

# Siebel Challenge

## Overview

Being the UK No.1 provider of postal services & solutions, our customer had very clear objectives in order to maintain their position and to further differentiate themselves from their competitors. One key initiative was to provide a more complete global customer view, enabling the sales teams to collaborate globally on strategic sales deals, manage more effectively the rolled up sales pipeline and decrease the overall sales cycle time to deal closure.

## Background

Our customer implemented an overly configured Siebel 7.7 CRM solution to the point that this solution was costly to support and new modifications were complex to bring to production. In addition, a variety of differing reporting solutions existed for each business group including Crystal Reports, MS Excel and others.

## Project – “The Siebel Challenge“

The “Siebel Challenge” project was born in response to adverse business opinion of the existing, complex and high maintenance CRM solution. The objective was to provide an “easy to use” business reporting solution while ensuring minimal coding and application customization and to provide flexibility to accommodate varying user communities with different business requirements.

## First Steps

In the initial phases of the project, several workshops were held with the main business subject matter experts to identify detailed dashboard reporting requirements, by user groups and aligned to process variations between product divisions.

The methodology adopted in order to obtain clear requirements was to focus on high level business needs - Siebel entities and subject areas - and progressively drilling down to the object level analysis.

During the initial workshop, the Analytics experts presented to the users the capabilities of the tool, in terms of subject areas. Examples were given on how different subject areas cannot be combined in a unique report and therefore the content of a certain subject areas has to be thought through depending on the Siebel entities that the user needs to combine. Examples of both compatible and non-compatible Siebel entities were given to expose the fact that the requirements need to have a clear business justification.

## Solution Overview

### The Company

Providing packing and posting solutions and related services to enterprises, small businesses and consumers on country-based level

### Industry

Services

### Challenge

- To provide a cost effective, improved and functionality rich BI solution
- Align as best as possible to the SIEBEL Analytics “out of the box” BI analytics solution

### Solution

Implementation of Siebel Business Analytics 7.8, Siebel Delivers and Usage Accelerator, to 400 Sales Person and 350 remote users to create a single, comprehensive view of its operations and unify reporting results

### Benefits

- Global sales pipeline visibility
- Decreased time to closure for key sales opportunities
- Improved customer satisfaction & opportunity management
- One BI solution for all, relieving a resource intensive activity and refocusing efforts to value added activities
- Reduced cost per seat against market place benchmarks
- Improved, standardized & streamlined processes for all users, maximizing customer access points or customer self-service



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### Next Steps

Once the main subject areas required for reporting were defined, the next step was to define the requested dimensions and facts in line with business key performance indicators, including a gap analysis to differentiate vanilla versus customized dimensions and facts.

### The Outcome

Once the requirements and technical design process was completed and signed off by the customer, the Siebel analytics core technical development was ready to start. The outcome of these next two phases led to the delivery of the eight key business subject areas identified in the initial phase, allowing user access to build their own reports using the Siebel Analytics interface: Siebel Answers.



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