

OpenSpan for Oracle CRM

- ⌘ Extend your Oracle CRM investment
- ⌘ Improve productivity of Oracle CRM users
- ⌘ Bridge cloud and on-premise enterprise applications
- ⌘ Expedite Oracle CRM migration or upgrade projects

Overview

OpenSpan is an ideal companion to Oracle CRM applications, helping you to improve the productivity and performance of your Oracle CRM users. Organizations across the globe use OpenSpan to rapidly integrate Oracle CRM applications with other cloud or on-premise applications and to automate manual workflows that span these applications. As such, OpenSpan helps you to simplify and expedite any Oracle CRM migration or upgrade project.

SIEBEL CRM
ORACLE CRM ON DEMAND
PEOPLESFT ENTERPRISE CRM

KEY FEATURES

- ⌘ Access enterprise data directly from Oracle CRM applications
- ⌘ Point-and-click integration with other enterprise applications and services
- ⌘ Automate time-consuming, manual workflows involving Oracle CRM applications
- ⌘ Extend Siebel Task-Based UI to other enterprise applications
- ⌘ Synchronize data between Oracle CRM and all key applications
- ⌘ Add real-time compliance or opportunity alerts
- ⌘ Monitor user activity to identify bottlenecks

OpenSpan Platform Extends Oracle CRM Applications



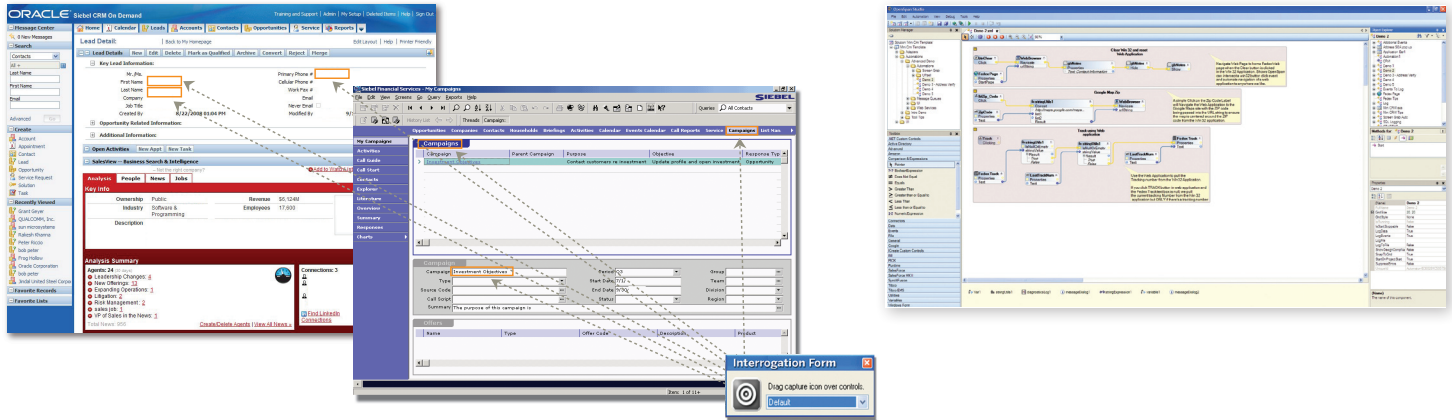
RAPID INTEGRATION AND AUTOMATION FOR ORACLE CRM APPLICATIONS

OpenSpan can integrate Oracle CRM platforms with these applications and others without access to code or formal APIs:

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| <ul style="list-style-type: none"> ⌘ Windows and other client/server applications ⌘ Host applications ⌘ Web applications ⌘ Java applets and applications | <ul style="list-style-type: none"> ⌘ Cloud or SaaS applications ⌘ Custom applications ⌘ Web services (SOAP, REST, HTTPS, etc.) ⌘ Virtualized, including Citrix-streamed applications ⌘ Virtually any application accessible to a user's desktop |
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How It Works

OpenSpan features a highly advanced injection technique that leverages the interaction between software applications and the underlying Windows operating system. This provides you full control over any application accessible to a business user. Virtually any functionality within any application can now be accessed by any other application, and included as part of a workflow automation. When building OpenSpan solutions, the first step is to create an interface to any application objects needed in the solution. The diagram below highlights the point-and-click interrogation tool provided by OpenSpan Studio, the visual design environment.



The next step is to use OpenSpan Studio's drag-and-drop design environment to build productivity-enhancing solutions such as the following:

- **Automate workflows within Oracle CRM** such as automating login procedures or by automatically delivering high value customer alerts and real-time up-sell or cross-sell offers.
- **Automate workflows between Oracle CRM and other enterprise applications** including CTI or soft phone applications, email and chat, knowledge management, billing, provisioning, dispatch and other applications.
- **Add compliance or alerting capabilities** by adding audit trails, automatic reporting of compliance violations or opportunity alerts.
- **Enhance user interfaces** by accessing key customer information stored in other applications directly from the Oracle CRM user interface.
- **Improve business processes** by tracking and reporting user activity within Oracle CRM applications to business intelligence (BI), business activity monitoring (BAM) or other analytical tools.

OPENSAN FOR SIEBEL TASK-BASED UI

Siebel CRM's Task-Based UI assists users by reducing navigational complexity, automatically executing decision logic, presenting data and descriptive information when and where it is needed during an activity or interaction in Siebel CRM, and enforcing standards and regulatory requirements.

OpenSpan extends the Task-Based UI by enabling integration between Siebel and every other application accessible to a Windows desktop. With OpenSpan, you can visually build workflow automations that span multiple Oracle CRM and other enterprise applications. These automations can be triggered by the Task-Based UI or trigger Task-Based UI actions.

About OpenSpan

As a member of the Oracle PartnerNetwork, OpenSpan helps enterprises derive more value from their Oracle CRM investments by enabling rapid integration with both cloud and on-premise enterprise applications and by automating manual workflows across these applications. OpenSpan saves organizations more than \$1 million per year for every 1,000 desktops deployed with OpenSpan software.

GETTING STARTED

For more information on the OpenSpan Platform, please visit www.openspan.com, or contact us at sales@openspan.com.



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