

## Infosys modernization services – Siebel to Cloud Migration



In an era of technology, when there are more mobile devices than the entire world population and half of the world's total population is contributing to social media in one way or the other, the need for a connected and robust CRM is not overstated. As the customer is changing, so are customer relationships.

Unsurprisingly, the traditional channels of communication are rapidly disappearing and paving way for an omnichannel experience with the customer in the driver's seat. With the intent to address critical business challenges such as embracing latest service trends, improving customer experiences, reducing

operational costs, automation of manual events, handholding customers through guided resolutions, etc., Infosys offers best-in-class migration methodologies and tools that facilitate a seamless and effortless transition from on-premise Siebel applications to Cloud.

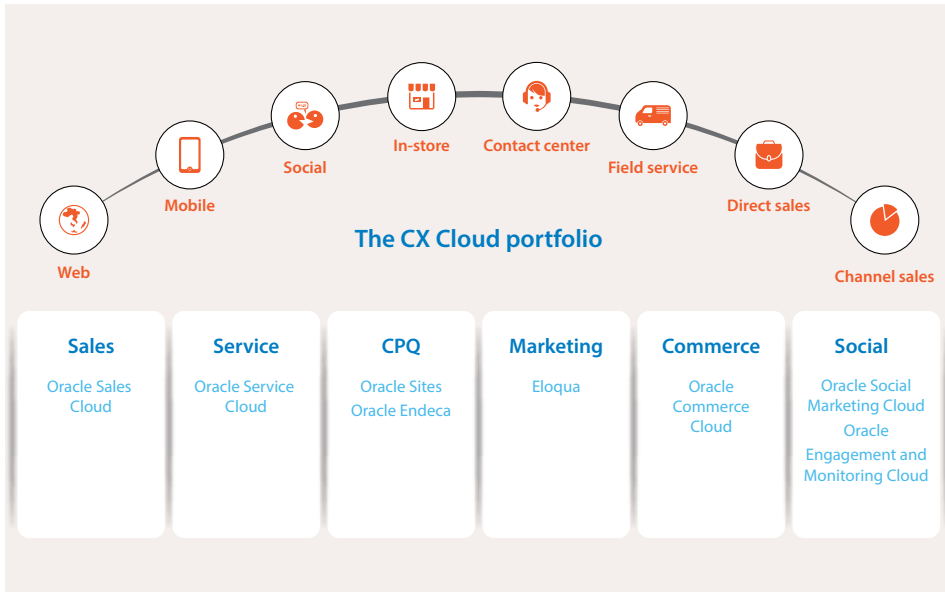
### Challenges

- Cumbersome user experience
- High sales cycle time
- Reactive customer service
- Inconsistent digital content
- Lack personalized, real-time analytical insights
- Lack employee collaboration
- Complicated, costly technology intensive upgrades

### Impacts

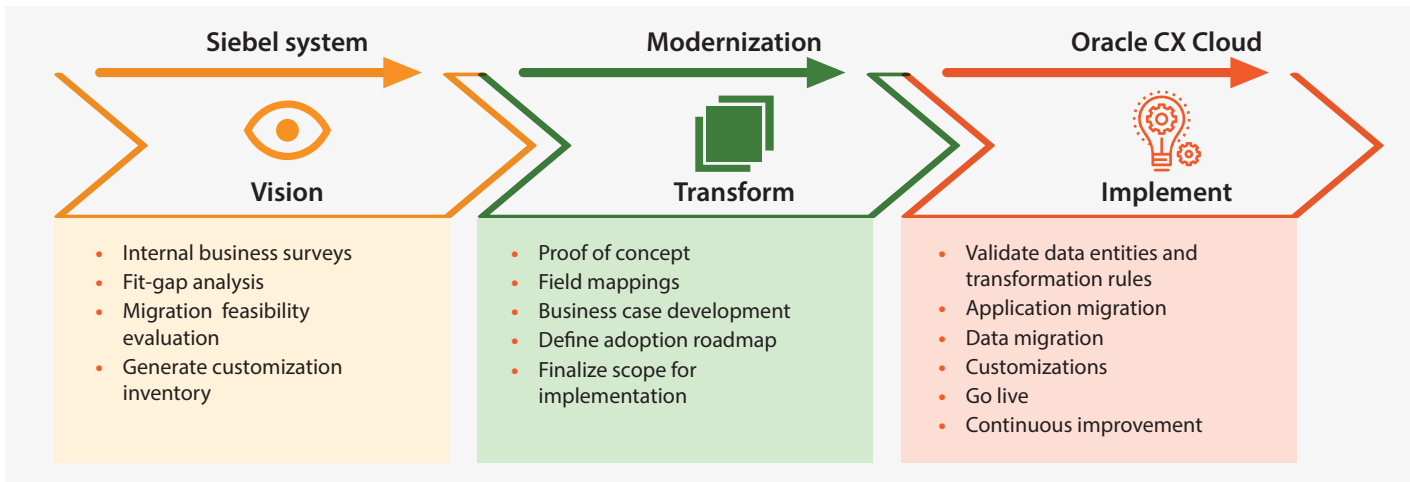
- Lower employee productivity
- Lower margin and revenue leakage
- Poor customer satisfaction that erodes brand value
- Flawed marketing strategy
- Poor campaign response and lower lead conversion rates
- Lower ROI

Way Forward



**Infosys modernization approach**

Our three-step adoption framework helps clients embrace Modern Oracle CX Cloud from traditional Siebel systems with minimal risk and achieve lower TCO and higher revenue & margin.



**Siebel to CX transformation accelerators**

- Infosys Oracle cloud deployment automation suite
- CX Cloud Pre- Built Solutions @ Cloud Marketplace

- SMART Data Migration Toolkit – Siebel to CX Cloud
- Infosys Oracle CX Cloud SMART Implementation Workbench

- CX Cloud Pre- integration solutions from Siebel to Oracle Service Cloud and Oracle Field Service Cloud

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



© 2017 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names, and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording, or otherwise, without the prior permission of Infosys Limited and/or any named intellectual property rights holders under this document.