



IBM z Systems running Oracle Database on Linux with Siebel Customer Relationship Management

Put z Systems to work for you

Scale and grow Siebel CRM applications and data with confidence

Benefit from mission-critical reliability for Siebel CRM

Simplify IT operations with advanced virtualization, multi-architecture workload support and operations management capabilities

Minimize network security vulnerabilities, and reduce latency

Today, enterprises require a trusted IT infrastructure that is dynamic, scalable and flexible enough to support both mission-critical work and the development and deployment of new workloads. This infrastructure must help decision makers to use data, a company's most valuable asset, with insight rather than hindsight, and assist in using IT to gain a competitive edge.

The IBM® z13™ is the first of a new generation of z Systems™, designed for digital business and the mobile economy. z13 can help deliver advanced performance, security, resiliency, availability and virtualization for a high quality of service. Designed for larger enterprises, the z13 offers massive scalability for secure data serving, high-volume transaction processing and large-scale consolidation.



The z13 features 22 nm processor technology and supports simultaneous multi-threading for Linux® and Java™ workloads. It helps deliver outstanding transaction processing and data serving performance. The z13 offers excellent economies of scale, supporting up to 141 configurable cores and more efficient use of critical data. Coupled with up to 10 TB of memory, the z13 is ideally suited for consolidating large-scale distributed environments and the introduction of new in-memory workloads.

The IBM z13s™, the newest member of the IBM z Systems family, is designed as an entry-level enterprise server for any growing business that is looking to use z Systems technologies' qualities of service, flexibility and performance.

As environmental concerns raise the focus on energy consumption, the z13 and z13s can promote energy efficiency. Their design helps to dramatically reduce energy consumption and save floor space by consolidating workloads into a simpler, more manageable and efficient IT infrastructure.

Linux and IBM z Systems

A Linux infrastructure on z Systems provides an enterprise-grade Linux environment. It combines the advantages of the z Systems platform and leading IBM z/VM® virtualization with the flexibility and open standards of the Linux operating system.

IBM z13 virtualization technology

During spikes in demand, the z13 platform can quickly redistribute system resources and scale up, scale out, or both in a way that can make the difference between flawless execution or costly, slow response times and system crashes.

You can further improve the virtualization management capabilities of Linux and z/VM by using the intelligent visualization, simplified monitoring, and unified management features of IBM Wave for z/VM. This product is designed to help simplify everyday administrative and configuration tasks and to help you transform your Linux environment to a virtualized private cloud.

An enterprise-grade Linux infrastructure on z13 and z13s is designed to bring unique business value in the areas of operational efficiency, scalability, autonomic workload management, reliability, business continuance and security. Linux on z Systems solutions can further benefit from the following IBM technologies to enhance this infrastructure:

- IBM z Advanced Workload Analysis Reporter (IBM zAware) for Linux on z Systems delivers a creative availability solution to help maximize service levels. This solution provides faster insight into the health of your Linux system with IBM zAware pattern recognition analytics.
- High availability capabilities are provided by the IBM Spectrum Scale™ high-performance data and file management solution (based on the IBM General Parallel File System™ (IBM GPFS™)). The Spectrum Scale solution provides access to storage that can deliver greater speed, flexibility, cost efficiency and security that are achievable by using built-in encryption and data protection.
- IBM Geographically Dispersed Parallel Sysplex™ (IBM GDPS®) Virtual Appliance provides near-continuous availability and disaster recovery by extending GDPS capabilities for Linux on z Systems and z/VM environments. It can help substantially reduce recovery time, recovery point objectives and the complexity that is associated with manual disaster recovery.

Siebel Customer Relationship Management (CRM) fully supports a mixed platform architecture with the database-tier only configuration on z Systems with distributed UNIX® and Linux certified application tier servers, as shown in Figure 1.

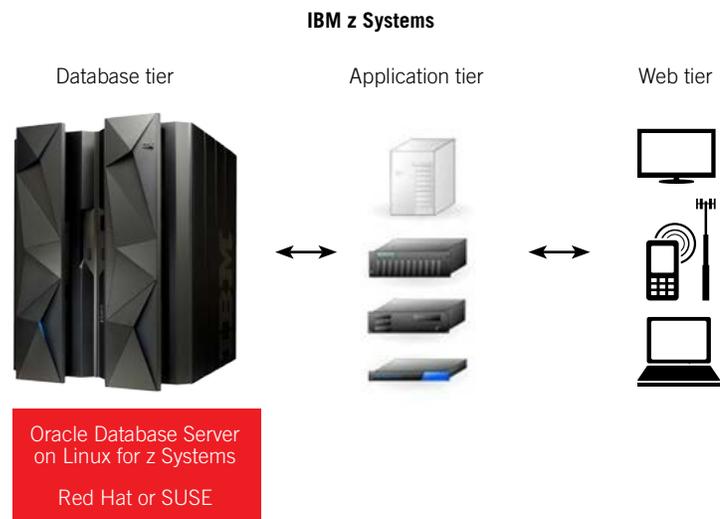


Figure 1: Siebel CRM deployed on z Systems

Source: IBM Institute for Business Value



Oracle's Siebel CRM

A complete customer relationship management solution, Oracle's Siebel CRM helps organizations differentiate their businesses to achieve maximum top-line 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-premises and on-demand CRM solutions that are tailored industry solutions with role-based customer intelligence and prebuilt integration.

Siebel CRM delivers industry-leading functionality in the following applications:

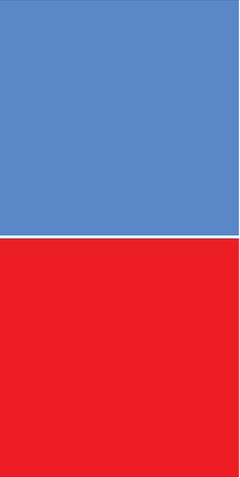
- *Siebel Sales Applications.* Siebel Sales Applications can maximize sales effectiveness in real time by accelerating the quote-to-cash process, aligning sales channels, increasing pipeline and win rates, and raising average transaction values.
- *Quote & Order Capture.* Siebel Customer Order Management solutions simplify the complex and often frustrating process of tracking thousands of products across multiple catalogs and systems. These solutions 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, these solutions give employees the information they need to take decisive action and conduct intelligent interactions with customers. As a result, companies can experience 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, Siebel Enterprise Marketing delivers actionable insight to all members of the marketing organization.

- *Siebel Contact Center and Service*. The 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-premises 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 (PRM)*. 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-premises 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 the Oracle Applications Unlimited program, Siebel CRM applications will continue to be enhanced, protecting and extending the value of your software investment.

This enterprise-grade Linux on z Systems solution is designed to add value to Siebel CRM solutions, including the functions that are introduced in the latest version of Siebel CRM. Siebel CRM on z Systems includes the following benefits:

- Optimizes performance by deploying powerful database hardware engines that are available on z13 and z13s systems
- Achieves greater flexibility through the z Systems workload management capability by allowing the Siebel CRM environment to dynamically adjust to user demand
- Reduces total cost of ownership (TCO) by using the specialized Integrated Facility for Linux (IFL) cores that run the Oracle Database used by Siebel CRM and management of the environment
- Provides high levels of security and quality of service



Sizing and capacity planning for Siebel CRM on IBM z Systems

By 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. You can obtain a detailed sizing estimate that is customized for your environment from the IBM Techline ISV Solutions Sizing Team, which is accessible through your IBM or IBM Business Partner representative. You can download a questionnaire to start the sizing process at ibm.com/partnerworld/wps/servlet/ContentHandler/techline/FAQ00000750.

The IBM and Oracle alliance

Since 1986, Oracle and IBM have been providing clients 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. Through this partnership, Oracle and IBM offer technology, applications, services and hardware solutions that are designed to mitigate risk, boost efficiency and lower total cost of ownership.

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

For more information

For more information about joint solutions from IBM and Oracle, please contact an IBM sales representative at 1-866-426-9989, or visit:

- IBM and Oracle alliance overview: ibm.com/solutions/oracle
- IBM technology hub for Oracle Solutions: ibmandoracle.com

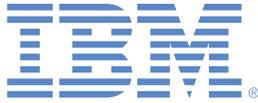
For more information about IBM z Systems, see ibm.com/systems/z.

For more information about Siebel CRM, see:

<http://www.oracle.com/us/products/applications/siebel/resources/index.html>

For more information about the Oracle Applications Unlimited program, go to:

<http://www.oracle.com/us/products/applications/applications-unlimited/overview/index.html>



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