

## Siebel 7 Integration with Interwoven 5 Platform



Today's eBusiness information challenge grows larger and more complex by the day. At every interaction, customers demand consistent, professional service and support. To be fully enabled and effective, channel partners insist on convenient, around-the-clock access to product information, training materials, announcements, and sales tools. Cross-functional collaboration and increased employee productivity require easy access to up-to-date, relevant company information.

In order to provide integrated information and services to customers, partners, and employees, organizations need to be able to seamlessly link growing volumes of "unstructured" content, such as FAQs, customer proposals, contracts, news, and product literature, with "structured" data such as service requests, sales opportunities, customer information, and product records. This structured data typically resides in a CRM application.

The Interwoven 5 Platform delivers robust enterprise content management (ECM) for Siebel eBusiness Applications. This capability enables users throughout any organization to aggregate, create, categorize, and publish content to Siebel Call Center, Siebel PRM, and Siebel ERM.

Interwoven ECM software manages the full content lifecycle and supports the widest range of asset types, including documents, faxes, rich media, application code, XML and HTML. TeamSite®, the foundation of the Interwoven 5 platform, provides robust versioning and flexible workflows that easily map to existing business processes. Individuals and teams are empowered to produce and publish content in a highly collaborative environment.

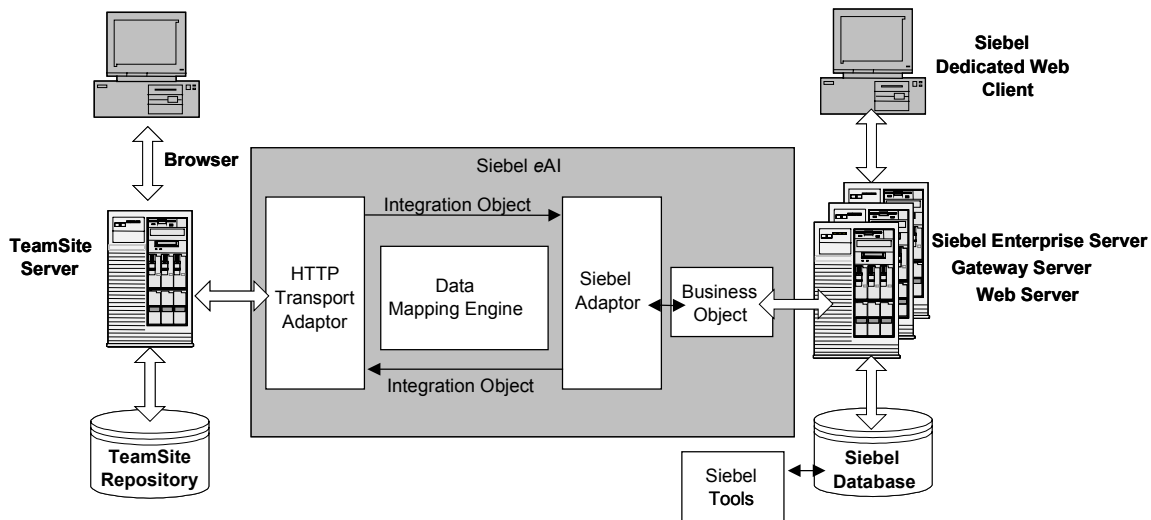
The combination of the Interwoven 5 Platform and Siebel eBusiness Applications helps organizations reduce costs and build loyalty by providing personalized service across all channels, whether in the call center or over the Internet.

### BENEFITS

- Provide customers and partners with consistent, world-class service and personalized product information
- Reduce support costs by ensuring that accurate, timely and up-to-date information is available across all channels of communication
- Increase agent productivity and enable cross-selling by facilitating search and retrieval of relevant information through rich metadata
- Empower knowledge workers to collaborate and securely publish content to Siebel eBusiness Applications without burdening IT resources

### FEATURES

- Content contribution through TeamSite Templating, Microsoft® Office suite, or any editing tool
- Collaborative environment with flexible workflows that map to any organization's business processes
- Automated categorization and summarization of content for improved search and personalization
- Streamlined publishing of unstructured content to Siebel Call Center, PRM, and ERM
- Convenience of out-of-the-box examples that facilitate customization and speed deployment



## ARCHITECTURE

Interwoven Connector for Siebel *eBusiness Applications* leverages Siebel *eAI* technology to enable bi-directional, real-time data exchange between the TeamSite repository and the Siebel database and Siebel file system.

Through Siebel *eAI*, TeamSite users can query, insert, update, and delete content within Siebel applications. Communication between the two systems is enabled through the HTTP transport adaptor of Siebel *eAI*.

## AVAILABILITY

Interwoven Connector for Siebel *eBusiness Applications* is available from Interwoven, and is delivered with implementation services.

Interwoven Connector for Siebel *eBusiness Applications* currently supports the following software versions and operating systems:

- Interwoven 5 Platform
- Siebel *eBusiness Applications* version 7
- Sun® SPARC® 2.6, Solaris™ 7 (32-bit and 64-bit), Solaris 8 (32-bit and 64-bit)
- Windows NT® 4.0 (Service Packs 6a and above)
- Windows® 2000 (Service Packs 1.0 and above)

For more information on Interwoven Connector for Siebel *eBusiness Applications* and other Interwoven products, please visit the Interwoven Web site at [www.interwoven.com](http://www.interwoven.com).