A Partner Solution for Cross Industry

Integrating Customer Systems on the Siebel CRM Platform with IBM FileNet P8 for Improved Productivity and Enhanced Customer Satisfaction

IBM `Information Management` software

AutoCont CZ a.s.
Siebel Connector for IBM FileNet P8

Partner Solution

- **Target Industry**
  Cross Industry

- **Business Application**
  Siebel CRM Connectivity

- **Products**
  IBM FileNet Content Federation Services
  IBM FileNet Content Manager

AutoCont

Business Challenge

An important element in business success is the immediate availability of information regardless of where and in what format that information is stored. Many companies file enormous amounts of data in their Siebel CRM system, but the majority of their customer information is contained in electronic archives in an IBM FileNet P8 environment. Instead of having the information instantly available, the Siebel CRM user must open a different application and use a separate search function to access this customer data, causing delays in critical areas like customer service. In addition, legal requirements on archiving business documentation are becoming stricter.

Solution

AutoCont CZ's Siebel Connector for IBM FileNet P8 provides an interconnection between the Siebel Customer Relationship Management (CRM) and IBM Enterprise Content Management (ECM) systems that does not intervene with common functionality and, at the same time, maximizes the use of the two system's functionality. The Siebel Connector for IBM FileNet P8 leverages IBM ECM functionality allowing the user to work with documents stored across the entire enterprise.

The solution provides the Siebel CRM user with immediate access to all documents that meet pre-defined criteria. It consists of two basic parts – a component contained directly in the respective Siebel CRM screen and the configuration XML file. The component ensures the user's authentication in the environment and subsequent work with documents. The authentication takes place automatically in the background, and the system administrator can set the authentication to be personal or by group. Once authenticated, the user can perform a variety of functions such as scanning displayed files, versioning, and/or inserting, depending on the setup.

The Siebel Connector for IBM FileNet P8 also provides customizable components and templates to define the system's behavior for the end user, including graphic appearance, columns and sequencing, and definition of the document criteria. Use of the Siebel Connector for IBM FileNet P8 functionality makes it possible to consolidate work with documents from within the Siebel CRM environment into a single, central catalogue to simplify the central document administration and better comply with legal requirements for archiving of business documentation.

Value Proposition

AutoCont CZ's Siebel Connector for IBM FileNet P8 delivers significant benefits to organizations, including:

- Ensuring access to customer data directly from the Siebel CRM environment.

- Empowering frontline employees by providing them with comprehensive and up-to-date customer information that is linked directly to Siebel CRM records and transactions, thereby enabling better customer service.

- Improving decision-making throughout the enterprise.

- Providing an efficient and intuitive way to capture, store, locate, access, and manage critical business information, allowing for better compliance with government regulations.

Company Description

AutoCont CZ and AutoCont SK are subsidiaries of the Czech private holding AutoCont, a.s. Originally a PC manufacturer and computer technology retailer, the company has evolved into a successful holding operating on the Czech and Slovak ICT markets. AutoCont focuses on three main business lines: Business Applications; Technical, System and Application Infrastructure; Outsourcing and Servicing. Within these lines, AutoCont concentrates on two major customer segments: the Enterprise Business Segment (EBS) and Small- to Medium-sized Businesses (SMB). With the goal of bringing results to its customers, AutoCont is dedicated to the development of competencies in the area of Business Consulting and operates as a System Integrator.

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IBM

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IMX13039-USEN-01