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Applications Unlimited: An Open Letter to Siebel Customers

As head of CRM at Oracle, I would like you to know that the Siebel team is now fully integrated into the Oracle family and is playing a significant role in determining the direction of Oracle's CRM strategy and development efforts. As a result of the acquisition, we have doubled the development resources on CRM products, a resourcing level Siebel could not have afforded as a standalone company. You can be confident that as the world leader in CRM products and CRM process expertise, Oracle will continue helping you implement and support your projects, allowing you to maximize the value of your customer relationships. I have dedicated 12 of my 20 years of enterprise applications experience to making Siebel applications world-class—and I am delighted to be able to continue to deliver the highest quality and most robust industry-specific CRM products available on the market today. My team has deep roots in the CRM community and we will continue to listen to you and ensure that your voice is part of every product decision we make. To that end, we have announced our new program Applications Unlimited.

What Is Applications Unlimited?

Applications Unlimited is Oracle's plan to continue providing ongoing enhancements to current Oracle Applications, including Siebel, in addition to the development of Oracle Fusion Applications. Applications Unlimited provides all Oracle Applications customers with more choice in your application strategy, more visibility into product road maps, and more time to extract more value from existing application investments. Applications Unlimited is driven by Oracle's ongoing commitment to protect and extend your application investments by giving you attractive new application options and ensuring that you have the choice to adopt those new options when and if you choose. We are passionate about ensuring that you have the opportunity to get more out of your existing application investments. Applications Unlimited will allow us to do just that. To learn more about Applications Unlimited and the direction of Siebel applications, please join me for a free Webcast on August 16. To register, go to: oracle.com/start and enter keyword: **SiebelApps**

More Choice

We believe that this is exciting news for all Oracle Applications customers—especially Siebel customers—for several reasons. First, continued product releases of applications including Siebel's on-premise solutions and Siebel CRM On Demand, in parallel with and beyond the release of Oracle Fusion Applications, gives you choice. Based on your organization's needs, you can choose to:



- Remain on existing applications, continuing to derive value and security with lifetime support
- Deploy additional modules on current releases
- Add new functionality when upgrading to new releases
- Adopt future technology

Siebel release 8.0 is scheduled to be launched within the next 12 months. We plan to include added functionality such as Web services, task-driven UI, industry-specific application enhancements, and improved application management. Applications Unlimited has no impact on the targeted delivery dates for this release or Oracle Fusion Applications. Both are on schedule.

In addition to functionality within the CRM products, we are also working on a number of integrations between Siebel and Oracle applications, such as a process that allows a sales opportunity to flow all the way through the order-to-cash process from the Siebel front office to the Oracle back office.

Furthermore, the Siebel development team is working to certify Siebel products and extend capabilities with Oracle Fusion technology, providing an easier path to Oracle Fusion CRM applications. For example, we plan to release self-service applications, based on Oracle Fusion Middleware, that integrate into the Siebel products.

We remain committed to providing stated migration paths from Siebel applications to Oracle Fusion Applications. Under our Lifetime Support policy, Oracle will offer customers a direct upgrade path from Siebel application releases 7.8 and beyond to Oracle Fusion Applications. As we work on future versions of the Siebel applications, such as 8.0 and 8.x, we will continue to manage the evolution of your CRM deployment toward Oracle Fusion.

More Visibility into Product Road Maps

We will begin detailed planning and scoping of future releases as we deliver Siebel 8.0. As with past releases, future releases' scope and pace will be driven by customers. Our dedicated Siebel product strategy team will work closely with user groups and customer forums such as customer advisory boards, product user groups, special interest groups, and strategy councils to gather customer requirements and use them to shape product road maps. The Siebel product road map will focus on:

- Ongoing adoption of Oracle Fusion technology components
- Integration to Oracle products such as Oracle Data Hubs and Oracle Back Office
- New enhancements including ongoing industry-specific application enhancements

As the head of the CRM product line, I will oversee both the dedicated development and product strategy teams. Working with me as my Vice President of Product Strategy is another Siebel veteran, Carolyn Chambers. Carolyn's team will work with you to understand your business needs, define future Siebel releases, and share product direction with you. Also working with me is a team of development leads covering the CRM product suite. They intend to deliver CRM products and maintain our commitment to support Siebel CRM applications beyond the release of 8.0 on existing platforms, including IBM DB2, SQL Server, and Z-Series.

We will continue to use the communication avenues that have been successful in the past, including product and industry user groups. We will ask these organizations to work with us to ensure that the voice of the customers is heard in this process. We encourage you to stay in touch with the member organization that represents your interests so you can participate in these planning activities.

More Time to Extract More Value

Although we believe there will be a great deal in Oracle Fusion Applications to appeal to CRM customers, Applications Unlimited ensures that there are no forced upgrades. You control your own schedule of upgrades—whether to new versions of Siebel or to future Oracle Fusion Applications.

Applications Unlimited is direct evidence of the attention we pay to your feedback as CRM customers. Together with Oracle's Lifetime Support, Applications Unlimited allows you to comfortably choose how and when to extend your existing Siebel applications. I look forward to working with you to plan a future for your applications that supports your greatest success.

Sincerely,



Edward Abbo
Senior Vice President,
CRM Applications

The preceding is intended to outline our general product direction. It is intended for information purposes only and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making a purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.