

## The Solution Discovery — Siebel On Demand

### ENSURING QUICK AND EFFECTIVE CRM IMPLEMENTATIONS

There is no doubt that customer relationship management (CRM) programs help organizations improve sales, marketing, and service effectiveness. However, most organizations face the challenge of how to deploy CRM solutions without creating diversions for customer-facing teams during implementation that inadvertently prevent them from doing their jobs. At the same time, executives struggle with how to develop and maintain CRM systems, handle unforeseen technology challenges, and minimize cultural resistance — all without monopolizing internal resources. Such challenges may delay CRM projects, increase costs, and decrease user acceptance and productivity following deployment.

As a result, many organizations are now selecting hosted, on-demand solutions. This trend is part of a burgeoning movement toward software-as-a-service (SaaS) software application adoption, driven by their improved availability, reliability, and scalability. Already, more than one-quarter of enterprises utilize SaaS, and another 10 percent have launched pilot projects, reports Forrester Research. In particular, numerous organizations are adopting Siebel On Demand, a subscription-based application that enables companies to

quickly utilize a highly secure CRM infrastructure. With Siebel On Demand, organizations are able to exceed the diverse needs of their customer-facing teams; automate sales, service, and marketing functions; and take advantage of built-in business intelligence tools and embedded CRM best practices. At the same time, organizations do not have to wait months prior to realizing strategic business value, or focus their time and effort on application deployment and integration. They are also able to circumvent the extensive customization required when implementing numerous on-premise solutions and benefit from effortless upgrades, limited maintenance, and reliable support.

Based on its extensive implementation experience, InnoVeer Solutions helps companies develop, deploy, support, and scale their Siebel On Demand solutions with minimal risks, increased application performance, and lowered total cost of ownership (TCO). After working with InnoVeer, organizations are able to improve productivity and efficiency, increase sales and marketing effectiveness, and enhance customer satisfaction and retention, while also ensuring that CRM capabilities rapidly scale with future business requirements.

### IMPLEMENTING SIEBEL ON DEMAND

The *Siebel On Demand Solution Discovery* is a rapid implementation program that quickly delivers cost-effective CRM solutions to organizations' customer-facing teams. In less than four weeks, InnoVeer plans and implements Siebel On Demand at a fixed cost, enabling companies to quickly launch CRM initiatives and reduce the time and effort to deploy and maintain CRM solutions. After implementing Siebel On Demand, organizations are able to achieve a “360-degree” view of customer information, generate near-real time sales forecasts and pipelines, and shift their focus from system maintenance and software upgrades to specific enhancements that maximize sales, marketing, and service efforts.

### SUCCESS STORY

Recognizing the importance of standardizing sales processes and related terminology, improving cross-functional business efficiency, and providing a consistent and accurate sales pipeline, one company turned to InnoVeer to rapidly deploy Siebel On Demand. With a hosted application, this company also anticipated a decrease in its TCO and improvements in software uptime and overall reliability.

InnoVeer created a phased plan to quickly implement Siebel On Demand and streamline current business processes. This included identifying current sales processes, mapping them to equivalent Siebel On Demand capabilities, structuring existing data for on-demand use, and helping salespeople rapidly acclimate to the new application.

Once deployed, Siebel On Demand helped this company standardize its processes, increase CRM uptime and reliability, and reduce IT support costs. Furthermore, the consistent use of sales terminology across the organization eliminated duplicate efforts, sped up data analyses, and generated an accurate and trusted view of the sales pipeline and forecast. With built-in business intelligence capabilities, managers can also access required information in near-real time — without waiting weeks or months for new reports — and therefore, better identify, manage, and pursue opportunities.

This company is also now applying Siebel On Demand to support more strategic sales activities, such as expansion into foreign markets. With Siebel On Demand, sales executives can study the impact of early sales efforts to further refine headcount, enhance sales processes, and improve target account planning. Previously, this would have required guesswork, or perhaps 12-18 months of activity and subsequent data warehouse analysis. Instead, the sales team can hone its approach in a matter of weeks, using real data.

## WHAT DOES THE *DISCOVERY* INVOLVE?

The *Siebel On Demand Solution Discovery* will focus on the following areas:

- **Project Planning** — Develop a program plan that details business processes, requirements, and goals, as well as an aggressive implementation timeline
- **Program Design** — Understand all required sales, marketing, and service functionality, taking a highly user-focused and iterative approach
- **Program Validation** — Assess and test the proposed solution to ensure it meets required business needs and achieves key business outcomes
- **Rapid Deployment** — Implement Siebel On Demand, ensuring superior system performance and rapid user adoption

These activities enable organizations to thoroughly justify CRM investments and deploy low-complexity, high-return CRM functionality using minimal internal technology staff or resources.

At a fixed price\*, the *Solution Discovery* enables organizations to implement Siebel On Demand quickly and cost-effectively. (\*The fixed price fee does not include possible travel expenses, additional areas of scope, or training, which are available by request.)

Tangible deliverables from the *Siebel On Demand Solution Discovery* include:

- Design and implementation of a detailed CRM program matched to organizational needs and business outcomes
- Alignment of Siebel On Demand with existing methodologies, processes, and additional CRM systems
- Consistently formatted and named set of customer data, designed to meet and match the goals of both executives and users and provide trusted intelligence on current activities
- Accurate, consistent, and real-time reports regarding current sales, marketing, and service activities, trends, and results

## ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to healthcare and high-technology companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

## PAST SIEBEL CLIENT SUCCESSES INCLUDE:

- Akamai Technologies, Inc.
- Genzyme Corporation
- Kronos
- QAS Limited
- Staples

## BUSINESS OUTCOMES:

- Minimize time and effort required to deploy CRM an average of 26%
- Streamline IT infrastructure and decrease TCO an average of 18%
- Improve CRM system performance, scalability, and security an average of 22%
- Increase sales, marketing, and service effectiveness an average of 16%
- Lower costs, reduce risks, and benefit from more frequent product upgrades

## CONTACT US

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