



Connecting the Dots – A SaaS Support Strategy

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Introduction - CRM OnDemand by Industry

Financial Services



Comerica

Fidelity

Freddie Mac

HARRIS

VISA

Insurance / Healthcare



Horizon
Horizon Blue Cross Blue Shield of New Jersey

Humana
one

Sun Life Financial

UnitedHealthcare

VSP

High Technology



Agilent Technologies

Akamai
The Smart Choice For Online Business

NetApp

Rackable systems

telenav

Consumer Goods Retail



BOSTON MARKET
EST. 1985

BRITA

KRAFT

Procter & Gamble

Complex Manufacturing



Honeywell

IR Ingersoll Rand
Inspiring Progress

KONICA MINOLTA

Kodak

TECHNOGYM

Introduction - CRM OnDemand by Industry

Public Sector Non-Profit



Professional Services



Life Sciences



Communications

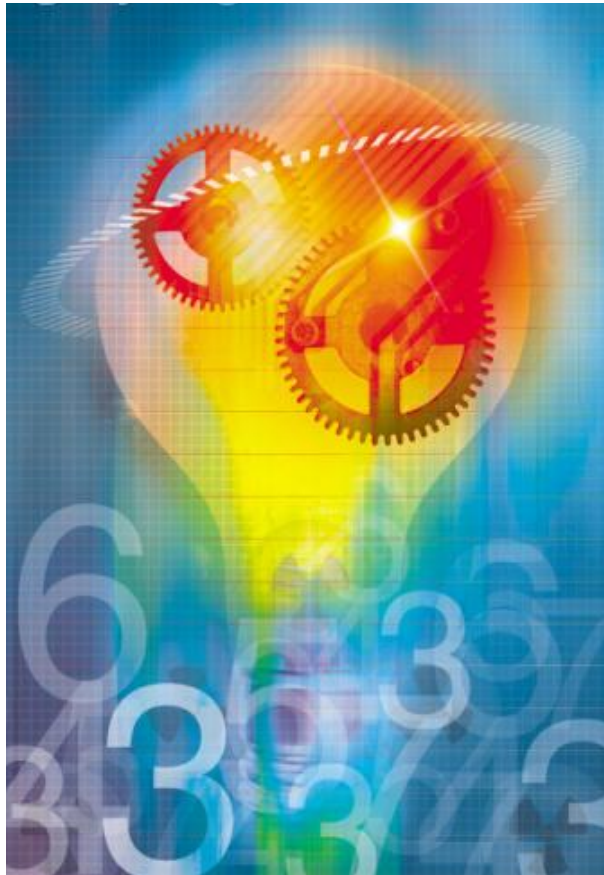


Automotive



AGENDA

Lessons Learned from SaaS Hosting Experiences



- ✓ **SOFTWARE AS A SERVICE**
- ✓ **SUPPORT DELIVERY STRATEGY**
- ✓ **PARTNERSHIP**
- ✓ **SERVICE-CENTRICITY**
- ✓ **SUPPORT AUTOMATION**

SOFTWARE AS A SERVICE - SaaS



- ❑ Software Delivery Method that provides deployment, maintenance, daily operation, and support Services for the hosted application.
- ❑ Customers purchase both the use of the software and the hosting services, normally pay a per month subscription fee
- ❑ Support includes areas not covered in Enterprise support models

	SaaS Support	Enterprise SW
Customer Use of Product	✓	✓
Administration Services	✓	
Hosting Services	✓	
Data Center Support	✓	

- ❑ Support for SaaS applications takes a “**partnership** with our internal and external customers”

SUPPORT DELIVERY STRATEGY

“Creating Customer Success”

- Achieve **partnership** with our **internal and external** customers
- Achieve **service-centricity** with our **products, people, and service offering**
- Achieve **support automation** through **proactive and personalized** support



PARTNERSHIP

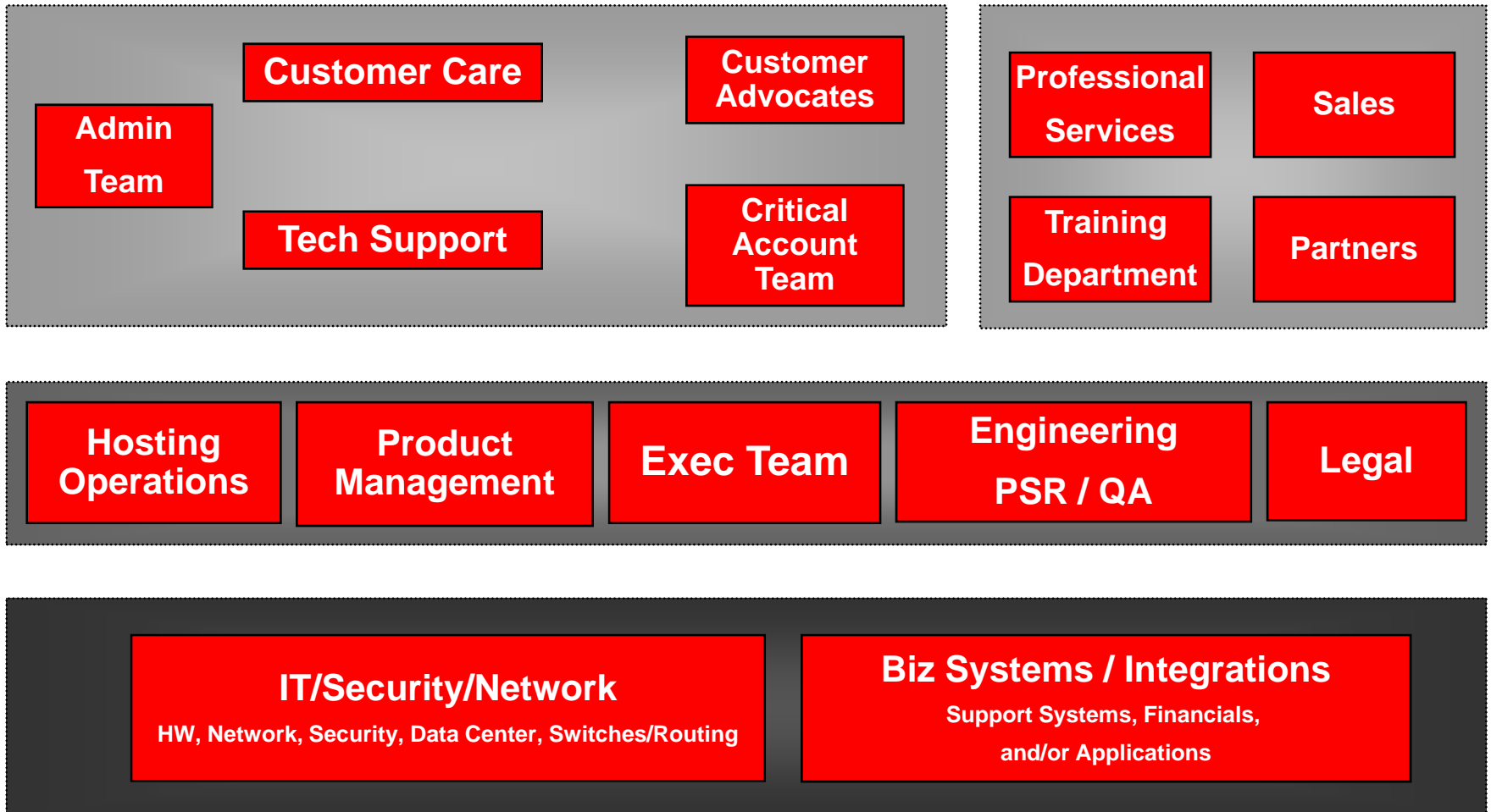
“Achieve **partnership** with our **internal and external** customers”

- Support Management must learn and understand the entire SaaS business and operational model
- Support Management must understand the main drivers that operate within each partnering group
- Support delivery success in a SaaS model is directly related to how well we engage and interact with our partners



THE SUPPORT COMMUNITY

Customer



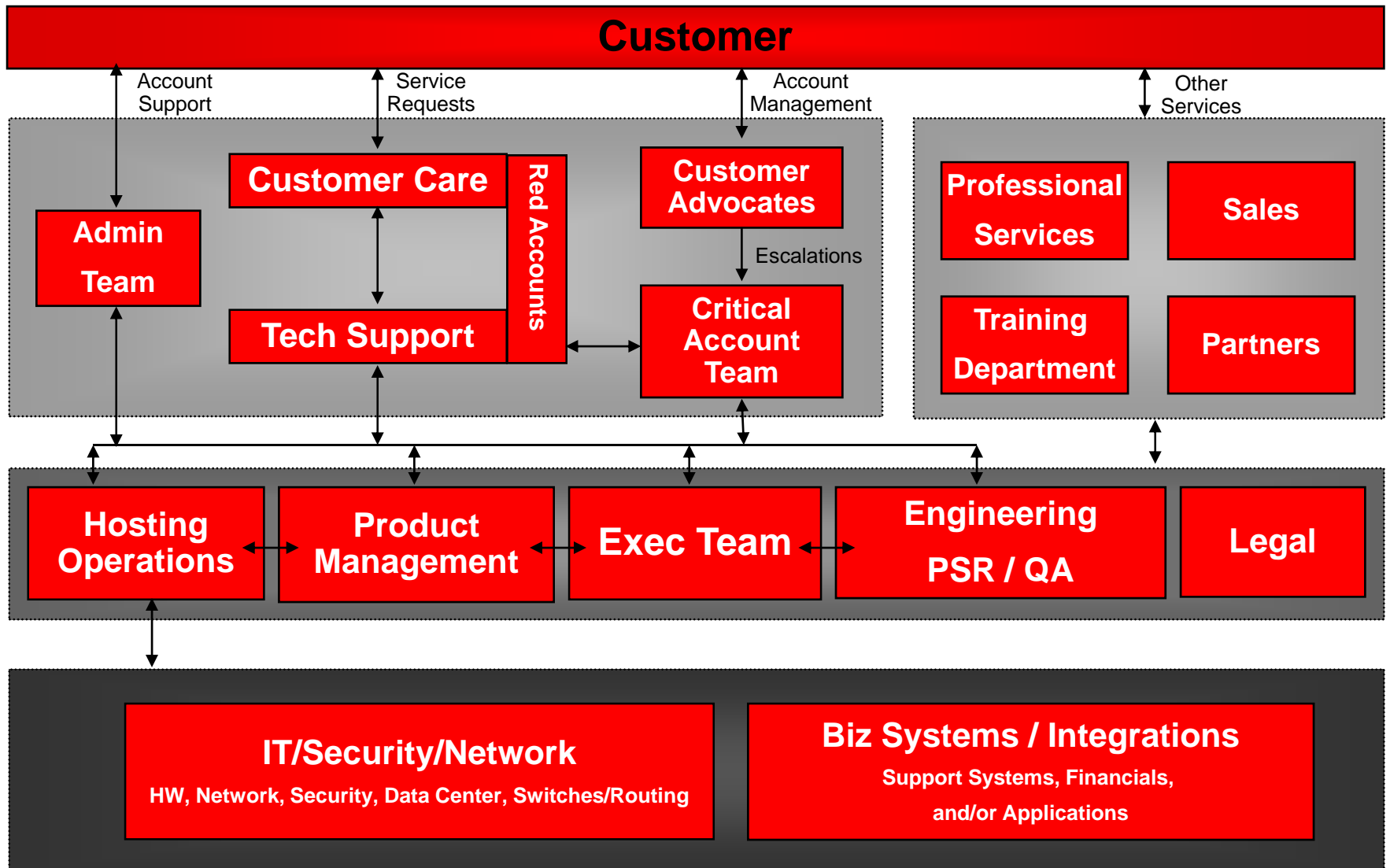
SERVICE-CENTRICITY

“Achieve **service-centricity** with our products, people, and service offering”

- The OnDemand **support model**
- Building the **service circle**
- SaaS Support **requires service-centricity around both product and service offerings**

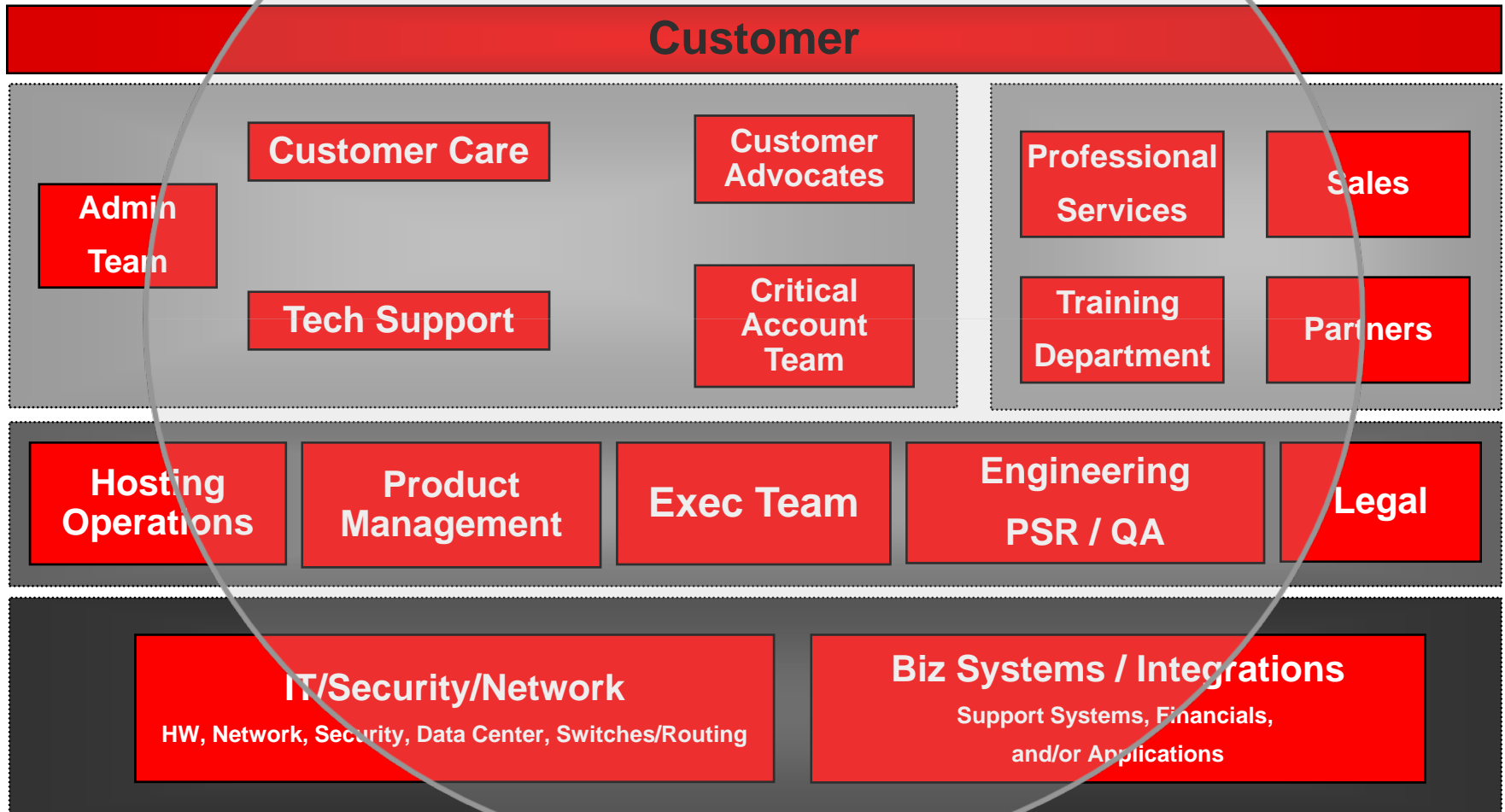


THE SERVICE MODEL



THE SERVICE CIRCLE

Partnerships are key to our success – Communication between Groups is frequent
Success can only be achieved when all members of the Service Circle work together



SaaS Support Requires Service-Centricity

❑ Equipping Support to effectively manage Customer communications

- Billing and Provisioning
- Training
- Operations – Application Management, Service, Policies, Maintenance
- Security and Data Center
- Product Usage, Issue Reporting, Fixes, Work Arounds

❑ Equipping Support to effectively manage Customers

- **Product Issues**
 - Development to Production can happen in a matter of days or weeks
 - Defects tend to be found in production and rapid resolution is expected
 - Need rapid turn around of fixes from Engineering, QA, and Operations
- **Service Impacts**
 - Communication of the issue and rapid recovery are expected
 - Customers expect immediate information on service interruptions, RCAs, scheduling of maintenance, deployment of corrective actions, availability

❑ Support Anomalies in SaaS Hosting

- Higher level of Executive engagement will be required
- Lighter investment on the customer side, easier to walk away from the relationship
- Support is a critical link in setting customer's expectations on SaaS deliverables

SUPPORT AUTOMATION

“Achieve **support automation** through **proactive** and **personalized** support”

- Personalized support is knowing your customer, and their business needs
- Proactive support is building a Knowledge community
- Provisioning Admin team equipped to meet customer and sales requirements
- Automated process to engage the internal support partners



Personalized Customer Dashboard

Personalized View Of Your Service Requests
Based On What You Need To Do Today

The screenshot displays the Oracle Metalink dashboard with the following components:

- Header:** Oracle METALINK logo, navigation tabs (Dashboard, Reports, Collectors, Knowledge, Service Requests, Patches & Updates, Forums, Certify), user profile (Welcome, Sameer), language (English), and utility links (Feedback, Logout, Favorites).
- System Health:** A widget showing 22 total issues, categorized into Critical (15), Warning (2), and Informational (5).
- Service Requests:** A table listing open requests with columns for Problem Summary, SR Number, Severity, Assigned To, Status, and Last updated.

Problem Summary	SR Number	Severity	Assigned To	Status	Last updated
THIS IS A TEST, PLEASE DISREGARD.	6296600.992	4	MINE ODOK	Review	4 weeks ago
Test - MR3 go/live 10:39pm - Please ignore	6562860.994	4	Kent Zabriskie	New Tar	4 weeks ago
FUP testing - 12:43	6563751.994	4	Kent Zabriskie	Immediate Respon	4 weeks ago
FUP testing	6564909.994	4	Kent Zabriskie	Immediate Respon	3 weeks ago
ADR test - after FUP	6564912.994	4	Kent Zabriskie	1st Callback	4 weeks ago
- Inventory and Usage:** A pie chart showing the distribution of hosts across different operating systems and architectures.
- Configurations:** A table listing system configurations with columns for Name, Last Collected, Type, Criticality, and Organization.

Name	Last Collected	Type	Criti...	Organization
/ade/cvaishna_cg/oracle.statj19.us.oracle.com_statj19.us.orac...	1+ years	Oracle Application ...	0	ORACLE CCR OTHER
/u02/AN6575/SiebelAnalytics.sdcv440s137_BI_ANS_sdcv440s1...	Today	Oracle BI Analytics...	0	ORACLE CCR OTHER
1012Disco.freznice-pc.uk.oracle.com_freznice-pc.uk.oracle.co...	3 days	Oracle Application ...	1	ORACLE CCR OTHER
- Projects:** A table listing active projects with columns for Name, Description, Phase, Organization, and Completion.

Name	Description	Phase	Organization	Completion ...
ACS Reactive Services	This project is for providing ACS Reactive ...	Initialization	ORACLE CCR...	1+ years ago
11.5.10 Production Upgrade	Production Upgrade for new Financials	Implementat...	ORACLE CCR...	24 weeks ago
EBS R12 Upgrade	upgrade all environments from ebs11.5.10...	Development	ORACLE CCR...	27 weeks ago
- Getting Started:** A sidebar with links to Getting Started Guide, Key Benefits, Frequently Asked Questions, Visit Blog, Training: Pre-recorded, Training: Upcoming Schedule, Take Survey, and Podcast.
- Headlines:** A list of recent news items such as "Now Available: Software Configuration Manager" and "Oracle Announces Maintenance Wizard".
- Knowledge Base:** A section for product alerts, including "Mandatory Patch for Application Server 10g R2 10.1.2.2 o..." and "ALERT: Limit Length of Oracle Home to Avoid CDR-17060 ...".

Graphical View of System Health and Critical Patches Based on Your Environment

Graphical View of Inventory and Usage

Quick Access to Tips and Tricks. Many Customizable Drop In Regions

Page and Regions Refreshed Dynamically Real-Time

Configurations and Favorites Are Prioritized Based On Which System Configurations Have Critical Issues Needing Attention

Manage Your Projects At A Glance


Targeted Knowledge Based On Your Specific System Configurations

Personalized Customer Dashboard

ORACLE Siebel CRM On Demand


NAVIGATION

Home




Siebel CRM On Demand Employee Interaction Center

Our purpose is to support Oracle customers who purchase and use Siebel CRM On Demand, Call Center On Demand, or UpShot Edition. We realize that there are circumstances where employees, acting on behalf of the customer, need to contact CRMOD Customer Care for support. For these reasons this site exists.




CRM On Demand Support Requests

Contact On Demand Customer Care for CRM On Demand Demo Requests, Trial Extensions, Interoperability Requests etc.



Call Center On Demand Demo Requests


Submit a Call Center On Demand Demo Request



System Notifications

List of all current system notifications.

Select an Environment ▾

Alert Status	Alert Title	Environment	Service Area	Updated On
 Planned Action	CRM On Demand - Planned Maintenance	AUSOMXATA(Demo)	Service Availability	10/10/2007 10:40:28 AM

News and Announcements

New Webinar: Understanding Data Access and Visibility Control (Release 14)
Are you preparing to set up data access for your organization? Are any of your users having data access or visibility...

New Webinar: Sales: Effectively Managing Opportunity Information (Release 14)
Do you want your sales teams to work more effectively and efficiently?

New Webinar: Creating Workflows (Release 14)
Do you want to make sure that your users enter consistent and complete information? Do you want to improve the accuracy...

New Webinar: Flexible Data Sharing Using Book of Business (Release 14)
Do you have a unique business structure? Do you need flexible data access control options? If so, then this course...

New Administrator Rollout Guide
If you are the administrator of Oracle CRM On Demand at your company, review the Administrator Rollout Guide. Full of...

Building a Knowledge Community

ORACLE Siebel CRM On Demand

NAVIGATION

- Home
- Create a Service Request
- Search Knowledge
- Find Training
- Forums
- Web Services Library
- Professional Services
- Contact Us

Training and Support Center

The Training and Support Center gives you a single access point to the wide range of help, training, and support resources that help you get more out of Siebel CRM On Demand. [Click Here](#) to take a 5-minute tour of the Training and Support Center.

Create a Service Request

Create, view and update your service requests.

Search Knowledge

Search the knowledge library to find technical documentation, frequently asked questions, release information, and more.

Forums

Access forums on the Oracle Technology Network to collaborate with other users and experts.

Find Training

Browse the catalog and register for live training courses or recorded Webinars.

System Notifications

List of all current system notifications.

Alert Status	Alert Title	Service Area	Updated On
Planned Action	CRM On Demand - Planned Maintenance	Service Availability	10/10/2007 10:39:57 AM
Diminished Service	CRM On Demand - Unable to Login - Workaround Provided	Service Availability	10/7/2007 6:32:55 PM

▶ **Staging Environment Status**, [Click Here](#).

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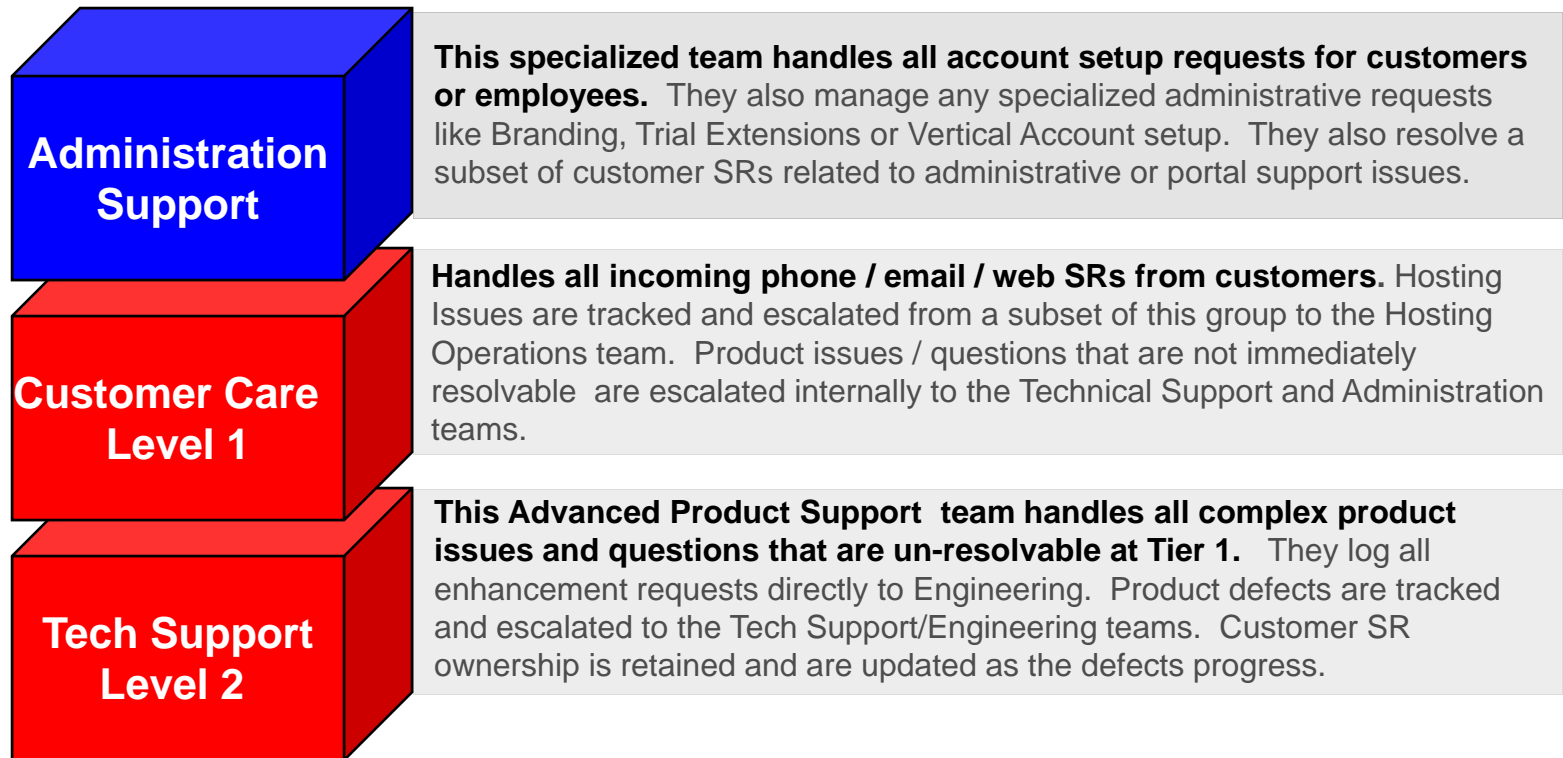
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Administration Support and Tools



Administration Support Services

Account Administration	Order Administration
<ul style="list-style-type: none"><input type="checkbox"/> Trial Extensions<input type="checkbox"/> Account Terminations<input type="checkbox"/> Company setting updates<input type="checkbox"/> Metalink and Training support<input type="checkbox"/> CSI management	<ul style="list-style-type: none"><input type="checkbox"/> New Subscriptions<input type="checkbox"/> Add On orders<input type="checkbox"/> Subscription Renewals<input type="checkbox"/> Account Branding<input type="checkbox"/> New Subscription Fulfillment for Resellers<input type="checkbox"/> Subscription Reporting to Sales and Order Management
Account Provisioning	Pod Capacity Management
<ul style="list-style-type: none"><input type="checkbox"/> Trials Accounts<input type="checkbox"/> Demo Accounts<input type="checkbox"/> Partner Accounts<input type="checkbox"/> Verticals<input type="checkbox"/> Email Marketing On Demand<input type="checkbox"/> Social CRM	<ul style="list-style-type: none"><input type="checkbox"/> Manage new subscriptions and trials on pods<input type="checkbox"/> Notify Hosted Ops when pods reach capacity for new accounts<input type="checkbox"/> Provision subscriptions based on region – US, EMEA and APAC

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Q&A





ORACLE IS THE INFORMATION COMPANY