

## Intuitive User Interface (IUI): Infosys Offering on Oracle Siebel CRM Open UI

Today, end users have multiple devices with different platforms and for any application to be popular, it should be easily accessible from these devices and platforms. Not only this, but end users also expect a modern, intuitive and engaging experience. For addressing these needs, Oracle has developed an open user interface for Siebel CRM and Infosys leverages this offering for enhancing not only user experience but also productivity. Infosys has pioneered an innovative approach by successfully amalgamating best practices from its User Experience (UX) Design Academy, Siebel Centre of Excellence and Web Development Centre of Excellence.



In line with end user's expectations, this UI has the following capabilities:

- Provision for accessing standard enterprise applications from tablets and mobile devices in addition to desktops
- Ability to run on all browsers in addition to Internet Explorer
- Ability to create new ways for custom rendering of user interface (UI) to eliminate any old school feel
- No dependency on ActiveX

### Infosys Offering

Infosys has developed a unique solution based on Siebel CRM Open UI which transforms an enterprise's Siebel CRM application interface into a modern and intuitive platform having next-generation support for tablets, computers, and smartphones. Users are able to experience Siebel CRM on their device of choice thereby increasing user adoption.

Some examples / samples of what can be achieved with this offering:

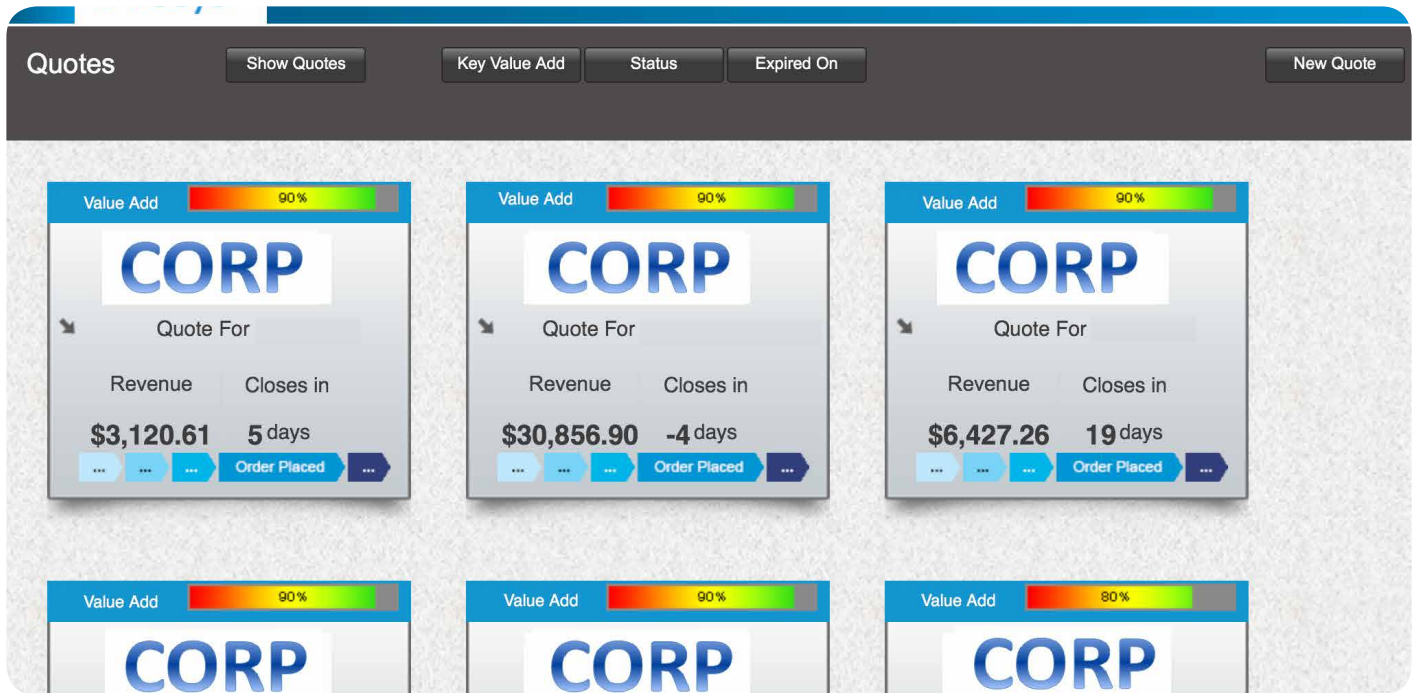
- This offering works in both connected as well as disconnected mode; this will enable a sales team do an account and contact management as well sales force automation from opportunity to orders on-the-go using mobile devices.
- Infosys offers another desktop-based solution which provides the services to a call center employee in doing service management.

- Infosys solution will help the field engineers to pick the requests assigned to them using their mobile devices both in connected as well as disconnected modes.

The salient features of intuitive UI (like multi-font displays, displaying Siebel CRM data on Google map) have been put together to bring a transformation in the existing Siebel CRM platform. The interface allows the users to have a unified view of the sales pipeline and other relevant information, thus enabling better and quick analysis which further helps achieve business goals more efficiently.

The solution has been built keeping in mind several business processes and scenarios related to sales force automation, customer service and field operations, and support for multiple devices, platforms and browsers.





## Business Benefits

- Provides a modern and intuitive CRM platform, thus enhancing user experience and productivity by taking advantage of the latest web technologies
- Allows Siebel CRM to be run on different browsers and devices thereby increasing mobility as well as user adoption
- Provides complete visibility of the sales pipeline
- Being an extension to Siebel CRM, the solution leverages all existing customer configuration and integration investments. This helps reduce the total cost of ownership (TCO) for CRM by around 20%

Infosys Advantage	Live, ongoing client engagements on Oracle Siebel CRM Open UI in Communications, Manufacturing and Financial Services Industries	Siebel Open UI Infosys Centre of Excellence has relevant, proven and reusable accelerators, differentiators and migration toolkits
	Diamond partnership with Oracle, the highest level of partnership under Oracle PartnerNetwork (OPN)	Reduces application design and build time by 10-15% by leveraging the re-usable components and accelerators developed by Infosys Labs

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