

Siebel CRM + CRM On Demand = Fusion CRM

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Last week, between 24th and 26th July, I had the opportunity to attend the Oracle Fusion CRM boot camp in Paris on behalf of Enigen UK. It was a very intensive but fruitful week where we could confirm how powerful is Fusion CRM. This tool can bring real value-added to our customers and will certainly improve and evolve the relationship between companies and its clients. Which in turn increases return on investment and brings profit.

As I see it Fusion is a mix between Siebel CRM and CRM On Demand and has the best of those two worlds. It has the potential to be as powerful and flexible as Siebel CRM, and it is user friendly and straightforward as CRM On Demand. Once you know it you can see that it is true what Oracle says about designing it, from the ground up, using the latest technology advances and incorporating the best practices gathered from Oracle's customers.

As you must know Fusion CRM is one of the pillars of Oracle Fusion Applications suite that incorporates also HCM, SCM, PPM, GRC, Procurement and Financials. Oracle spent billions of dollars developing this suite, and in the last 6 years more than 4.000 developers were dedicated to it. Fusion CRM sets a new standard for CRM, is a 100 percent open-standards-based business application, and is available on demand or on premise.

One of the most impressive things in Fusion CRM is the Territory Management, a core tool for sales teams. Territories can be defined with 11 dimensions(!) and can match the three most important issues: Sales Reps Balance, Gaps and Overlaps. It is also possible for Managers to plan Territory realignments and have a preview of the future results (metrics and analytics) before applying it.

Also for us – business and technical consultants or developers – Fusion CRM seems to be one step ahead of Siebel CRM and CRM On Demand. The 4 Composers (Application Composer, Page Composer, Process Composer and Reports Composer) seem very user friendly and easy-to-use. These are the tools that we are going to use to customize and extend Fusion CRM to meet our customers' business processes and requirements.

Some so-called specialists were calling Oracle Fusion the "Confusion". They don't seem to know the meaning of both words. Fusion means combination of two or more things, an act of merging, and that's what Oracle did putting together all its applications in one platform. On the other hand

Confusion means lack of order and method, and that seems to fit the products of Oracle's biggest competitors.