment period)



# Investment Rationale

- Additional requirements
  - Support the pending Service Bus implementation
    - Needed a metrics platform prior to project
  - Consolidation of user traffic reporting into one platform

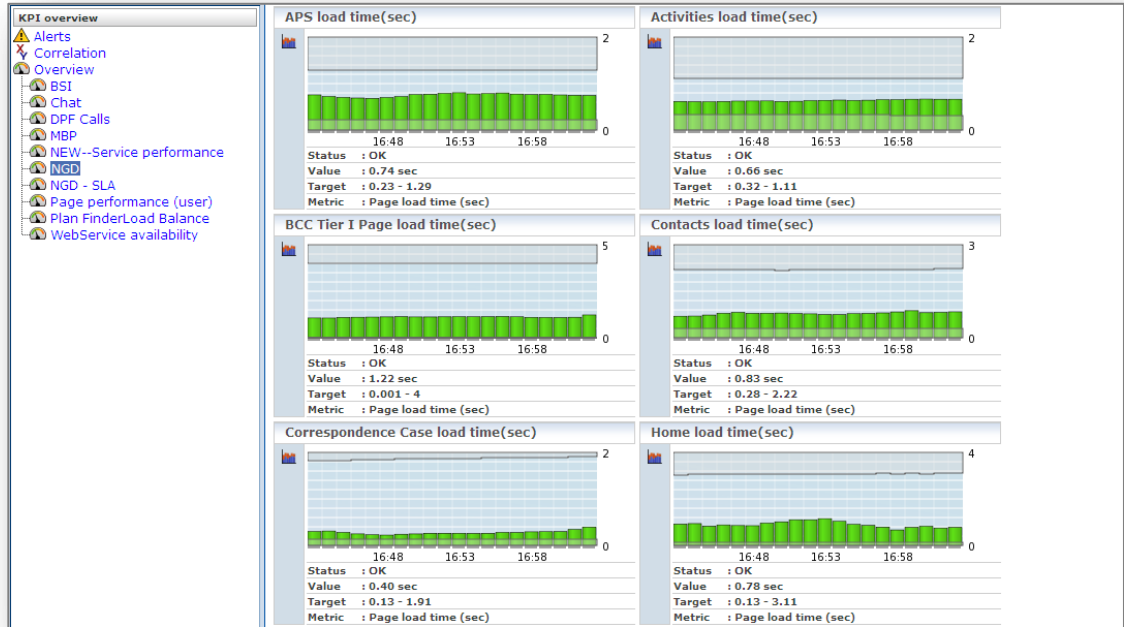
# Use Cases: How NGS Leverages RUEI+Siebel Accelerator for Better Siebel Management and SLA Compliance



# Use case 1 – SLA Compliance

## Monitoring, Managing, and Reporting on SLA Operational compliance

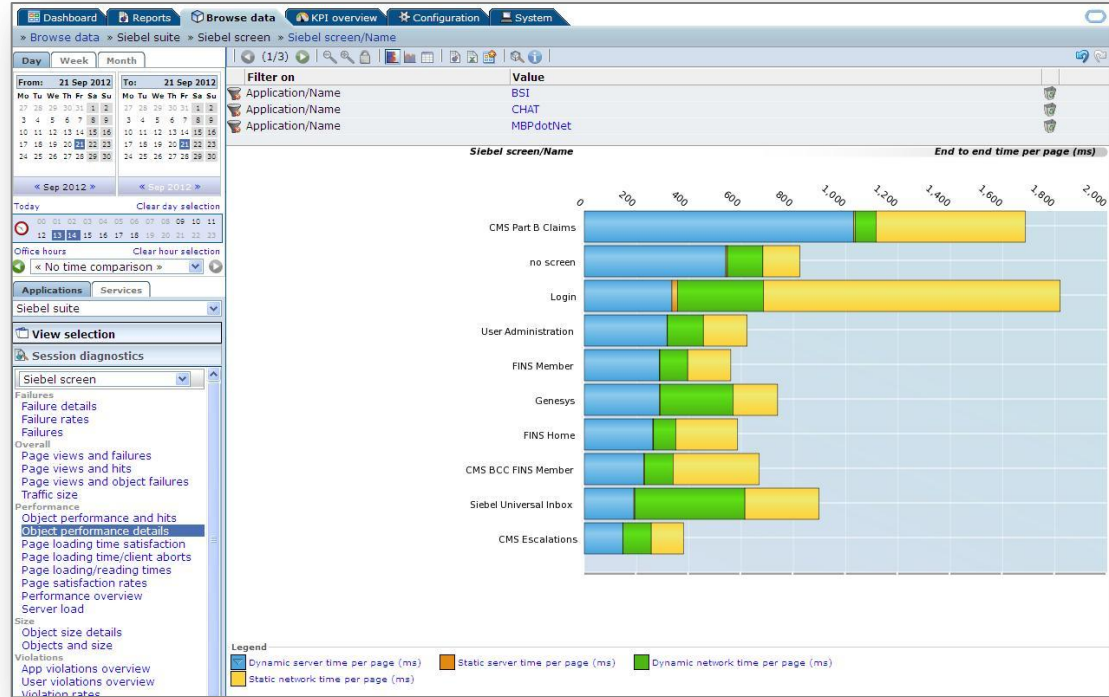
- NGS is contractually obligated to meet certain SLA benchmarks
- RUEI provides real-time visibility in SLA compliance
- KPIs on **actual** user transactions
- Alerts when limits breached
- Siebel-specific metrics
  - Log-in < 10 seconds
  - Beneficiary retrieval < 4 seconds
  - Agent/Partner Search (APS) < 1 second
- Ability to drill-down from KPI to specific offending session



# Use case 1 – SLA Compliance

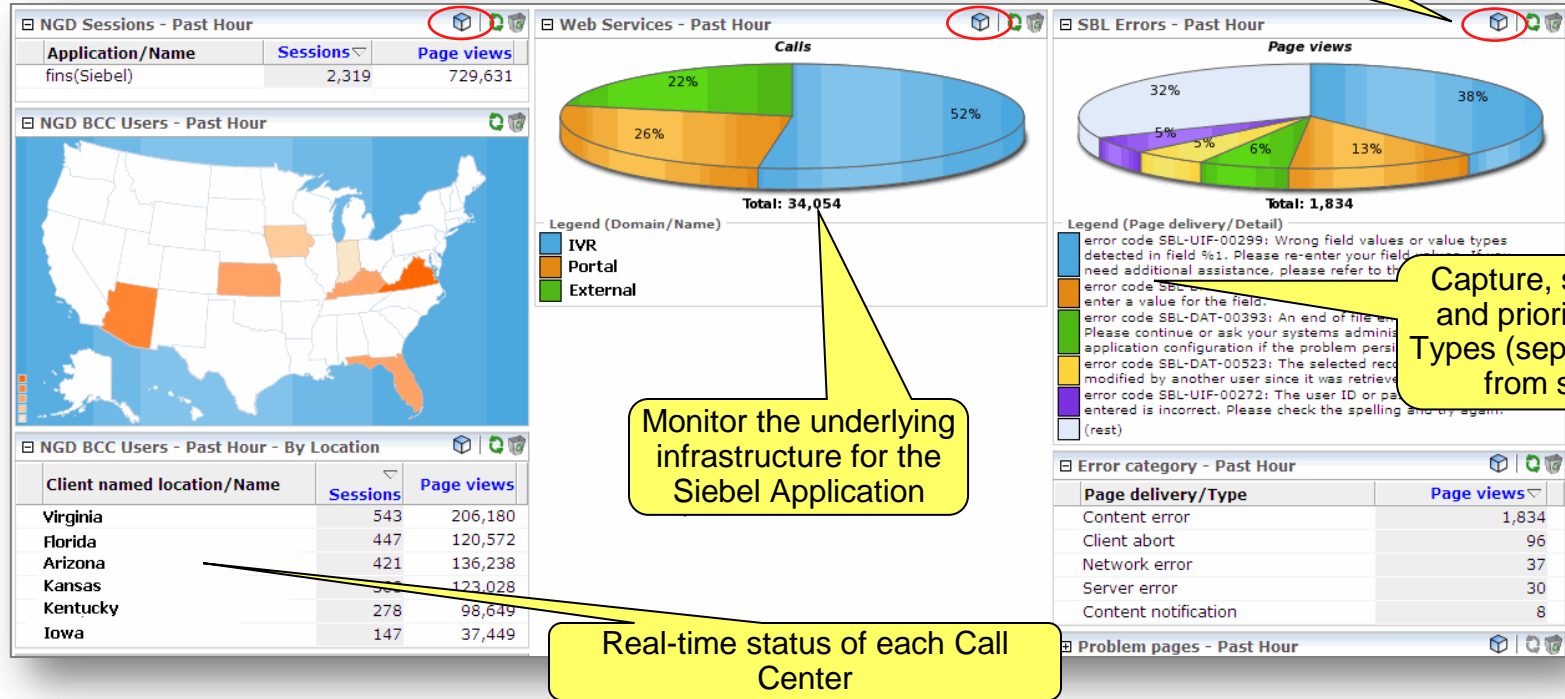
## Monitoring, Managing, and Reporting on SLA Operational compliance

- End-to-end time graph with network
- SLA with screen responding within a certain time frame
  - % due to network time?
    - Impossible to calculate prior to RUEI
- Synthetic (robot) transactions don't tell the whole story
- Comparison report for prior periods
- Siebel is slow
  - Where is it slow? One call center? One desktop? Network? App? Browser?



# Use case #2 – Troubleshooting User Sessions

## RUEI+Siebel Home Page



# Use case 2 – Troubleshooting User session

## Isolate Error Code (and User Session) from Dashboard

The screenshot shows a Siebel dashboard interface. At the top, there are navigation tabs: Dashboard, Reports, Browse data, KPI overview, Configuration, and System. Below these, a breadcrumb trail reads: » Browse data » Siebel suite » Time based » Period/5 minutes. The left sidebar contains a calendar for September 2012, with the 17th selected. Below the calendar are sections for 'Today' (with a clock icon and a 'Clear day selection' link), 'Office hours' (with a 'Clear hour selection' link), and 'Applications' (with a dropdown menu currently set to 'Siebel suite'). At the bottom of the sidebar is a 'View selection' section with a 'Session diagnostics' link. The main content area is divided into two parts. The top part is a 'Filter on' section with a table of filters and their values. The bottom part is a table showing session data for a 'Period/5 minutes' interval.

**Filters preserved from drill-down**

Filter on	Value
Page delivery/Detail	error code SBL-DAT-00225: The value entered in field %2 of buscomp %3 does not match any value in the bounded pick list %1.
Page delivery/Type	Content error
Domain/Name	prod.local

Period/5 minutes	Page views	Hits
10:00	n/a	n/a
10:05	n/a	n/a
10:10	2	2
10:15	n/a	n/a
10:20	n/a	n/a
10:25	n/a	n/a
10:30	n/a	n/a
10:35	n/a	n/a
10:40	n/a	n/a
10:45	n/a	n/a
10:50	n/a	n/a
10:55	n/a	n/a

**Quickly locate the problem session**

# Use case 2 – Troubleshooting User session

## Select Dimensions to Analyze Different Aspects of the Session

- Session Diagnostics enables admins to analyze actual user sessions
- Admins can filter on a variety of technical and Siebel criteria
- Dimensions provide additional ways to analyze traffic, such as:
  - Which users are affected?
  - Which Call Centers are affected?
- Understand the extent, distribution, and gravity of a Siebel error.

Dashboard Reports Browse data KPI overview Configuration System

Browse data Siebel suite Session diagnostics

Filter on	Value
Page delivery/Detail	error code SBL-DAT-00225: The value entered in field %2 of buscomp %3 does not match any value in the bounded pick list %1.
Page delivery/Type	Content error
Domain/Name	prod.local

Session diagnostics

Search user records for the specified period using the available criteria. All strings are regarded as literals, and searching uses exact matching. Select a user record to view its properties.

Search

Search filters

Siebel suite name/Name: < Select >

User ID/ID: [ ]

Siebel method/Name: [ ]

ECID: [ ]

Add more filters

Dimension level: < Select >

Value: [ ]

Dimension level

No filters

Search result order

Start time

Most active sessions

Fastest sessions

Slowest sessions

Shortest sessions

Longest sessions

Most erroneous sessions

Siebel screen/Name

Siebel applet/Name

Siebel command/Name

Siebel method/Name

Siebel module/Name

Siebel screen/Name

Siebel suite name/Name

Siebel suite name/Code

Siebel view/Name

Search

# Use case 2 – Troubleshooting User session

## Identify Specific Problem Session

The screenshot displays the Siebel Session Diagnostics interface. The breadcrumb trail is: Dashboard > Reports > Browse data > Siebel suite > Session diagnostics. The left sidebar contains navigation tabs for Day, Week, and Month, with a calendar for 17 Sep 2012. Below the calendar are 'Office hours' and 'Clear hour selection' buttons. The main area shows a 'Filter on' section with three criteria: 'Page delivery/Detail' (error code SBL-DAT-00225), 'Page delivery/Type' (Content error), and 'Domain/Name' (prod.local). Below this is the 'Session diagnostics' section with a search instruction. The 'Order' section shows 'Start time' selected. The main table displays one record:

Period/5 minutes	User ID/ID	Client network/IP
10:10 - 10:15	user2505	xxx.xx.xx.xxx

A yellow callout box with a pointer to the 'user2505' cell contains the text: 'Filter on a specific user'.



# Use case 2 – Troubleshooting User session

## Analyze Actual User Session (user2505)

The screenshot displays the Siebel Session Diagnostics interface. The main table lists session events for user2505, including error messages and page deliveries. Callouts highlight specific features: understanding error occurrence, Siebel-specific lexicons, satisfaction levels, and viewing end-user pages.

Filter on	Value			
Page delivery/Detail	error code SBL-DAT-00225: The value entered in field %2 of buscomp %3 does not match any value in the bounded pick list %1.			
Page delivery/Type	Content error			
Domain/Name	prod.local			
CMS Correspondence Case	CMS Correspondence Case Triage	0.1		
InvokeMethod	CMS Correspondence Case Triage Activity List			
TakeOwnership	user2505			
Content error	error code SBL-DAT-00225: The value entered in field %2 of buscomp %3 does not match any value in the bounded pick list %1.			
CMS Correspondence Case	CMS Correspondence Case Triage	0.2		
InvokeMethod	CMS Correspondence Case Triage Activity List			
TakeOwnership	user2505			10:14:56
Content error	error code SBL-DAT-00225: The value entered in field %2 of buscomp %3 does not match any value in the bounded pick list %1.			
CMS Correspondence Case	CMS Correspondence Case Triage	0		
InvokeMethod	CMS Correspondence Case Triage Activity List			
PositionOnRow	user2505			10:14:58
CMS Correspondence Case	CMS Correspondence Case Triage	0.2		
InvokeMethod	CMS Correspondence Case Triage Activity List			
PositionOnRow	pgsks2505			10:14:58
CMS Correspondence Case	CMS Correspondence Case Triage	0.1		
InvokeMethod	CMS Correspondence Case Triage Activity List			
GetProfileAttr	user2505			10:15:00
CMS Correspondence Case	CMS Correspondence Case Triage	0.2		
InvokeMethod	CMS Correspondence Case Triage Activity List			
LaunchInboundCorr	user2505			10:15:00
CMS Correspondence Case	CMS Correspondence Case Triage	0.3		
InvokeMethod	CMS Correspondence Case Triage Activity List			
LaunchInboundCorr	user2505			10:15:00

**Understand when the Siebel Error occurred**

**Siebel specific lexicon, products, pages, etc.**

**Quickly view color-coded satisfaction levels**

**View actual end-user page (depends on App)**

# Use case 2 – Troubleshooting User session

## Out-of-the-Box Troubleshooting Information for Siebel Developers

**• Provide search string for log analysis**

**• Faster identification when looking thru logs**

**HTTP Content contains:**

- Granular information for development staff

**Client Info contains:**

- Browser type
- Browser version
- IP address
- Service Provider

# Use Case #3 – Understanding Siebel Usage

## Prior to RUEI – Manual and Laborious

1805 CMS BCC Beneficiary Disclosure View		
1158 CMS BCC Beneficiary Disclosure View -> Activity List View		
910 CMS BCC Beneficiary Disclosure View -> Solution Detail List View		
748 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View		
663 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View -> Activity List View		
546 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View -> Solution Detail List View		
531 CMS BCC Beneficiary Disclosure View -> Solution Detail List View -> Activity List View		
514 CMS BCC Beneficiary Disclosure View -> Smart Script Player View (eApps)		
428 CMS BCC Beneficiary Disclosure View -> CMS BCC Claims View		
298 FINS Home Page View -> FINS Home Page View		
249 CMS BCC Beneficiary Disclosure View -> CMS BCC Claims View -> Activity List View		
228 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View -> Solution Detail List View -> Activity List View		
206 CMS BCC Beneficiary Disclosure View -> CMS BCC Insurance View		
190 FINS Member Authentication View -> Activity List View		
188 FINS Member Authentication View		
171 FINS Member Authentication View -> CMS CWF Beneficiary Basic View -> CMS CWF Beneficiary Extended View -> CMS MA PDP Enrollment View -> CMS Beneficiary Part B Claims View -> CMS Part B Claim Main View - Read Only -> CMS Beneficiary Part B Claims V		
160 CMS BCC Beneficiary Disclosure View -> CMS BCC Claims View -> Activity List View -> Smart Script Player View (eApps) -> Activity List View		
152 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View -> CMS Agent Partner Search View -> Activity List View		
150 CMS BCC Beneficiary Disclosure View -> CMS BCC MA PDP Enrollment View -> Solution Detail List View -> CMS Print Fulfillment -> Smart Script Player View (eApps) -> CMS Print Fulfillment		
147 CMS BCC Beneficiary Disclosure View -> CMS BCC Insurance View -> Activity List View		
138 CMS BCC Beneficiary Disclosure View -> CMS BCC Claims View -> Solution Detail List View		
132 CMS BCC Beneficiary Disclosure View -> CMS BCC Insurance View -> Solution Detail List View		

- **Dynamic environment. Quarterly release cycles for s/w, h/w, o/s.**
- **NGS obligated to provide performance impact estimates to customer on all types of Application or technology changes.**
- **The process of extracting real application usage prior to RUEI was manual and laborious**

# Use case #3 – Understanding Siebel Usage

## With RUEI - Automated

Page views and hits

Report on: Siebel suite, hourly  
17 Sep 14:00

Filtered by:  
Domain/Name » prod.ngd.local

Siebel screen/Name	Page views	Hits
CMS BCC FINS Member	511,655	2,019,309
Activities	143,541	408,233
Solution	67,841	246,170
CMS Agent Partner Search	49,523	146,635
FINS Member	46,765	126,193
CMS Escalations	18,240	39,441
Login	9,022	148,655
Contacts	6,084	18,757
CMS Correspondence Case	3,444	5,883
Genesys	3,204	15,663
Research Activities	2,434	7,082
CMS User Feedback	1,980	4,477
Literature	1,522	4,709
FINS Home	829	2,596
Siebel Universal Inbox	706	4,290
CMS Web Complaints	325	614
CMS Correspondence Research	284	424
Products	236	836
User Alerts	234	732
CMS Surveys	82	464
FINS Health Facilities	60	160
FINS Health Facilities Screen - Part B	44	170
CMS Transfer Summary Message	41	189
Smart Script Player Screen (eApps)	40	231
CommSrv Administration	33	37
CMS Web Complaints Screen - Read Only	26	30
no screen	16	88
CMS Part B Claims	8	28
User Administration	6	10
INS Claims	4	26

Showing 1 to 30 of 30 value(s).

Glossary:

Subject	Description
Hits	The total number of objects.
Page views	The total number of page views.

- Siebel Application usage is automatically captured by RUEI
  - Better approximation of actual load
- Allows the QA team to adjust load test to emulate real users
- Allows business analyst to verify that new screen are being used
- Reports can be targeted to daily, hourly, or 5 minutes intervals

# Benefits Achieved from RUEI+Siebel Accelerator



ORACLE

# Benefits Achieved

## More Efficient, Productive, Insightful, and Responsive

- Significant increase in Siebel transaction visibility and ease of troubleshooting
- Eliminated numerous laborious manual processes
- Unified reporting tool across different technologies
- Immediate identification of performance bottleneck (i.e., network, server, Siebel app)
- Improved productivity of administration staff
- Significant reduction in response times to customer issues

# Benefits Achieved

## More Efficient, Productive, Insightful, and Responsive

- Significant Out-of-the-Box functionality
  - Siebel content
  - Standard dashboards (haven't created too many custom)
- Ease of setup (up-and-running in less than a week)
- Reduction in the number of technology vendors

# Next Steps with RUEI, Enterprise Manager, and Siebel





# Next Steps

## Deeper Adoption of Oracle Enterprise Manager

- OEM currently only used by the DBA's.
  - Add additional plug ins for OSB and Virtualization
  - Consider Siebel plug-in
- Add more KPI's
  - Screen averages
  - More alerts
  - Load testing report to include call demarcation (call flow)

# Goals for Today

## Key Takeaways

- End-to-End Management
- End-User Monitoring with Siebel Content
- Enforcing Implementation Best Practices with Compliance
- Strong Roadmap
- Enterprise Manager 12c. Get it!
- What you can learn from NGS

# Oracle Enterprise Manager 12c Customers & Partners at OpenWorld 2012



# Additional Oracle Enterprise Manager Sessions

Monday, October 1, 2012

Time	Session Title	Location
10:45am-11:45am	Managing Oracle SOA Suite and Service Bus for Peak Performance	Moscone South 304
12:15pm-1:15pm	Upgrading to Enterprise Manager 12c: Best Practices and Real World Lessons	Moscone West 3018
12:15pm-1:15pm	Advanced Database Performance Analysis Using Metric Extensions and SPA	Moscone West 3020
1:45pm-2:45pm	Beyond the Basics: Making the Most of Enterprise Manager Monitoring	Moscone West 3020
1:45pm-2:45pm	Zero to Cloud in Hours using Enterprise Manager 12c	Moscone West3018
<b>3:15pm-4:15pm</b>	<b>Extreme Database Management with the Latest Generation of Database Technology</b>	<b>Moscone South 104</b>

# Additional Oracle Enterprise Manager Sessions

Tuesday, October 2, 2012

Time	Session Title	Location
10:15am-11:15am	Exadata and Oracle Enterprise Manager 12c - Journey into Oracle Database Cloud	Moscone West 3018
10:15am-11:15am	Oracle Enterprise Manager 12c: Architecture Deep Dive, Tips and Techniques	Moscone South 303
10:15am-11:15am	Bullet-proof your Application Upgrades with Secure Data Masking and Subsetting	Moscone West 3020
<b>11:45am-12:45am</b>	<b>General Session: Using Oracle Enterprise Manager to Manage Your Own Private Cloud</b>	<b>Moscone South 103</b>
1:15pm-2:15pm	Best practices, leverage Key features, Tricks and techniques for EM12c upgrade.	Moscone South 307
<b>1:15pm-2:15pm</b>	<b>General Session: Breakthrough Efficiency in Private Cloud Infrastructure</b>	<b>Moscone South TBD</b>
1:15pm-2:15pm	Managing Heterogeneous Environments with Oracle Enterprise Manager	Moscone West 3018
1:15pm-2:15pm	Database Lifecycle Management with Enterprise Manager 12c	Moscone West 3020
<b>1:15pm-2:15pm</b>	<b>Complete Oracle WebLogic Server Management with Oracle Enterprise Manager 12c</b>	<b>Moscone South 309</b>
5:00pm-6:00pm	Enterprise Manager 12c: The Nerve Center of Oracle Cloud	Moscone West 3020
5:00pm-6:00pm	Deep Dive 3D on Exadata Management: From Discovery to Deployment to Diagnostics	Moscone West 3018

# Additional Oracle Enterprise Manager Sessions

Wednesday, October 3, 2012

Time	Session Title	Location
10:15am-11:15am	Oracle's New Testing Cloud: Next Generation Self-Service Testing	Moscone West 3020
10:15am-11:15am	Application aware clouds are no longer a myth thanks to Enterprise manager 12c	Moscone West 3018
11:45am-12:45am	Database as a Service using Oracle Enterprise Manager 12c	Moscone West 3020
11:45am-12:45am	Security in the Cloud: Managing a Public OEM 12c Infrastructure	Marrott Marquis Golden Gate C3
11:45am-12:45am	Data Center Management with EM12c and Trellis: Oracle GIT and Emerson/Avocent	Moscone West 3018
1:15pm-2:15pm	Exadata and Oracle Enterprise Manager 12c - A Match Made in Heaven	Moscone West 3018
1:15pm-2:15pm	Oracle Performance Tuning Boot Camp: 10 New Problem-Solving Tips Using ASH & AWR	Moscone South 103
3:30pm-4:30pm	What's New in Oracle's Exalogic Elastic Cloud Management?	Moscone South 307
3:30pm-4:30pm	"CISDI Cloud": The Industrial Cloud Computing Platform based on Oracle Products	Westin Franciscan II
3:30pm-4:30pm	Platform as a Service: Taking Enterprise Clouds Beyond Virtualization	Moscone West 3018
3:30pm-4:30pm	SQL Tuning Experts Panel: Your Questions on Explain Plan to Exadata Answered	Moscone South 102
5:00pm-6:00pm	How Enterprise Manager 12c Brokers Peace between DBAs and Compliance officers	Moscone West 3018

# Additional Oracle Enterprise Manager Sessions

Thursday, October 4, 2012

Time	Session Title	Location
11:15am-12:15am	Bringing Order to the Masses: Scalable Monitoring using Enterprise Manager 12c	Moscone West 3020
11:15am-12:15am	Application Performance Matters – Oracle Real User Experience Insight	Palace Hotel Sea Cliff
11:15am-12:15am	Pinpoint Production Applications' Performance Bottlenecks Using JVM Diagnostics	Marriott Marquis Golden Gate C3
11:15am-12:15am	Spark on SPARC: Enterprise-class IaaS with Enterprise Manager 12c	Moscone West 3018
12:45pm-1:45pm	Strategies for Configuring Enterprise Manager 12c In a Secure IT environment	Moscone West 3018
2:15pm-3:15pm	Oracle Enterprise Manager Deployment Best Practices	Moscone South 104
2:15pm-3:15pm	Functional and Load Testing Tips and Techniques for Advanced Testers	Moscone South 307
2:15pm-3:15pm	My Oracle Support: The Proactive 24x7 Assistant for Your Oracle Installations	Moscone West 3018

# Additional Oracle Enterprise Manager Sessions

Scene and Be Heard Theater, Moscone South Demogrounds

Time	Session Title	Location
11:15am-12:15am	Bringing Order to the Masses: Scalable Monitoring using Enterprise Manager 12c	Moscone West 3020
11:15am-12:15am	Application Performance Matters – Oracle Real User Experience Insight	Palace Hotel Sea Cliff
11:15am-12:15am	Pinpoint Production Applications' Performance Bottlenecks Using JVM Diagnostics	Marriott Marquis Golden Gate C3
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12:45pm-1:45pm	Strategies for Configuring Enterprise Manager 12c In a Secure IT environment	Moscone West 3018
2:15pm-3:15pm	Oracle Enterprise Manager Deployment Best Practices	Moscone South 104
2:15pm-3:15pm	Functional and Load Testing Tips and Techniques for Advanced Testers	Moscone South 307
2:15pm-3:15pm	My Oracle Support: The Proactive 24x7 Assistant for Your Oracle Installations	Moscone West 3018




# Oracle Enterprise Manager Demos and Labs

- For further information, visit the Enterprise Manager Demo Grounds in Moscone North, West and South
- For hands on practice, visit the Hands On Labs at the Marriott Hotel, Marquis Salon 5/ 6 and 14 / 15
  - Oracle WebLogic and SOA Management
  - Database Testing, Data Masking, & Subsetting
  - Enterprise Cloud Infrastructure for SPARC
  - Managing the Cloud
  - Database Performance Tuning
- Join the conversation on  #em12c



**Scan the QR code to get the latest demos, sessions, hands-on labs, and more !**



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