



## SIEBEL SYSTEMS BENEFITS FROM VERSATILE SUPPORTLINK OPTIONS

Whenever corporate IT executives gather to discuss Customer Relationship Management (CRM), Siebel Systems, Inc. is acknowledged as the leader in the field. With over \$1.5 billion in revenue and more than 5,000 employees, Siebel Systems has developed packaged, industry-specific CRM applications for an impressive array of vertical markets that include the healthcare, financial, automotive, insurance, and retail industries.

Siebel Systems has chosen DataDirect<sup>®</sup> as the single provider of their ODBC, JDBC, and ADO.NET connectivity technologies.

Siebel clearly knows all about the importance of customer service, since their business is helping other companies improve it. So it is no surprise that they looked closely at the kind of technical support they could expect from their data connectivity provider.

DataDirect prides itself on its 99% approval rating (according to Omega Management Group Corporation, specialists in implementing customer satisfaction and retention programs). Realizing that not all customers are the same, DataDirect offers users a variety of methods for accessing technical support information—whether it's online, by email, or on the phone with a SupportLink support technician.

Anda Zhao, lead database engineer at Siebel Systems, reports that the Siebel engineers like having various means of contacting our support team. They have found that certain approaches work best in specific situations. "For clearing up some background question, such as asking for Operating System versions, phone generally works best," Anda says. "It's immediately interactive, and we get our answer quickest that way."

For support cases involving greater depth or complexity, Anda says that their engineers prefer email for communicating with our support team. This approach gives time for a more considered response to issues that can be routed to our staff members most highly qualified to discuss them. "It's great," says Anda, "and we can talk to people even when they're not in the office."

## SIEBEL

### GOAL

*Empower Siebel Systems customers with out-of-the-box data connectivity components, providing them with more seamless installation and deployment. Enable Siebel to provide superior technical support for their CRM products, with premium support from DataDirect SupportLink services.*

### WHY THEY CHOSE DATADIRECT

*DataDirect is the only data connectivity vendor that offers round-the-clock telephone support—as well as a variety of other methods for accessing expert advice about standards-based data connectivity.*

### BUSINESS BENEFITS

*Being able to choose the method for working with DataDirect SupportLink gets Siebel development teams the type of answer they require, more efficiently and conveniently.*

### TECHNICAL BENEFITS

*SupportLink Live telephone support affords the quickest answers, and email support provides for more in-depth discussion, analysis, and sharing of technical issues.*

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Anda gives two thumbs up to DataDirect SupportLink. “We always get a quick response, and the support people are always very helpful,” she reports. In fact, she has found that they are often more accommodating than they need to be. When a problem turned out to be a bug in the database vendor’s software, for example, our support team did not simply point the finger there. “They not only helped us locate the problem,” explains Anda. “They worked with the database vendor to get a fix for us.”

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Anda Zhao  
Lead Database Engineer  
Siebel Systems

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#### **PROGRESS SOFTWARE**

Progress Software Corporation [NASDAQ: PRGS] is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

#### **WORLDWIDE HEADQUARTERS**

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