

# SIEBEL CRM - THIRD-PARTY SUPPORT

## Overview

**Spinnaker Support is the leading global provider of third-party support and managed services for enterprises running Oracle Siebel CRM.** Spinnaker Support's third-party Siebel software support replaces Oracle's annual maintenance and support. Third-party support is always at least half the cost of Oracle support and provides more services through an assigned support team and highly personalized service.

When switching to Spinnaker Support, Siebel CRM customers gain more comprehensive and responsive service, save an average of 62% on their support fees, and can remain on their current software release indefinitely. Customers trust us to keep their Siebel applications running smoothly, securely, and in compliance, and to help them navigate the journey from on-premise to hybrid to cloud.

### TODAY'S SUPPORT CHALLENGES

**Software support is a mandatory expense, but not one that should put your budget in a hole.** It's critical to have an expert safety net available to handle unplanned application issues, and that service should be *fairly priced*.

Unfortunately, Oracle Support has devolved in recent years into a self-service model with slow response times and little value to organizations running stable software and systems. Already expensive, the cost of this service continues to grow at a rate of 2-4% per year.

**Now imagine how support *should* be.** Skilled engineers who know your business and applications environment and respond in minutes to your support ticket – whether for customized code, interfaces, interoperability concerns, or even general inquiries. Reasonably priced Siebel support, services, and advice, available when and how you need them. Support that is *actually* supportive. **That's Spinnaker Support.**

### SPINNAKER SUPPORT: YOUR SUPPORT SOLUTION

**Spinnaker Support replaces Oracle's ongoing Siebel support in a proven, secure, and smart way** – delivering superior support, more efficiently, at a dramatically reduced price. We support versions 5.x through 8.x and have no term limitations on support, regardless of whether Oracle has declared an End of Life to a release.

#### SUPPORTED VERSIONS

Oracle Siebel CRM Release 5.x, 6.x, 7.x, and 8.x

#### SUPPORTED PRODUCT AREAS

- Siebel Sales
- Siebel Analytics
- Mobile
- Siebel Marketing
- Dynamic Catalog
- Commerce Analytics
- Dynamic Pricer
- Quote & Order
- Siebel Contact Center
- Service Analytics
- Field Service
- Help Desk
- Mobile Solutions
- Social
- CRM Technology (all)
- Industry Solutions (most)



#### RESPONSIVE SERVICE

Responses in < 15 minutes, from Level 4 senior support engineers



#### COMPREHENSIVE SUPPORT

Covers security, custom code, interoperability, tax & regulations, and more



#### IMMEDIATE COST SAVINGS

Average 62% hard savings, with more soft savings possible



#### FLEXIBLE COMMERCIAL TERMS

Pay for licenses you use, modify scope as business conditions change



#### ADDITIONAL ASSISTANCE AVAILABLE

We also offer a tailored set of managed services and consulting

## SUPPORTED INDUSTRIES

- Aerospace
- Communications
- Defense
- Financial Services
- High Technology
- Manufacturing
- Public Sector
- Universities
- And more...

“ We like the ease of use, the ease of opening tickets, and the ability to escalate when needed. Spinnaker Support often responds within two minutes of our logging an issue, and the support skillset with Spinnaker Support has been so much better. Early on, we had a problem with Siebel that we had not been able to fix for over a year. After transitioning, Spinnaker Support just jumped in and resolved it. ”

— Craig Greenholt, ITC VMO & IT Infrastructure Architect, Lexmark



## THIRD-PARTY SIEBEL CRM SUPPORT INCLUDES



### BREAK / FIX SUPPORT

Keep your enterprise applications running with swift responses, ISO-certified processes, and diagnostic services, product fixes, and/or operational workarounds for standard and custom code and integrations (interoperability).



### GENERAL INQUIRY FOR SUPPORTED PRODUCTS

For supported products, we answer general inquiries related to the usage and configuration of standard (out-of-the-box) software, tools and applications.



### SECURITY & VULNERABILITY MANAGEMENT

Through proven processes, security products, and a staff of industry experts, we continuously investigate issues, harden and protect your application environments, and deliver timely fixes, patches, and remediations.



### TECHNOLOGY ADVISORY SERVICES

Unbiased and proactive technology advisory services that help coach as you advance through your IT and innovation roadmap, including virtualization, cloud migration, and upgrade support.

## SPINNAKER SUPPORT: THE GLOBAL TEAM

**We have built and retained large, knowledgeable teams of support engineers, managed service specialists, and consultants to address virtually anything Siebel.** Spinnaker Support engineers average over 16 years of experience. Working out of eight regional operations centers, our team supports Siebel 5.x to 8.x as well as related technologies. These professional engineers fill your knowledge gaps, ease your staffing constraints, and provide expert assistance for complex database issues.



Prior to leaving Oracle Support, our customer success team leads all new customers through a phased, collaborative onboarding process designed to ensure a smooth transition to Spinnaker Support. This includes a well-planned and legal archiving process.

## A DIRECT FEATURE COMPARISON FOR ORACLE SUPPORT AND SPINNAKER SUPPORT

Third-party Spinnaker Support differs from Oracle's support by offering greater responsiveness, dedicated staff, and deeper issue coverage. The table below directly compares the primary features of each support model.

	ORACLE SUPPORT	SPINNAKER SUPPORT
SERVICE MODEL	Self-service-oriented, emphasis on research	Concierge, dedicated support
MY ORACLE SUPPORT	Full access	Not required
PRIMARY SUPPORT CONTACT	Never the same	Dedicated lead with assigned team
SUPPORT EXPERTISE	Inconsistent	16-years average experience
RESPONSE TIME	SLA dictates	Average 8-minute response time
ABILITY TO ESCALATE	Not monitored, must justify each escalation	All issues closely monitored, done proactively without requests
CUSTOM CODE SUPPORT	Not included	Included, as is anything that touches the Oracle product
INTEROPERABILITY SUPPORT	Up to extended support	No limitations
RIGHTS TO UPGRADES	To existing on-premise products only	Access to an archive of all upgrade rights, made prior to switchover from Oracle
TAX & REGULATORY COMPLIANCE	Included, one-size-fits-all	Included, tailored specific to each customer's needs
SECURITY & VULNERABILITY	Limited, reactive patching	Full-stack intrusion detection, virtual patching, and compensating controls
TERM OF SUPPORT	No new fixes or interoperability / security support after end of extended support	Lifetime support - for as long as you need your current version
LIFETIME FULL / COMPREHENSIVE SUPPORT	Limited after extended support period	Standard
ADVISORY SERVICES	Via Advanced Customer Services, at an additional, premium fee	Included
PARTNER & USER COMMUNITY	Access to many online communities and partner network	Access to many online communities and partner network

## WHY SUPPORT-DRIVEN MODELS SURPASS SOFTWARE-DRIVEN MODELS

The differences highlighted above are fueled by the objectives of the business. **Oracle Support is primarily software driven, which results in a standardized approach that solves a limited set of issues.** This model offers more automated solutions and often promotes software purchases and upgrades as the only solution to complex issues. Oracle has acknowledged that support fees are primarily diverted away to engineering initiatives rather than to upgrading support capabilities.

In contrast, **third-party support is support driven, with an emphasis on more proactive, comprehensive responses and sound technology advice.** Third-party support focuses on solving issues quickly, no matter what the source or who is required to weigh-in on the solution. Spinnaker Support is intensely focused on the quality and value of customer service, reinvesting its profits into continuous improvement and initiatives for added customer value.



## CASE STUDY

For over eight years, Lexmark's call center and services have relied on Oracle's Siebel CRM solution. The e-commerce section on their site website, through which customers order printers, runs on Oracle ATG Commerce 11.2. Both Siebel and ATG were heavily customized over the years, and became an integral part of the stable business processes developed by Lexmark. Siebel, for example, receives around 22,000 alerts each day from customer printer products requesting new supplies. Siebel uses custom logic to evaluate the request, and if the automated batch jobs for this service were not to work as promised, the results could be problematic.

But despite the vital role of these systems, the IT team pinpointed them as candidates for replacement. Not only was the annual Oracle Support for Siebel and ATG a sizeable IT budget item, there were no new product updates available to help Lexmark meet the evolving needs of its operations. Lexmark was also frustrated with its support, including slow support response times and the lack of direct contact with engineers who had readily available expertise with these older solutions. Lexmark's challenge then was to discover a partner with deep Siebel and ATG knowledge that could take over from Oracle Support and help keep the business running during the anticipated migration.

The Lexmark IT team decided to tackle replacing Siebel first, but leaving Oracle Support would require a third-party support provider that could also cover ATG. They reached out to colleagues and performed a search for vendors. Their initial conversations with another large third-party provider were discouraging despite multiple conversations and onsite visits.

After a renewed search, they secured a personal recommendation and introduction to Spinnaker Support. Spinnaker Support assessed Lexmark's historical support cases, validated their Oracle licenses and actual software use, and estimated their ongoing annual maintenance costs and needs.

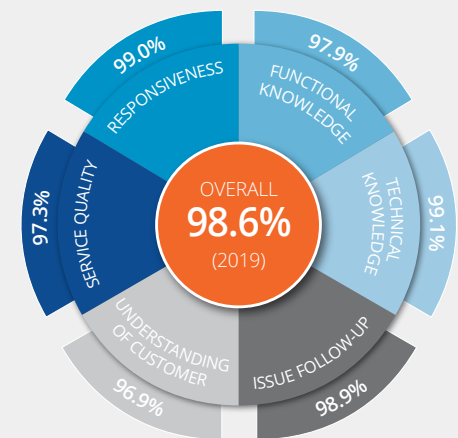
In late 2017, Lexmark signed an agreement with Spinnaker Support for Siebel and ATG support services and, after notifying its existing provider, began onboarding with Spinnaker Support's customer success team and Siebel and ATG engineers. With Spinnaker Support, Lexmark receives responsive support, an assigned team of familiar Siebel and ATG experts, and a reliable partner for all its support needs – all at a much-reduced price. Spinnaker Support has resolved day-to-day issues as well as advised on interoperability projects such as the conversion of Siebel from using Google email to Outlook email.

Lexmark has realized significant savings on its annual support, compared to what they were previously paying. They put the savings back into the IT department to fund continuous improvement and automation, and to support the streamlined, end-to-end business process initiative. Current projects include an investment into the Internet of Things (IoT), service desk ticket creation automation, and the automated monitoring, tracking, fixing, and re-initiation of job failures.

In the spring of 2019, Lexmark renewed their Spinnaker Support contract for an additional two years.

## HIGHEST RATED CUSTOMER SATISFACTION

In our 2019 annual customer satisfaction survey, covering the 2018 fiscal year, we reported a record 98.6% overall customer satisfaction, which we believe is the highest in our industry. Survey results are based on more than 500 customer responses.



For additional detail on this story and other Siebel client success stories, visit [SpinnakerSupport.com](http://SpinnakerSupport.com).

## ABOUT US

Founded in 2008, Spinnaker Support is the only vendor to deliver a unique blend of third-party support, managed services, and consulting for Oracle and SAP. Customers consolidate their service needs with Spinnaker Support and trust us to keep their enterprise applications running at peak performance while helping them navigate from on-premise to hybrid to cloud. Spinnaker Support's award-winning blend of services span Oracle E-Business Suite, JD Edwards, Siebel, Oracle Database, Oracle Technology and Middleware products, Hyperion, Demantra, Agile PLM, ATG/Endeca, and more.

