Sales Playbook for Media and Entertainment

(Publishing and Periodicals)

Version: Final

February 14, 2006

Playbook Structure

- Based on Solutions Map or “footprint” for each Industry
- A Playbook recommends integration cross-suite where it exists today or will exist in the next quarter in a supported manner
- Playbooks include white space where ISV’s play a role and name the major global ISV partners
- Playbooks present the most common exception scenarios for installed base and greenfield opportunities:
  - E-Business Suite installed in some functional areas
  - Enterprise/Enterprise 1/World installed in some functional areas
  - Oracle not a technology standard
  - SAP installed in some functional areas
  - Industry sub sectors with different needs (e.g., Homebuilders within E&C or Staffing Firms within Prof. Services)

Industry Solution Maps – The Major Functional Components of an Industry

Customer Channels

Solutions supporting customers either directly or through an organization's employee or partners

Analytics

Solutions supporting business intelligence and analysis of all functional areas

Business Operations

Solutions supporting the business operations of the organization including all transaction processing, direct supply chain, and product management

Corporate Administration

Solutions supporting the Finance, HR, Facilities, Indirect Procurement and other organization-wide functions

Infrastructure

Technology supporting the functional areas above including data management, security, and integration

The Siebel Impact: General Rules of Thumb

- CRM & Customer Hubs - Lead with Siebel CRM for “Greenfield” accounts, particularly those wanting “Best-in-Class” functionality, and in Siebel installed base accounts
  - Exceptions
    - High Tech & Mfg B2B Suite sales(E-Business Suite)
    - Project-centric industries (E-Business Suite)
    - Higher Education (Enterprise CRM)
- For clients where moving to a single suite is a requirement, particularly in the mid market:
  - Sell appropriate suite CRM solution – e.g., E-Business to E-Business customers/prospects, E1 to E1 customers/prospects, Enterprise to Enterprise
- Subscription-based CRM
  - Lead with Siebel OnDemand

The Siebel Impact: Specific Solution guidance

- Order Capture/Order Mgmt driven by OM System consolidation
  - Siebel for customers that have numerous OM systems and require a single Order Capture “interface” to consolidate order information
  - E-Business Suite for customers with complex, highly configured products and require one OM solution from order capture to fulfillment
- Field Service solution is driven by supply chain complexity
  - Siebel if deal Contact Center Driven, B2C with simple products, basic logistics capabilities and minimal Supply Chain Integration
  - E-Business Suite if deal involves Parts Logistics, Complex Products & Depot repair
- Help Desk is driven by specific needs of client
  - If stand-alone IT helpdesk is required, lead with Siebel Help Desk
  - If client wants one help desk environment across IT and HR, lead with suite related help desk (either E-Business or Enterprise)
- Integration Platform– lead with Fusion Middleware (i.e. not Siebel UAN)

Analytics Applications – Overall Approach

What this means for Oracle in BI/Analytics – and what it means to me?

- Siebel acquisition represents 'catalyzing' event to significantly expand Oracle opportunity and competitiveness in the BI/Analytics market
- Siebel Analytics Platform is the strategic direction for Oracle Analytical Applications - and centerpiece of Fusion BI Platform and Applications
- Leverage Analytics to expand value proposition and key differentiator for all Oracle Applications
- Biggest sales opportunity is cross-selling Analytical Applications to existing Transactional customers

What is the Best fit today based on customer needs?

1. For customers that need to insight from data in multiple sources and/or transactional applications - offer Siebel Analytics Platform & Applications
2. Source only from Peoplesoft Applications - Offer "Improved" EPM with Siebel Analytics Platform & Applications
3. Source from Siebel Applications - Offer Siebel Analytics Platform & Applications
4. Source only from EBS applications - Offer DBI as the embedded analytics application

Solution Map Key

**** Decision Point**

Represents a decision point, such as for Help Desk or Field Service. Decisions points are based on criteria specific to an industry and/or circumstance. For instance, if it is an IT Help Desk, lead with X. If it is an HR Help Desk, lead with y.

Shading

Enterprise

Shading is used in the exception scenarios to designate the installed components. For instance, if the exception is "PeopleSoft Corp. Admin. Installed," then the Corp. Admin. components are shaded as such.

Corporate Administration

CPM	Financials	Indirect Procurement	Facilities Management	Human Resources	Projects	Learning Mgmt

Media & Entertainment TOC

Topic	Pages
• **Overall Solutions Footprint (Greenfield)**	**9**
• **Solutions Details (Greenfield)**	**10-15**
• **Exception Scenario 1 (Psft. Corp Installed)**	**16-18**
• **Exception Scenario 2 (Psft. CRM Installed)**	**19-21**
• **Exception Scenario 3 (no Oracle Tech)**	**22-24**
• **Exception Scenario 4 (SAP Corp. Installed)**	**25-27**
• **Regional Exceptions**	**28-33**

Publishing Solution Map - Recommended Solutions in all Greenfield and most Installed Base Scenarios

Customer Channels

Order Capture/Config. | Sales | Marketing | Bill Presentation | Service Mgmt. | Call Center

Analytics

CRM | O2C | Agent HR | CRM Op DB

Spend Analysis | Supply Chain

Human Resources

Financials

Business Operations

Subscriber Fulfillment	Invoicing: B2C / B2B	Revenue Management
Content Management	Contract Management	Production Management
Royalty Tracking	Pagination/Layout	Direct Procurement

Corporate Administration

CPM | Financials | Indirect Procurement | Facilities Management | Human Resources | Projects | Compensation | Helpdesk: HR / IT

Infrastructure

Universal Product Master | Universal Customer Master

Integration Framework (e.g. BPEL)

Technology *[e.g. Database, Application Server, RAC, Oblix, Times Ten]*

Publishing Solutions Details

Customer Channel Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
Customer Order Capture and Configuration	Siebel CRM	Siebel CRM for B2C or B2B for order entry and product configuration OM for fulfillment of products
Ad Sales	Siebel CRM	Siebel sales functionality for pipeline and forecast management and Ad Configuration
Campaign creation and Management	Siebel Marketing	Siebel Marketing for management of sales campaigns and their effectiveness
Billing Consolidation and Presentation B2C	Siebel eDOCs	eDOCs for consolidation of Subscriber Billing information across third party billing systems
Billing B2B/Royalty	EBS AR	For Royalty and Contracts billing (To Be Verified)
Call Center	Siebel Comms Call Center	Supports multi-channel sales, marketing, customer service operations

Publishing Solutions Details

Analytics Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
CRM, Order to Cash, AR, Agent Performance	Siebel Analytics	Siebel Sales, Service, Call Center linked to the core HR and Financial modules
Spend Analysis	Siebel Analytics	Procurement Spend Analysis through SBA Enterprise Analytics
Supply Chain, Financials, and HR	Oracle DBI	Core DBI offering for Supply Chain, Financials and HR
Profitability, Planning, and Budgeting	Oracle CPM	Linked to core Financials and CPM Budget and Planning and Consolidation processing

Publishing Solutions Details

Business Operations Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
Subscriber Fulfillment	Siebel Field Service	Siebel Field Service
Book Fulfillment (Trade/Education)	E-Business, OM	Lead with E-Business for B2B Publishing Fulfillment
Revenue Management	E-Business AR, TBI	Convergent Billing, High Volume receivables, Balance brought forward. Billing Interconnect for interconnection to 3rd party billers for Oracle CRM. Siebel CRM will use UAN to integrate to Billing Systems.
Royalty Tracking	E-Business Service Contracts	Lead with E-Business Service Contracts for Rights and Royalty Tracking for Licensing. Partner for more complex royalty tracking.
Production Management	E-Business Projects	E-Business Discrete Manufacturing, Projects for Best in Class management of Book, Magazine and Newspaper production

Publishing Solutions Details

Business Operations Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
Content Management	Oracle DB/Intermedia	For Storage, Cataloging and indexing content for cross platform applications leveraging DBI
Direct Procurement	E-Business Suite SRM	End-to-end procurement suite from sourcing, through self service to purchasing
Pagination Systems	Adobe (3rd Party)	Utilize 3rd Party Pagination, Mark Up solutions

Publishing Solutions Details

Corporate Administration Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
Corporate Performance Management	E-Business CPM Suite	This would include Budget and Planning, Balanced Scorecard and Consolidation Hub for end to end Financial analysis
Financials	E-Business Suite	Integrated suite including Payables, Expense Management, Fixed Assets and G/L
Indirect Procurement	E-Business Suite	Self Service apps through Purchasing for all indirect purchases such as supplies and internal facilities
Facilities Management	E-Business Property Manager	Used for managing both corporate (employee) space and associated costs, as well as retail storefronts
Human Resources	E-Business Suite HR	HR, Benefits and Payroll including self-service
Projects	E-Business Suite	Used for capital project management and management of IT projects
Compensation	Oracle Incentive Compensation Workbench	Lead with OIC in all situations because of greater product functionality, customer base, flexibility

Publishing Solutions Details

Infrastructure Solutions

Business Area	Product/Solution	Sales Strategy/ Dependencies
Product Data Consolidation	E-Business Product Hub	Leverage product consolidation from disparate systems
Customer Data Consolidation	Siebel Universal Customer Master (UCM)	Siebel UCM has best in calss industry specific customer data
Integration Framework	Oracle Fusion Middleware with BPEL	
Core Technology	Oracle	Lead with Oracle tech stack unless not a standard at the client

Exception Scenario 1: Installed Base PeopleSoft Corporate Administration

Oracle Confidential

Publishing Solution Map - Recommended Solutions if PeopleSoft Corporate Administration Components Installed

Customer Channels

Order Capture/Config. | Sales | Marketing | Bill Presentation | Service Mgmt. | Call Center

Analytics

CRM | O2C | Agent HR | CRM Op DB

Spend Analysis | Supply Chain

Human Resources

Financials

Business Operations

Subscriber Fulfillment	Invoicing: B2C | B2B	Revenue Management
Content Management	Contract Management	Production Management
Royalty Tracking	Pagination/Layout	Direct Procurement

Corporate Administration

CPM | Financials | Indirect Procurement | Facilities Management | Human Resources | Projects | Compensation | Helpdesk: HR \| IT

Infrastructure

Universal Product Master | Universal Customer Master

Integration Framework (e.g. BPEL)

Technology *[e.g. Database, Application Server, RAC, Oblix, Times Ten]*

Installed Base or Technology Exceptions - Publishing

PeopleSoft Corporate Admin Systems Installed

Business Area Installed	Product/Solution	Sales Strategy/ Dependencies
Human Capital Mgmt (Enterprise HCM)	Enterprise CRM Help Desk	Sell Enterprise Help desk to HCM Install Base, continue to sell E-Business suite products in all other Corporate Admin. areas
Enterprise EPM or Financials systems	Enterprise EPM and other Corporate Solutions	Continue selling within suite, both for Corporate Administration components, like Projects and Property Management and related Analytics EPM solutions
Enterprise EPM or Corporate Administration systems	Enterprise Business Operations Solutions	Sell Enterprise Ordering capabilities, Field Service, Procurement, ALM asset Management, Contract and Revenue Management
Analytics	Siebel Analytics and PeopleSoft EPM	SBA is the play for CRM, Order to Cash, AR, Agent Performance, EPM for Procurement and Spend Analysis, EPM for HR and Financials EPM for Profitability, Planning, and Budgeting

Exception Scenario 2: Installed Base PeopleSoft Customer Channels

Publishing Solution Map - Recommended Solutions if PeopleSoft Customer Channels Solutions Installed

Customer Channels

Order Capture/Config. | Sales | Marketing | **Bill Presentation** | Service Mgmt. | Call Center

Analytics

CRM | O2C | Agent HR | CRM Op DB

Spend Analysis | Supply Chain

Human Resources

Financials

Business Operations

Subscriber Fulfillment	Invoicing: B2C / B2B	Revenue Management
Content Management	Contract Management	Production Management
Royalty Tracking	Pagination/Layout	Direct Procurement

Corporate Administration

CPM | Financials | Indirect Procurement | Facilities Management | Human Resources | Projects | Compensation | Helpdesk: HR / IT

Infrastructure

Hubs (Asset Hub, Product Hub) | Universal Customer Master

Integration Framework (e.g. BPEL)

Technology *[e.g. Database, Application Server, RAC, Oblix, Times Ten]*

Installed Base or Technology Exceptions - Publishing

PeopleSoft Customer Channels Installed

Business Area Installed	Product/Solution	Sales Strategy/ Dependencies
Enterprise CRM Components Installed	Enterprise CRM other components	Continue selling within Enterprise CRM suite for additional components, except for bill presentment, where Siebel e-DOCS would be positioned
Enterprise CRM Components Installed	Mix of E-Business and Enterprise Business Operations Solutions	Use Enterprise Service Fulfillment and Field Service with E-Business Assets, Contracts, Procurement, Lease and Revenue Management. Minimum integration between Enterprise and E-Business components – more linked to Customer or Corporate solutions
Enterprise CRM Components Installed	Mix of E-Business and Enterprise Analytics	Use Enterprise EPM for Customer and Operational Analytics tied to Customer Channels, Oracle E-Business DBI and CPM for rest – tied to Corp Admin solutions
All other areas	Oracle E-Business or PeopleSoft Enterprise	Lead with E-Business but if client is comfortable with PeopleSoft environment and wants to extend, then lead with Enterprise for Corporate Administration

Exception Scenario 3: Oracle Technology not a standard

Publishing Solution Map - Recommended Solutions if Oracle Technology not a standard

Customer Channels

Order Capture/Config. | Sales | Marketing | Bill Presentation | Service Mgmt. | Call Center

Analytics

CRM | O2C | Agent HR | CRM Op DB

Spend Analysis | Supply Chain

Human Resources

Financials

Business Operations

Service Fulfillment	Invoicing: B2C | B2B	Revenue Management
Content Management	Contract Management	Production Management
Royalty Tracking	Pagination/Layout	Direct Procurement

Corporate Administration

CPM | Financials | Indirect Procurement | Facilities Management | Human Resources | Projects | Compensation | Helpdesk: HR \| IT

Infrastructure

Siebel Universal Customer and Product Master

Fusion Middleware with BPEL

Installed: IBM or Microsoft Technology *[Database, Application Server]*

Installed Base or Technology Exceptions - Publishing

Oracle Tech Not A Standard

Business Area	Product/Solution	Sales Strategy/ Dependencies
Customer Channels	Siebel Solutions	Similar to Greenfield but on non-Oracle Tech Stack
Analytics	Siebel and Enterprise Solutions	Sell Siebel Customer and Operations Analytics but substitute Enterprise EPM for E-Business CPM and DBI
Business Operations	Enterprise Business Operations Solutions	Sell PS Ordering capabilities, Invoicing, Procurement, Manufacturing, Contract and Revenue Management integrate to 3rd Party Data for Content and Royalty Managment
Corporate Administration	Enterprise Solutions	Substitute Enterprise for E-Business solutions
Infrastructure	Siebel UPM?UCM	Use UCM/UPM for Data Integration Fusion consider Fusion/BPEL for Process and Technology

Exception Scenario 4: Installed Base SAP products for Corporate Administration

Publishing Solution Map - Recommended Solutions if SAP Installed for Corporate Administration

Customer Channels

Order Capture/Config. | Sales | Marketing | Bill Presentation | Service Mgmt. | Call Center

Analytics

CRM | O2C | Agent HR | CRM Op DB

Spend Analysis | Supply Chain

Human Resources

Financials

Business Operations

Service Fulfillment

Invoicing: B2C | B2B

Revenue Management

Content Management

Contract Management

Production Management

Royalty Tracking

Pagination/Layout

Direct Procurement

Corporate Administration

CPM | Financials | Indirect Procurement | Facilities Management | Human Resources | Projects | Compensation | Helpdesk: HR | IT

Infrastructure

Universal Product Master | Universal Customer Master

Integration Framework (e.g. BPEL)

Technology *[e.g. Database, Application Server, RAC, Oblix, Times Ten]*

Installed Base or Technology Exceptions - Publishing

SAP Corporate Admin Systems Installed

Business Area	Product/Solution	Sales Strategy/ Dependencies
Customer Channels	Siebel Solutions	Similar to Greenfield
Business Operations	Siebel and Oracle Solutions	Similar to Greenfield
Analytics	Siebel and Oracle Solutions	Lead with Siebel Analytics in all areas
Corporate Administration	Oracle E-Business	E-Business Components as standalone wherever SAP not used
Infrastructure	Oracle	Similar to Greenfield

Regional Exceptions

General Regional Exceptions: APAC

• Anywhere that a front office end user has to use multiple products / UIs, standardize on a single suite solution from Oracle or Siebel to reduce complexity and integration issues.

• Help Desk – HR Help Desk should be Enterprise not Oracle in all scenarios – where both HR and IT Help Desks are required, select same suite.

• Where Field Service is required select same suite for B2B and B2C.

• Use Oracle CDH alone in all cases where only dedupe / Data Quality Management are required without industry specific data model. Position UCM where vertical data model is available and required by the specific account (e.g., Banking, Insurance, Communications)

• Check ongoing support of Siebel OEM relationships for multi language data dedupe and merge, search engine, knowledge base, etc.

General Regional Exceptions: EMEA

- Lack of availability of products in some European languages will limit options
- CDH/UCM
  - No Siebel → CDH
  - Siebel CRM for Industry Solution → UCM
  - Siebel CRM & FSI → UCM
  - Siebel CRM, public sector, Oracle apps → CDH
  - Siebel CRM, public sector, no Oracle apps → UCM
  - Siebel CRM & Industry w/o specific Siebel data model → CDH
  - No Siebel CRM → CDH

Regional Exceptions EMEA: Media

- Consider Oracle for spending analysis to match back office

Siebel 8.0: Supported Languages

- Arabic
- Chinese - Simplified
- Chinese - Traditional
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Hebrew
- Italian
- Japanese
- Korean
- Portuguese – Brazilian
- Portuguese – European
- Spanish
- Swedish
- Thai

Siebel 8.0: Supported Platforms

- Database Management System
  - IBM DB2 UDB ESE 8.2
  - IBM DB2 for z/OS 8
  - IBM DB2 Connect 8.2
  - *MS SQL Server 2005*
  - Oracle 10g R2 Enterprise Server
- Siebel Enterprise Server OS
  - MS 2003 Server (IA32)
  - *HP-UX 11i 11.23 IPF*
  - *IBM AIX 5L 5.3*
  - *Sun Solaris 10 (32 and 64 bit)*
  - *Red Hat Enterprise Linux 4.0 on IA32*
  - *SuSe Linux 9.0 on IA32*
  - *Solaris 10/x86 (web tier only)*
- J2EE App Servers
  - *IBM WebSphere Application Server 6.0*
  - *BEA WebLogic Application Server 9.0*
  - *MS .Net (Windows 2003 Advanced Server)*
- Web Server
  - HP Apache Web Server Suite 2.0.3
  - IBM HTTP Server 2.0 on AIX 5.3
  - Microsoft IIS 6.0
  - SuSe Apache Web Server 2.0
  - Red Hat Strong Hold Web Server 2.0
  - *Sun ONE Web Server EE 6.1 SP 4 SPARC & IA32*
- HI Client IE 6.0 browser (also IE 7.0 on XP)
  - Windows 2000 SP 4
  - Windows XP Professional SP2
  - Windows XP Tablet PC Edition
- SI Client compliant with HTTP 1.1, HTML 4.0, JavaScript 4.1
  - Windows 2000
  - Windows XP
  - Windows 98
  - Windows ME
  - Solaris 10
  - Macintosh OS X 10.3
  - SuSe Linux SuSe