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.
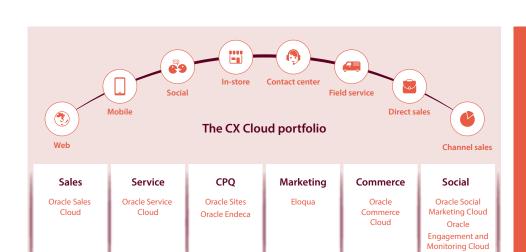

Challenges

- 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
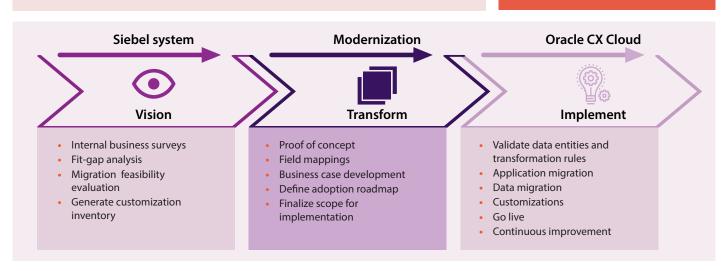- Lower ROI

Way Forward

The CX Cloud portfolio

Sales	**Service**	**CPQ**	**Marketing**	**Commerce**	**Social**
Oracle Sales Cloud	Oracle Service Cloud	Oracle Sites Oracle Endeca	Eloqua	Oracle Commerce Cloud	Oracle Social Marketing Cloud Oracle Engagement and Monitoring Cloud

Web · Mobile · Social · In-store · Contact center · Field service · Direct sales · Channel sales
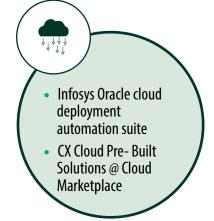
Infosys modernization approach

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 system → Modernization → Oracle CX Cloud

Vision
- Internal business surveys
- Fit-gap analysis
- Migration feasibility evaluation
- Generate customization inventory

Transform
- Proof of concept
- Field mappings
- Business case development
- Define adoption roadmap
- Finalize scope for implementation

Implement
- Validate data entities and transformation rules
- Application migration
- Data migration
- Customizations
- Go live
- Continuous improvement

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

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