

# Sierra Atlantic Oracle Siebel Services

## Sierra Atlantic Oracle Siebel CoE Services

The CRM Practice at Sierra Atlantic offers the finest Customer Experience Optimization (CEO) solutions with the right blend of technical expertise and Industry best CRM practices. CRM is more than a technology deployment. Companies implementing CRM need to identify an appropriate partner who understands the business, the technology and has the ability to deploy the technology to integrate different business processes in order to provide a consistent customer experience. Backed by a strong domain expertise, Sierra Atlantic has been offering CRM solutions focusing on Marketing Automation, Sales Force Automation, Contact Centers and Best of Breed Industry specialized CRM solutions.

Sierra Atlantic Siebel CoE has accumulated in-depth knowledge of Oracle Siebel Application products, domain expertise, process re-design capabilities and the ability to integrate Siebel CRM with other enterprise systems. By forming teams with the right mix of functional and technical consultants, Sierra Atlantic is able to offer a truly holistic CRM strategy and solution. Sierra Atlantic Siebel CoE Practice has:

- Consultants with both functional knowledge and technology expertise.
- Consultants trained in Sierra Atlantic CRM excellence centers and certified by Oracle University.
- Knowledge Universe team that tracks industry, technology and market trends.
- Well-developed and mature CRM Implementation and Upgrade methodologies for solution delivery.
- Global implementation experience in Siebel CRM, Siebel Customer Hub and OBIEE CRM Analytics solutions.
- Extensive CRM Implementation Experience in MiddleEast and APAC Regions

## Sierra Atlantic Oracle CRM & MDM Service Offerings



**Siebel CRM**  
 Siebel Lifescience  
 Siebel Automotive  
 Siebel Manufacturing  
 Siebel Finance  
 Siebel Public Sector  
 Siebel Communications  
 Siebel Consumer Goods

**ORACLE CRM Services**  
 ORACLE  
**CRM**  
 Sierra Atlantic

**Ebusiness CRM**  
 Manufacturing  
 Food & Beverage  
 Banking & Finance  
 Automotives  
 Hospitality  
 Consumer Goods

**Siebel Oracle EBS**

**Siebel UCM CRM on Demand Oracle CDH**

## CRM Services

As an Oracle Platinum Partner Sierra Atlantic is dedicated to delivering leading edge solutions on Oracle CRM & MDM Solutions

## Services Offering

- CRM Assessments for Upgrade and Implementations
- CRM Business Process Reengineering
- CRM Business Intelligence Consulting
- Siebel CRM & Siebel Customer Hub Implementation
- Siebel Upgrades
- Siebel Integrations
- Siebel Application Support and Maintenance
- Siebel Testing and Validation Services
- Siebel and Microsoft Office Automation and SharePoint Integration Services
- Siebel Arabic & Chinese Language Pack Enablement
- Siebel Custom Development
- Siebel Analytics Dashboards Development
- Siebel Training Services
- Siebel CRM and Oracle ERP Business Process Integration Services
- Siebel Program Management and Change Management Services
- Oracle CRM on Demand Implementations
- Oracle CRM & Oracle Customer Data Hub Implementation and Upgrade Services

## About Sierra Atlantic

Sierra Atlantic is the leader in offshoring enterprise applications and outsourced product development. With expertise derived from deep R&D relationships with enterprise software leaders such as Oracle and Microsoft, we provide full lifecycle product development and IT services including implementation, integration, development, testing and support. Sierra Atlantic is amongst the largest IT services companies, offering services in the "New Oracle Economy", Outsourced Product Development and Microsoft competencies, with global delivery from both India and China. Sierra Atlantic is headquartered in Newark, California and maintains operations in 20 countries across North America, Europe, Middle East and Asia Pacific. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

## Our Customers

Our client base includes some of the world's most Recognizable companies.

- Abdul Latif Jameel Automotives, KSA
- Abu Dhabi Chamber of Commerce & Industry (ADCCI), UAE
- EMAAR Properties, UAE
- Riyad Bank, KSA
- Saudi Telecom ,KSA
- SAPTCO, KSA
- Dunia Finance, UAE
- Toyota Financial Services, US
- Life Technologies, US
- HYPERCOM , UC
- SYMANTEC, UK
- DELL, US
- Juniper Networks, US
- NETAPP, US
- Informatica
- Microsoft
- Oracle
- T Mobile
- Alliance Bank, Malaysia
- Fullerton Financials Holding, China
- Fullerton Securities and Wealth Advisors, India
- Care Hospitals, India

## Customer Delight

“While Siebel going live, I would like to thank you for all your efforts spending at this project. Your commitment and effort result to success in our goals in this project. Without people like you our project would be in fail, so we are sincerely grateful to you for all support “

Badr Al Shewair  
CRM Head , IT Division  
Saudi Telecom Company, KSA.

## Sierra Atlantic Customer Experience Optimization (CEO) Advantage Solutions

Sierra Atlantic has proven experience in industry specialized Siebel vertical solution implementation experience. We bring to CRM engagements our unique advantages of specialized industry specific best practices and learning from our projects across the globe. Our CEO Advantage solutions are our unique value propositions to our customer to enhance their CRM capabilities and optimize experience for their end customers.

- **Siebel Automotive Enterprise CRM Solution**
  - Siebel Marketing Solutions for Automotive Enterprise
  - Siebel Sales Force Automation Solutions for Automotive Enterprise
  - Siebel Dealer Management and Portal Solutions
  - Siebel Automotive after Sales Service and Contact Center Solutions
  - Siebel Customer Delight Index Dashboards and Reports
  - Siebel Customer Golden Record Solutions
- **Siebel Public Sector Citizen Relationship Excellence Solutions**
  - Siebel Citizen Campaign Management solutions for Public Sector
  - Siebel Case Management solutions for Public Sector
  - Siebel Citizen Portal Exchange Solutions for Public Sector
  - Siebel Integrated Service Solutions for Public Sector Departments
  - Advanced Case Management Analytics solutions
- **Siebel Properties and Real Estate Management Solutions**
  - Siebel Marketing, Sales and Service solutions for Real Estate and Properties Group.
  - Siebel Customer Golden Record Customer Hub Solutions
- **Siebel Consumer Banking Model Solution**
  - Integrated customer profiling and CIF Creation
  - Consumer Banking Need Analysis and product recommendation
  - Automatic Application generation
  - Integration with Core Banking and other Banking Apps for seamless cross sell and upsell of banking products
  - Wealth Management and Securities solution.
- **Siebel Consumer Goods and Handheld Mobility Solutions**
  - Siebel Closed Loop Retail Execution Solution
  - Visit Scheduling, Route Management and Merchandising solution
  - Siebel VanSales & Consumer Goods Handheld Solution
- **Siebel Customer Hub Golden Record Solutions ( Siebel UCM )**
  - Successfully delivered / turned - around customer hub projects, large and small in multiple verticals including Manufacturing, BSFI, Automotive, Telecom, Government, Properties
  - Portfolio covering end-to-end services
    - Customer Hub Consulting and implementation
    - MDM Data quality assessment and cleansing
    - Data migrations and consolidations from disparate systems



## Siebel Expertise

### Siebel Horizontal Solution Expertise

- Siebel SFA Automation
- Siebel Marketing Automation
- Siebel CallCenter
- Siebel Service Management
- Siebel Partner Relationship Management
- Siebel Order & Contract Management
- Oracle CRM & Oracle Customer Data Hub Implementation and Upgrade Services

### Siebel Vertical Solution Expertise

- Siebel Automotive Enterprise E2E Solutions
- Siebel Public Sector Citizen Relationship E2E Solutions
- Siebel Financial & Banking CRM
- Siebel Consumer Goods and Handheld
- Siebel Manufacturing
- Siebel Real Estate and Hospitality Solutions
- Siebel Telecommunication

## CRM Intelligence

- Sales, Service and Marketing Analytics
- Case Management Analytics
- Automotive Analytics

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