

Upgrade or Reimplementation? Improving Maintainability and Cost of Ownership, While Moving from Siebel 6 to Siebel 8

Joint Session with AMP at Oracle OpenWorld 2008, San Francisco

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Overview

- The Siebel platform, at AMP, is being used by the financial planners for sales, service and booking usage. Siebel application, gradually enhanced and customized to become one of the most heavily customized amongst peer Siebel Applications
- Interfaced to 33 Applications
- Business Case developed for Upgrading Siebel (primarily risk-based as at the end of 2007 Siebel 6.3 moved to 'lifetime support', which was not the level of support deemed necessary for a business critical system, and planned SOEs would also be incompatible)
- Analytics had initially poor OLAP design - small improvements but no re-design over time. No real integration between Campaign/ Marketing and Reporting/ Segmentation. (segmentation in reporting and list loaded in)

Challenges faced by client

- Second highest customized Siebel 6 instance in the world!!! (according to Oracle)
- Customized to a large extent in the following areas:
 - ◆ Lines of code, primarily due to the presence of thin client functionality
 - ◆ Large number of custom tables added, since Siebel 6.3 did not cater to/ align to all entities/ functionality required as part of AMP's business
 - ◆ Lack of multi-organization capability, led to data visibility issues in Siebel 6.3 (a "Practice" level view could not be adequately facilitated, and this led to customisation of the visibility model)
- Disparate processes followed by various businesses meant that implementation of these processes led to replication of UI components (views & applets) for each of these processes (redundant objects were never decommissioned or reused)
- Interfaces were not optimally implemented (often overly complex and highly customized)
- Error and exception handling inconsistent and/ or non-existent
- Standards (eg. commenting, naming conventions, etc.) inconsistently applied
- Data issues: particularly disconnects between interfacing applications
- Usage of relational data schema for the OLAP reporting
 - ◆ OLAP database, in the 6.3 world, was an exact replica of the OLTP database and was a relational database

How Infosys' solution/ experts resolved the issues

- Worked on complete reimplementations of Siebel
- Following areas of the application saw large changes during the re-implementation:
 - ◆ Activities
 - ◆ Service Requests
 - ◆ Interfaces
 - ◆ Visibility rules, to incorporate multi-org visibility
- Large data migration effort:
 - ◆ Over 250 million records were migrated from Siebel 6.3 to Siebel 8.0
 - ◆ SSIS 9.0 was chosen as the ETL tool of choice
- Campaign Management & Marketing capabilities were vastly improved over previous versions
- There was a large change in Analytics architecture due to:
 - ◆ Move from a relational database to a star schema, which is out of box in Siebel 8.0
 - ◆ Hybrid architecture, used with Business Objects, was used as the reporting tool, and the BO reports were built on top of the Siebel OLAP layer
- Custom authentication mechanism was deployed, which gave flexibility in authentication

Benefits derived

- New instance of Siebel, with customization at a level of 25% of industry average (compared to 800% of industry average in the previous version)
- Alignment with current version of Siebel
 - Lower risk (ensuring the business-critical system is supported and running on compatible platforms)
 - Leveraging of new Siebel technologies/ extended functionality (e.g. Audit Trail, Web Services, Symbolic URLs, Business Rules Engine, Data Validation Manager, Data Mapper, OOTB EAI Business Services, Task-Based UI)
- Lower cost to maintain or enhance the Siebel Application (TCO)
 - ◆ Lower complexity and customisation levels (including greater use of declarative alternatives and removal of redundant objects) make the Siebel Application more intuitive, easier, cheaper, and faster to modify
 - ◆ Increased reliability and stability of the overall application and components (and reduced health-check time)
 - ◆ The Siebel Application will be cheaper and easier to upgrade moving forward, as a technical upgrade will be a real possibility (the dream of the 'one button' upgrade lives on)!