INTUITIVE USER INTERFACE (IUI): INFOSYS OFFERING ON ORACLE SIEBEL CRM OPEN UI

Today, enterprises are under immense pressure to make their business applications readily available across devices. Not only this, but employees are also increasingly expecting a modern, intuitive and engaging experience. To enhance user adoption, it is imperative that access to enterprise CRM data and business processes should not be restricted by device, browser or operating system. Furthermore, at times, monolithic point solutions appear to be impediments for incremental device enablement, thereby capping the heavy development and maintenance cycles on such software. Users require an interface which can create new possibilities and has 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 addresses these requirements by providing a modern and intuitive UI design for Siebel CRM, thus enhancing user experience and productivity by leveraging latest web technologies. Infosys has pioneered the innovative approach to Intuitive UI by successfully amalgamating best practices from its User Experience (UX) Design Academy, Siebel Centre of Excellence and Web Development Centre of Excellence.

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. The solution provides a modern user interface (sample shown in figure 1) that gives users an intuitive and attractive experience of the Siebel CRM application on their device of choice. It also enables sales and field service representatives to capture customer data on-the-go using mobile devices. The salient features of Intuitive UI 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.
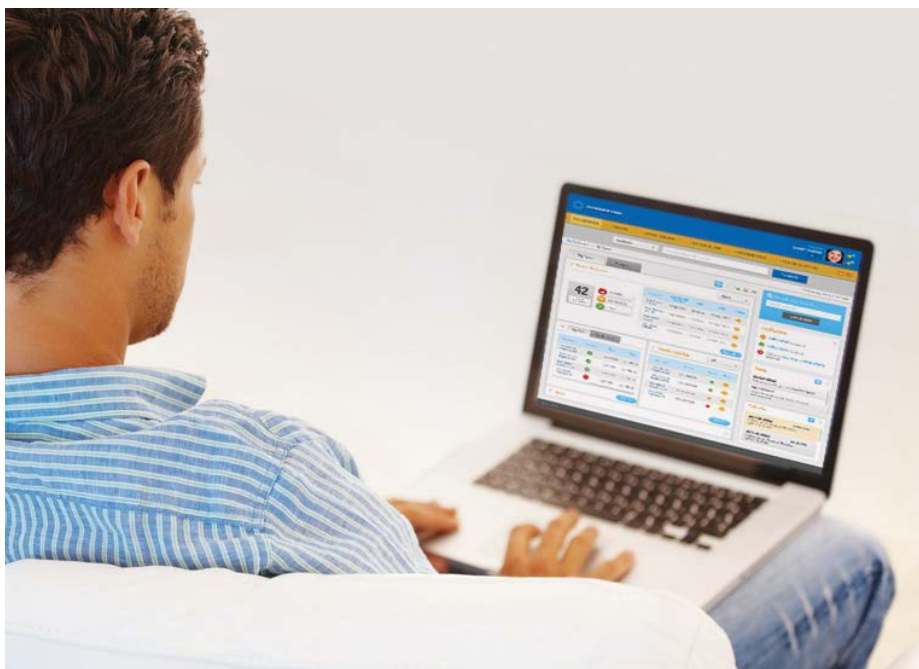

Figure 1: Sample UI design of Infosys solution for Intuitive User Interface (IUI) on a tablet

Infosys Approach to Intuitive UI Solution Implementation

- **UI Design:** We create UI design based on best practices mapped out of our experience in various CRM and customer experience programs across industries and regions.

- **Web Development:** We bring in our expertise on the latest developments in web technologies (Web 2.x, social media collaborations, etc.) to enhance user experience and productivity with device driven layouts, intuitive navigation, responsive UIs, touch optimization and enhanced accessibility and support.

- **Oracle Siebel CRM Configuration:** We employ our expertise in Siebel CRM configuration to implement Intuitive UI as a framework extension of the core Siebel CRM platform. This provides our clients with a platform to help imbibe today's best in class technology and enhance the business case for continuing/increasing investments in their existing CRM applications.

Infosys efficiently showcases these in the form of intuitive designs, connected devices, gesture sensitive applications, at-a-glance data, analytical tools and real-time alerts.

Infosys Advantage

- Hassle-free upgrade of the existing/ older Siebel CRM application version to the one that supports Open UI
- Live, ongoing client engagements on Oracle Siebel CRM Open UI in Communications, Manufacturing and Financial Services Industries
- Diamond partnership with Oracle, the highest level of partnership under Oracle PartnerNetwork (OPN)
- Siebel Open UI Infosys Centre of Excellence with relevant, proven and reusable accelerators, differentiators and migration toolkits

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 and thus increases mobility

- Fetches complete visibility of the sales pipeline by providing at-a-glance and timely data

- Being an extension to Siebel CRM, the solution leverages all existing customer configuration and integration investments and thus helps reduce the total cost of ownership (TCO) for CRM by around 20%

- Reduces application design and build time by 10-15% by leveraging the re-usable components and accelerators developed by Infosys Labs

- Provides rapid ROI to clients by leveraging Infosys Centre of Excellence for Siebel CRM, UX Academy, CX Innovation Centre and web development team for deploying Intuitive UI solution successfully

For more information, contact askus@infosys.com

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