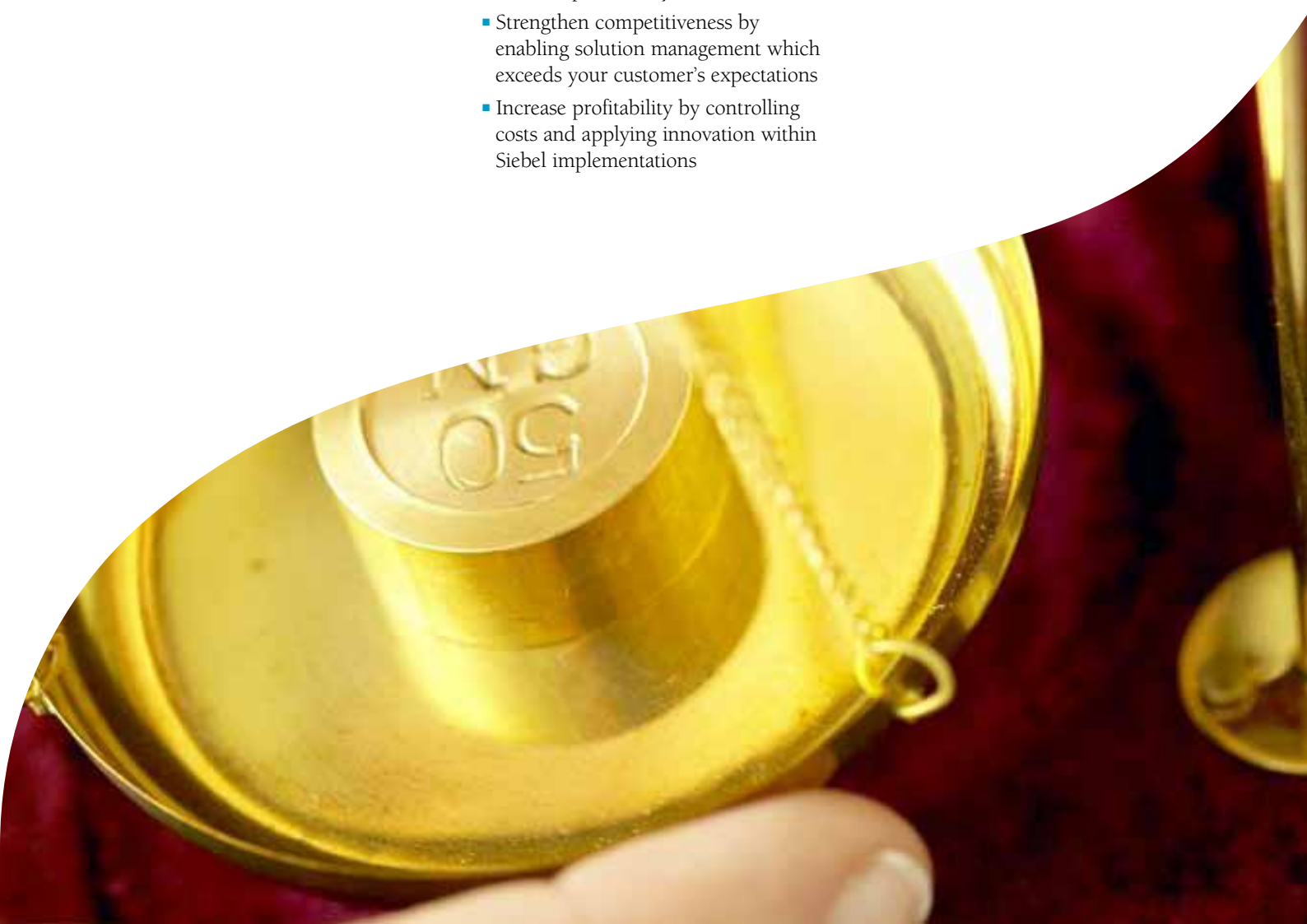


# Proven Siebel CRM Solutions for Financial Services

The key to a successful Siebel upgrade or implementation is selecting the right partner. For financial services firms, the demands of this highly competitive, compliance-driven and fast-paced industry add a new level of complexity. Capgemini supports financial services institutions by providing industrybased Siebel solutions which meet the unique needs of the rapidly changing marketplace. We can help your firm:

- Improve marketing effectiveness and ROI by implementing Siebel solutions to boost profitability
- Strengthen competitiveness by enabling solution management which exceeds your customer's expectations
- Increase profitability by controlling costs and applying innovation within Siebel implementations

Capgemini's Siebel consultants work within our Financial Services practices and focus on banking, capital markets, insurance, wealth management, payments and compliance and risk management. Our teams combine strong Siebel expertise with financial services experience to help speed your implementation or upgrade—providing domain knowledge down to the keyboard.



# Our Siebel Offerings

Capgemini's Siebel implementation approach for financial services institutions is compliant with Siebel's Blueprint.

## Upgrade

Upgrading to the latest version of Siebel gives your firm an opportunity to enhance your base application from both a technical and a business perspective. Capgemini's methodology and upgrade offerings include strategies tailored to meet your unique needs:

- Business Process Impact Upgrade Assessment
- Comprehensive Application Upgrade
- Instance Consolidation
- Interface Conversion

## Implementation

- Business Process and Gap Analysis
- Design and Prototyping
- Process Automation
- Data Conversion and Cleansing
- Configuration
- Deployment
- System, Integration, Performance, and Load Testing

## Application Maintenance & Support

- Infrastructure Planning
- L1, L2 and L3 Application Support
- Enhancements
- Data Management



### Client Success Story: Leading Bank Streamlines Siebel 8 Usage

**Challenge:** Our client needed to standardize sales and service processes across multiple lines of business and channels; maximize revenue generation opportunities; improve sales effectiveness, cross channel leads management, and closed-loop campaign analysis; and reduce overall cost of ownership.

**Solution:** Capgemini consolidated and enhanced our client's Sales & Service Desktop while balancing other priorities which made scheduling the upgrade very challenging. We successfully upgraded a Siebel 7.5 instance to 8.x and retrofitted pre-developed business functionality enhancements into the upgraded version.

Our approach was to apply the Siebel retrofit methodology to incorporate all changes into newly upgraded version.

#### Results:

- Reduced cost of operations and support through consolidation and "de-customization"
- Increased revenue from cross-sell and up-sell
- Increased referral rate by 8%
- Increased user adoption by 10%

# Capgemini's Siebel Assets

From our successful Siebel implementations, we have created strategic, reusable Siebel tools and accelerators and built a next generation CRM service delivery model which utilizes Rightshore® teams across the globe. Key components of our model:

**Capgemini Accelerated Solutions Environments (ASE)** provide a unique place where teams come together collaboratively to facilitate executive decision-making and organizational buy-in.

**Capgemini Rapid Design Visualization (RDV)** is a modeling tool which helps reduce design errors during the realization stage.

**Capgemini Project Implementation Methodology** supports flawless execution through Siebel assets. Our CRM methodology uses **Rapid start** to increase productivity and leverages our Siebel knowledge repository for best practices and templates. Each of our Siebel implementations is supported by:

- **Siebel Estimator and ROI Calculator** to help reduce costs and oversee future growth through the solution
- **Siebel Configuration Review Tool and Siebel Script Review Tool** to support on-time delivery and best practices of customization.

## Client Success Story: Insurer Improves Operational Efficiency using Siebel 8.x Financial Services Vertical

**Challenge:** A leading individual and group insurance company wanted to increase revenue from the internal sales channels versus external agents. But the company's sales call center was dependent upon an external vendor who provided the infrastructure and calling functions which had proven to be unstable, uneconomical and non-scalable. Marketing initiatives were hampered by the inflexibility of the existing infrastructure, and reporting was inaccurate and inconsistent.

**Solution:** Capgemini achieved a balance by adapting existing call center business processes into Siebel 8.x financial services vertical application using minimal customizations. We helped the insurer streamline processes while addressing the needs of multiple stakeholders and vendors. Capgemini created designs to integrate the flow of information from marketing into sales and delivery cycles. Our work helped the insurer achieve a 360 degree view of the customer by integrating the home grown sales call center with other existing sales channels.

### Results:

- Call center operations were up and running with normal call volumes from the day of deployment
- Business users have shown an overwhelmingly positive response to the new application, citing stability and enhanced performance
- The new applications integrates campaign management, lead management and lead delivery with point of sales across existing sales channels
- Operational efficiencies have improved due to better management reporting
- The flexible and extensible system can accommodate additional call centers in the future



**Capgemini Siebel Upgrade**

**Methodology** provides different upgrade options with functional capabilities, technical version upgrades, and application maintenance and support with change management. Capgemini's solution sets are designed to work with Siebel assets. Our method involves assessing your upgrade, introducing industry best practices, consolidating multiple Siebel instances into fewer manageable instances, and leveraging your Siebel solution under the future Oracle Fusion architecture.

**Capgemini Siebel Distributed Delivery Model**

utilizes our Rightshore® delivery teams to distribute work to Capgemini global centers. Rightshore® means your project is handled by the right people with the right skills at the right location and right time.

Capgemini's Siebel consultants provide a wide range of application sources to enrich and enhance business systems for increased ROI. We help our clients create a business-driven, customized and single enterprise central instance of Siebel. Our capabilities are shown in the previous table which lists all Siebel business processes offered by Oracle that Capgemini supports.

**Experience Where it Counts**

As one of the top consulting firms in the world, Capgemini is a **Global Strategic Siebel Partner** and an **Oracle Certified Advantage Partner**. We run a Siebel Center of Excellence in India which provides expertise, training and tools. Capgemini has successfully implemented over 1,500 Oracle applications and over 300 Siebel implementations. Our Siebel consultants average 5+ years of Siebel experience and 8+ years of consulting or industry expertise. We average 80% Siebel Certifications across our Siebel practices.

For more information, contact us at [financialservices@capgemini.com](mailto:financialservices@capgemini.com).



**About Capgemini and the Collaborative Business Experience**

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience™ is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-

focused methods and tools. Capgemini utilizes a global delivery model called Rightshore® which aims to offer the right resources in the right location at competitive cost, helping businesses thrive through the power of collaboration.

Capgemini reported 2009 global revenues of EUR 8.4 billion and employs over 90,000 people worldwide.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com).