

KNOA UPM FOR ORACLE'S SIEBEL CRM APPLICATION

KEY BENEFITS

- Enables companies to drive end-user adoption and the effective use of Siebel
- Enables the identification, prioritization and effective management of user performance issues
- Provides significant cost reduction in IT, User Support and Training
- Specific performance metrics enable specific program responses and ROI

Based on our experience with more than 4,000 successful front-office implementations, Oracle is focused on helping customers achieve business results. Using a proven approach, based on the Knoa UPM for Siebel product suite, improvements are identified that can lead to higher end-user adoption and effective execution of key processes.

Focusing on End User Performance

For the first time, the Knoa UPM for Siebel product provides specific metrics on:

- How the Siebel application is performing for your users across a complete set of response metrics and error conditions – the true user experience.
- How effectively your users are able to execute business processes within the Siebel application, by being able to measure your user's actions before, during and after transactions.

Knoa UPM metrics are monitored for all users, all the time, in real time!

Managing End User Performance: Drive Productivity and Reduce Cost

It's clear from our work with the Knoa UPM for Siebel product at major companies that this tool can quickly and effectively identify those areas of the Siebel application where users are not being served well – even down to the individual steps within a transaction. These precise measurements of user actions before, during and after transactions provide insights to determine precisely where users are having issues with execution. The Knoa UPM for Siebel Management Console enables customer departments to achieve significant savings from more effective operations.

- **IT Operations** – precisely determine the experience of the users at the individual function level within transactions – the true end user experience
- **User Support**— proactively identify major issues that users are experiencing before they call, and, reduce the time per user support call significantly.
- **Training**— identify the specific Siebel processes where users are having execution issues, and, measure the effectiveness of the user training response
- **Process Engineering/LOB**—define baseline performance for processes and target those areas that have the most potential for process improvement.

Getting Started

Your Oracle Technical Account Manager (TAM) can tell you more about Knoa UPM and arrange a demonstration for you.

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