IBM Power Systems for Oracle's Siebel Customer Relationship Management (CRM)

Powerful, dynamic systems with POWER8 processors keep you ahead of the latest technology trends

Designed and built for your business critical Siebel CRM deployments

Data-centric design and optimization brings faster insight to the point of impact

Improved IT economics efficiently deliver business services with a scalable, open cloud

Joint IBM and Oracle testing, planning, and support deliver a robust enterprise-class computing platform for Siebel CRM

Built with innovation that puts data to work

It's no secret that dynamic technology changes are rapidly remaking how organizations do business. The growing torrent of data from both within and outside your organization, from mobile employees and from customers and prospects, presents an unprecedented opportunity to gain valuable insights and apply these insights at the best point of impact to improve your business results.

Making the transition to advanced capabilities requires an integrated infrastructure that supports your key IT initiatives, and business critical Siebel CRM deployments. Our investments to bring optimized solutions in the areas of big data, analytics, cloud, and mobile access are designed to simplify and accelerate your journey to address today's market opportunities.

The newest generation of IBM® Power Systems™, with POWER8™ technology, is the first family of systems built with innovations that transform the power of big data and analytics, mobile, and cloud into competitive advantages in ways never before possible.

Optimized for the rigorous demands of enterprise computing

IBM understands that applications and business processes have differing demands and that one size does not fit all. To ensure that technology aligns to business rather than the other way around, IBM offers a full range of Power® Systems servers each of which delivers leadership data capabilities, security, performance and scalability in its class. A totally integrated approach to the design, development, and testing of each and every Power server ensures the resiliency required for today's Siebel CRM deployments.

All Power Systems server models include innovative reliability, availability and serviceability features that help avoid unplanned downtime—plus a wide range of open technologies that give you added flexibility to match business needs. And, with PowerHA®, Capacity on Demand, and Live Partition Mobility—Power Systems enterprise servers ensure businesses can keep their Siebel CRM applications available, even as they add capacity to handle new and growing business demands.

Built on POWER, designed for data

POWER® processor technology is a reduced instruction-set computing (RISC) architecture that spans applications from consumer electronics to supercomputers. POWER processors are at the forefront of both commercial and technical or high performance computing. So, in addition to excelling at commercial workloads like Siebel CRM, POWER is also behind many of today's top supercomputers. And POWER8 is the first processor designed from the ground up to handle big data.

POWER processors provide the foundation for designing systems for both traditional workloads like Siebel CRM and compute and data-intensive workloads like Web, analytics, mobile, and social applications. To achieve maximum performance, POWER processor-based systems are designed with optimization technologies that enable the system to tune automatically to specific workloads. Our latest generation of systems built with POWER8 technology offers balanced data-centric design to support the most challenging and complex data-hungry applications 2X faster than the prior generation:

- More computing power to distribute workloads—50 percent more cores, twice the number of threads per core, and smart acceleration enabled by our Coherent Accelerator Processor Interface (CAPI), an open interface allowing PCIe3 devices to participate in operations at memory speed without risk
- Massive workspace to process data quickly—Twice the memory and CAPI flash technology to achieve lower latency and a smaller footprint
- Broad pathways to move data in and out of systems with ease through expanded I/O

Integrated and easy-to-deploy

A totally integrated approach to the design, development, and testing of each and every IBM Power Systems server ensures that they are simple to deploy and highly reliable as a foundation for Siebel CRM. IBM Power Systems offers thousands of popular industry applications from ISVs running on a choice of Linux®, AIX®, and IBM i operating systems. IBM has a full range of affordable Power Systems servers, each of which delivers leadership performance and scalability in its class.

The IBM and Oracle alliance

Since 1986, Oracle and IBM have been providing customers with compelling joint solutions, combining Oracle's technology and application software with IBM's complementary hardware, software and services solutions. More than 100,000 joint clients benefit from the strength and stability of the Oracle and IBM alliance, which offers technology, applications, services, and hardware solutions that mitigate risk, boost efficiency, and lower total cost of ownership.

IBM is a Diamond Partner in the Oracle Partner Network, delivering the proven combination of industry insight, extensive real-world Oracle applications experience, deep technical skills and high performance servers and storage to create a complete business solution with a defined return on investment. From application selection, purchase and implementation to upgrade and maintenance, we help organizations reduce the total cost of ownership and the complexity of managing their current and future applications environment while building a solid base for business growth.

AIX – The future of UNIX

According to IDC, the IBM Power Systems platform with AIX technology is the leader in worldwide UNIX® server revenue share.[1] An open standards–based UNIX operating system, IBM AIX software exploits decades of IBM technology innovation. According to ITIC's 2013 survey, the IBM AIX operating system delivered the highest reliability scores among different server operating systems, including Linux and other UNIX operating systems.[2]

AIX technology offers deep integration and optimization with PowerVM™ virtualization, PowerVC™ advanced virtualization management, and PowerHA® high availability software. The latest AIX 7.1 release features new cluster-aware integration with PowerHA, as well as the ability to run AIX 5.3 Workload Partitions to facilitate application migration and reuse. The AIX operating system is available in three editions for a range of capability and flexibility for both mid-sized and large enterprises.

AIX 7 and the previous release, AIX 6, are binary compatible with previous versions of AIX including AIX 5L™. This means that applications that ran on earlier versions will continue to run on AIX 7 or 6—guaranteed.[3]

Oracle's Siebel CRM

A complete customer relationship management solution, Oracle's Siebel CRM helps organizations differentiate their businesses to achieve maximum top-and bottom-line growth.

Siebel CRM delivers a combination of transactional, analytical, and engagement features to manage all customer-facing operations. With solutions tailored to more than 20 industries, Siebel CRM delivers comprehensive on premise and on demand CRM solutions that are tailored industry solutions with role-based customer intelligence and pre-built integration.

Siebel CRM delivers industry leading functionality in the following applications:

- Siebel Sales Applications - Siebel Sales Applications maximize sales effectiveness in real time by accelerating the quote-to-cash process, aligning sales channels, increasing pipeline and win rates, and raising average transaction values.

- Quote & Order Capture - Siebel Customer Order Management solutions simplify the complex and often frustrating process of tracking thousands of products across multiple catalogs and systems. They deliver deep customer insight that enables businesses to dynamically present targeted product bundles, offer intelligent cross-sell and up-sell opportunities, and achieve optimal prices for products and customer segments. At the same time, they give employees the information they need to take decisive action and conduct intelligent interactions with customers. As a result, companies see greater revenues, reduced operating costs, and higher customer loyalty.

- Siebel Enterprise Marketing - Siebel Enterprise Marketing is a comprehensive closed-loop solution that empowers B2B and B2C organizations across industries to achieve excellence in marketing. Tailored to the needs of business and consumer marketers across more than 20 industries, the Siebel Enterprise Marketing delivers actionable insight to all members of the marketing organization.

- Siebel Contact Center and Service - Siebel Contact Center and Service product family helps businesses deliver quicker, better, and more-efficient customer service. Whether a company needs hosted, mobile, or on-premise solutions, these applications provide optimal resource deployment, speedy issue resolution, one-and-done request handling, and powerful tracking and analytics capabilities. As a result, businesses can increase customer satisfaction while cutting costs at all touch points around the globe.

- Siebel Partner Relationship Management - Oracle PRM, which now includes Siebel, is a market leading comprehensive channel management solution that allows brand owners to achieve their channel business objectives. With industry-specific PRM solutions, proven customer successes, and unmatched deployment options—including both on premise and on demand solutions, Oracle PRM is a channel management leader.

- Siebel CRM Technology - Siebel CRM Technology provides the server framework to support Siebel Applications. It delivers solutions for development, deployment, diagnostic, integration, productivity, and mobile services.

As part of Oracle's Applications Unlimited strategy, Siebel CRM applications will continue to be enhanced, thus protecting and extending the value of your software investment.

Power Systems benchmarks for Siebel CRM

IBM has demonstrated outstanding performance and scalability using the IBM Power S824 server—built with POWER8 processors—running the Siebel CRM Release 8.1.1.4 Industry Applications benchmark workload. The results of this benchmark demonstrate the outstanding per core performance of IBM's latest version of the POWER processor.

To achieve this unmatched performance IBM used four 16-core Power System S824 servers with POWER8 processors and was able to run 50,000 concurrent users. These results show the highest number of Siebel CRM Release 8.1.1.4 PSPP benchmark users run to date on any hardware platform. When looking at per-core performance, these results are also industry-leading with 8,333 concurrent users run per database server core.

Power Systems Software

IBM offers a full range of IBM Power Systems Software™ technologies that enable businesses using Siebel CRM to fully exploit Power Systems servers. Designed and optimized specifically for Power Systems, IBM's offerings include IBM PowerVM virtualization software, IBM PowerHA software for high availability, PowerVP™ for performance monitoring, PowerVC for advanced virtualization management, and IBM Systems Director with IBM Active Energy Manager for platform and energy management. IBM's integrated approach to developing the systems and software together enables high system utilization, high resiliency and simplified management.

PowerVM virtualization

IBM PowerVM provides the industrial-strength virtualization solution for IBM Power Systems servers and blades that run Siebel CRM workloads. Based on more than a decade of evolution and innovation, PowerVM represents the state of the art in enterprise virtualization and is broadly deployed in production environments worldwide by most Power Systems owners.

The IBM Power Systems family of scale-out and enterprise (scale-up) servers includes proven workload consolidation platforms that help clients control costs while improving overall performance, availability and energy efficiency. With these servers and IBM PowerVM virtualization solutions, an organization can consolidate large numbers of applications and servers, fully virtualize its system resources, and provide a more flexible, dynamic IT infrastructure. In other words, IBM Power Systems with PowerVM deliver the benefits of virtualization without limits.

PowerVM also offers a secure and resilient virtualization environment, built on the advanced RAS (reliability, availability and serviceability) features, extreme scalability and leadership performance of the IBM Power Systems platform, based on the outstanding Power processors.

PowerHA – resiliency without downtime

Smarter computing by nature requires businesses to raise their services delivery levels, fueling 24×7 high availability demands for their applications and IT infrastructure. PowerHA SystemMirror for AIX and IBM i is a high availability clustering solution for both data center and multisite resiliency. PowerHA is designed to protect Siebel CRM business applications from outages of virtually any kind, helping ensure round-the-clock business operations.

The best high availability and disaster recovery plans involve an integrated approach to resiliency spanning across applications, operating systems, servers and storage. That's why PowerHA software offers deep integration and optimization between PowerHA SystemMirror software and AIX and IBM i.

IBM PowerVC Virtualization Center

PowerVC is an advanced virtualization management offering, built on OpenStack, that provides simplified virtualization management for IBM AIX, IBM i and Linux virtual machines (VMs) running on IBM Power Systems. PowerVC is designed to improve administrator productivity and simplify the management of VMs and LPARs on Power Systems servers. PowerVC provides the foundation for Power Systems scalable cloud management, including integration to higher-level cloud managers based on OpenStack technology. PowerVC helps Siebel CRM customers using Power Systems servers to lower their total cost of ownership with a simplified user experience that allows simple deployment and movement of workloads and policies to maximize resource utilization.

IBM System Storage

Disk and tape storage are critical elements of a Siebel CRM environment. Designed with performance, growth, reliability, and availability in mind, IBM System Storage® products, such as the IBM DS8000®, IBM XIV® Storage System, and IBM Storwize® V7000 provide a continuum of storage solutions. IBM FlashSystem™ flash storage that can deliver significant performance improvements and the IBM SAN Volume Controller to enhance your storage infrastructure flexibility round out IBM's comprehensive storage product portfolio.

IBM also offers a compelling market-leading array of tape storage products to help protect Siebel CRM application data including deduplication virtual tape appliances, enterprise tape libraries, and tape drives. With IBM Tivoli® Storage Manager for Databases, these tape products are designed to provide low-cost, superior performance, high capacity and unattended backup from entry-level to enterprise server environments.

Sizing and capacity planning for Siebel CRM on a Power System server

Working together, IBM and Oracle have developed a capacity-estimation capability to aid in designing an optimal configuration for each specific Siebel CRM client environment. A detailed sizing estimate customized for your environment should be obtained from the IBM Techline ISV Solutions Sizing Team, accessible through your IBM or IBM Business Partner representative. You can download a questionnaire to start the sizing process from:
ibm.com/erp/sizing

For more information

To explore other Power Systems and Oracle solutions or to find out more about other joint solutions from IBM and Oracle, please contact an IBM sales representative at 1-866-426-9989, or visit us at:
ibm.com/solutions/oracle
ibmandoracle.com

For more information about IBM Power Systems and Oracle software product support, visit:
ibm.com/solutions/oracle/us/en/index/powersystems.html

For more information about the IBM Power Systems family, visit:
ibm.com/powersystems

For more information about Siebel CRM, visit:
oracle.com/us/products/applications/siebel/overview/index.html

For more information about Oracle's Applications Unlimited program, visit:
oracle.com/us/products/applications/applications-unlimited/overview/index.html

For more information about the Power S824 Siebel CRM Release 8.1.1.4 Industry Applications benchmark result, visit:
oracle.com/us/solutions/benchmark/apps-benchmark/siebel81-pspp-50k-power8-results-2195374.pdf

[1] IDC Quarterly Server Tracker Q214 release, August 2014
[2] IBM's Power Systems recorded approximately 13 minutes
per server/ per year of unplanned downtime (99.997
percent uptime) according to the ITIC 2013 Global Server
Hardware and Server OS Reliability Survey (itic-corp.com)
with Oracle x86 servers recording the highest percentage of
server outages among the 14 platforms surveyed
[3] More information on the binary compatibility of AIX can be
found at: **ibm.com**/systems/power/software/aix/compatibility/
guarantee/index.html

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