

## IBM DB2 Universal Database and Siebel 7 eBusiness Applications

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### Highlights

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- **Scale from Microsoft® Windows® to mainframe environments**
- **Deliver high performance at low cost**
- **Support integration of content management and business intelligence solutions**
- **Benefit from joint development and testing.**

### Worthy of your most important business data

Today's savvy companies aren't just selling on the Web; they're becoming e-businesses to streamline their operations while delivering a richer, more personalized customer experience. For more than 1,500 organizations around the world, the path to e-business is paved by Siebel eBusiness Applications.

A comprehensive family of applications and services, Siebel eBusiness Applications enable companies to draw from a consolidated source of customer information to service, sell and market to customers across multiple channels. Using the software, companies are unifying and personalizing their interaction channels, offering Web self-service and closely targeting their marketing campaigns—all in a quest for bottom-line leadership.

To successfully run Siebel eBusiness Applications requires a powerful, scalable database that can provide data integrity and security and ease of use. That's why Siebel has made IBM DB2 Universal Database—the worldwide market leader in database management software<sup>1</sup>—its platform of choice.

DB2 brings to the Siebel environment a record of proven high performance in the most demanding e-business environments, with the added benefits of low total cost of ownership (TCO) and fast returns.

### A winning e-business combination

The number of Siebel seats sold on DB2 grew by 146 percent from 2000 to 2001, and is still on the rise. It's no wonder why, considering the merits of DB2 in a Siebel environment. For example, DB2 for Siebel scales easily from Microsoft Windows platforms to IBM AIX®, IBM S/390®, IBM z/OS™, Sun Solaris Operating Environment and HP-UX. This makes DB2 for Siebel ideal for businesses that are ready to grow, from a few hundred to tens of thousands of concurrent users and from uniprocessor servers to symmetric multiprocessor (SMP) configurations. What's more, Siebel Data Warehouse has recently been certified by Siebel to support DB2 Enterprise-Extended Edition, the massively parallel version of DB2, on AIX.



*Web self-service is just one of the many customer interaction channels that companies can personalize using DB2® Universal Database™ and Siebel 7 eBusiness Applications.*

## Tight integration minimizes complexities and risks



IBM and Siebel have teamed to help businesses around the world put personalized customer service front and center.

In a recently released benchmark study, DB2 on an IBM @server pSeries™ machine delivered sub-second response times to user queries in an environment of 30,000 concurrent users running Siebel 7, the latest release of Siebel eBusiness Applications. On average, the response times varied between 0.142 and 0.233 seconds and were under 1 second in 95 percent of all transactions. The study marks the industry's first certified Siebel Platform Sizing and Performance Program (PSPP) benchmark.<sup>2</sup>

Time and again, DB2 has demonstrated its prowess for enterprise applications. DB2 has topped the latest industry price/performance benchmarks,<sup>3</sup> and it continues its leadership in low total cost of ownership with affordably priced licensing fees and low maintenance demands that result in more productive use of valuable DBA resources.

*“We don’t use Oracle here, and Microsoft SQL Server would not have given our Siebel applications the same scalability or performance that DB2 offers. Everything that is customer-related goes through Siebel. And everything that is in Siebel goes through DB2.”*

*—Scott Frazier, IS Manager of Middleware Development, COUNTRY Insurance & Financial Services*

### Going beyond managing relational data

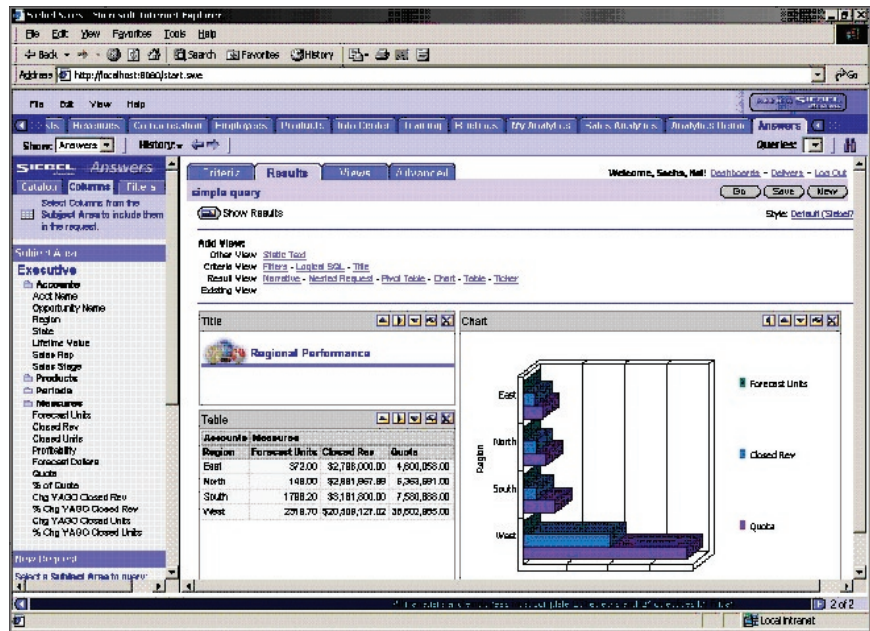
While DB2 is at the core of a Siebel eBusiness Application implementation, there are additional offerings from the portfolio of DB2 data management software from IBM that integrate with Siebel to provide content management and business intelligence. For example, IBM Content Manager, which delivers archiving and retrieval of unstructured information such as faxes, images, audio and video, was the first content management solution validated for Siebel 2000 and Siebel 7.

In the business intelligence arena, IBM DB2 Intelligent Miner™ for Data is enabling Siebel customers to perform tasks such as automated customer segmentation and realtime scoring. The product has also achieved successful validation with Siebel. IBM and Siebel continue to pursue other integration possibilities with solutions such as IBM DB2 Warehouse Manager and IBM DB2 OLAP Server™.

## Experiencing the benefits of DB2 first-hand

Siebel, also an IBM Business Partner, can vouch directly for the price/performance merits of DB2—because it's a customer, too. Siebel uses DB2 as its primary database development environment. DB2 also powers the company's internal Siebel eBusiness Applications deployment, eBiz, which manages customer-related activities such as sales tracking and technical support. While generating transaction-heavy, end-of-quarter reports, eBiz on DB2 has demonstrated a 98 percent performance improvement compared to its previous Oracle database platform, and has exhibited a 50 percent lower TCO, while meeting Siebel's scalability needs without a hitch.

Together, IBM and Siebel maintain three joint technology centers. IBM runs a Siebel International Competency Center at Siebel Systems headquarters in San Mateo, California, where engineers test and fine-tune Siebel applications on IBM software and hardware. For DB2 development in particular, there are two Partner Integration Centers for Siebel, one at the IBM lab in Toronto, Canada, and another at IBM's Silicon Valley Laboratory in San Jose, California. At these centers, IBM and Siebel engineers work on integration and regression testing of new DB2 maintenance releases with Siebel.



*DB2 brings to the Siebel eBusiness Applications environment a powerful database that enables businesses to do everything from personalize their customer interaction channels to examine performance by region.*

For customers, the fruits of all this collaboration are highly compatible, low-risk solutions featuring implementation and management ease. In fact, the vendors' close development alliance has resulted in about two dozen features implemented into both DB2 and Siebel 7 to further enhance product interoperability and performance.

## Unmatched service garners praise

The IBM and Siebel relationship even extends into the service domain. Through a cooperative agreement, service issues can be seamlessly transferred from the Siebel Service Requests queue to the IBM Problem Management Reporting queue and vice versa. Transferred customer records can be searched and viewed by both IBM and Siebel service representatives. This means customers can rest assured that their technical issues will be resolved by the most qualified representative.

IBM and its Business Partners also offer extensive support for companies that are ready to migrate to DB2. Companies can select from a variety of options, from automated DB2 migration tools to assistance through the DB2 Migration Team at the Software Migration Project Office (SMPO).

This high level of support has not gone unnoticed by DB2 and Siebel customers. Their praise has helped IBM earn the Siebel Partner Award of Excellence in 2000 and 2001, making IBM the only database vendor to be honored for customer satisfaction excellence in the software category.

One such pleased customer is COUNTRY Insurance & Financial Services (COUNTRY), a Bloomington, Illinois-based provider of property-casualty and life-health insurance. Using Siebel software and DB2 Universal Database for z/OS, COUNTRY has developed a system that aggregates customer interactions to consolidate and manage customer relationships enterprisewide. As a result, the insurer is saving at least 25 percent in printing and distribution costs and has eliminated client software maintenance costs.

As IBM and Siebel continue strengthening their partnership, there are bound to be more success stories like COUNTRY's. And that's good news for e-businesses that are seeking a technology platform to help them maximize returns in their operations and customer relationship systems.

#### For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at [www.ibm-siebel.com/us](http://www.ibm-siebel.com/us)



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<sup>1</sup> For Gartner Dataquest May 2002 ranking, visit [ibm.com/software/data/news/pr3.html](http://ibm.com/software/data/news/pr3.html)

<sup>2</sup> For more information and a full disclosure report, please visit [www.siebel.com/performancebenchmark](http://www.siebel.com/performancebenchmark)

<sup>3</sup> For more details about the Transaction Processing Performance Council benchmarks, visit [www.tpc.org](http://www.tpc.org)

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