



# Comparison Study

Knouen OfficeSync for Siebel

vs.

Siebel Server Sync for Exchange



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## Executive Summary:

In a fast-paced world dominated by services, opportunities and challenges for the information technology sector have never been greater. Knouen Technologies is an emerging leader in information technology, dedicated to providing integrated scalable software solutions to business.

Knouen's products are designed to enable clients to mobilize their resources, boost productivity and enhance performance through the intelligent application of advanced technology. These products are dedicated to help clients reduce costs, enhance customer service and thereby, differentiate their services in the marketplace. Knouen's products are productivity solutions for team based and customer driven activities.

With a relentless focus on innovation, Knouen accelerates organizational performance and boosts organizations to new levels of profitability with its flagship solution, Knouen OfficeSync for Siebel (OfficeSync). This unique software solution provides businesses with real-time tools that promise the scalability and flexibility to meet today's business challenges, while empowering them for even greater success tomorrow. Knouen OfficeSync for Siebel bridges the gap between existing communication technologies and enterprise applications fortifying the data and intelligence exchange of customer information from a complete 360° view.

The Knouen OfficeSync for Siebel meets the enterprise's customer relationship challenge by integrating any type of Siebel data with Microsoft Outlook for purposeful, customer-focused information sharing and collaboration. OfficeSync can bi-directionally synchronize Siebel customer data with related customer information in emails and other Outlook records, blending unstructured and structured data for a unified view of the customer. OfficeSync can then extend the comprehensive customer context to cross-functional collaborating groups including those that do not have access to Siebel. Mobile users can access the customer information equally readily in both offline and connected modes. OfficeSync is enterprise-ready, with robust management tools and rapid deployment capabilities without requiring changes to the Siebel CRM application.

In brief, OfficeSync is a long overdue product solution that the worldwide Siebel CRM users have been insisting on because they desire a secure method for fully utilizing Microsoft Outlook tightly integrated with Siebel CRM.



**Knouen OfficeSync Dashboard**

**Recent Changes**

- Activity (3)
  - [Discuss v2.1 of the prod...](#)
  - [Test Send & Sync](#)
  - [Test Send/Sync](#)
- Appointment (10)
- Contact (4)
  - [123456, Jeff D](#)
  - [Abayeva, Karina](#)
  - [Abbott, Mary](#)
  - [Abely, Joseph](#)
- E-Mail (19)
- Task (5)
  - [Fix Bug - again](#)
  - [Fix the task writing.](#)
  - [New test task](#)
  - [Nordlund Inc Task 4](#)
  - [Some crap](#)

**Yahoo! Finance**

- [SEC short-sale rule ending; market move debated \(Reuters\)](#)  
Short trading in 19 major U.S. financial stocks will revert to rules governing other shares on Wednesday as a Securities and Exchange Commission experiment against abusive short selling expires.
- [Smart Balance shares drop on 2nd-quarter loss \(AP\)](#)  
Shares of Smart Balance Inc. declined on Friday after the distributor of health food products posted a second-quarter loss, as expenses and marketing costs increased.

**Opportunity Pipeline**

Opportunity List: 05 - Building Vision

Name	Sales Stage	Currency Cod
Aayush Opportunity from D...	05 - Building Vision	ATS
ABC Opty 030607	05 - Building Vision	USD
Acme - Rocket Sale 2 WileE	05 - Building Vision	USD
After Opportunity	05 - Building Vision	USD
Bordia Opportunity	05 - Building Vision	LUF
Build 1.01.030 Opportunity...	05 - Building Vision	ATS

**Opportunity Count By Sales Stage**

Sales Stage	Count
01 - Prospecting	6
02 - Potential Lead	7
03 - Qualification	9
04 - Opportunity	3
05 - Building Vision	2
07 - Selected	1

**This whitepaper is a comparison study between Knouen OfficeSync for Siebel and Siebel Server Sync for Exchange as offered by Oracle.**



## Key Advantages of OfficeSync as reported by the customers

- **Smart client architecture:** Email is deemed mission critical more than ever before. OfficeSync's smart client architecture eliminates the need for direct integration with Microsoft Exchange system. This architecture also eliminates the need for a god like or master key account which has permission on all the Exchange mailboxes as required by SSSE. Even though OfficeSync functions within Microsoft Outlook it stores no data in Microsoft Outlook, hence no data is stored in the Microsoft Exchange Server. OfficeSync's smart client solution allows OfficeSync to scale up and out as user demand grows. This smart client architecture also immunizes OfficeSync from breaking the solution by new design changes by Microsoft as suffered by SSSE with Microsoft Exchange Service Pack 2 in early 2007.
- **Microsoft Outlook Email integration:** Email has become more pervasive than ever before and is one of the most prominent, daily means of communicating with customers. OfficeSync's email integration with Siebel CRM allows OfficeSync users to link an email to a specific Siebel item such as an Opportunity, Account, Activity, etc. which can be automatically shared amongst the account team. The email can then automatically create a Siebel Activity item to be shared with the broader team members and the management team.
- **Secure by design:** OfficeSync solution is secure by architectural design, where any data over the wire and on the machine is encrypted and secured by industry standard protocols such as SSL and IPSEC. OfficeSync's data security is a strong advantage over other competing synchronization solutions.
- **Create and edit Siebel items inside Outlook:** One of the most recognized features of OfficeSync by Siebel users has been their ability to create Siebel items from with Microsoft Outlook eliminating the duplication of data entry. OfficeSync allows users to create Siebel items such as Opportunity, Service Requests, Project, etc. right from their Microsoft Outlook environment.



- **Robust alerting infrastructure:** OfficeSync has been designed with proactive user in mind. Users can optionally subscribe to notification alerts in OfficeSync. If OfficeSync Alerts are turned on, the when users or anyone on the account team adds new items to specific subscribed Siebel items then OfficeSync will proactively notify OfficeSync users regarding the change.
- **360 degree of view of customers:** As CRM users don't distinguish between CRM and non-CRM data. OfficeSync allows users to have access to CRM and non-CRM data in one place at one time instantly, allowing for a true holistic view of the customer.
- **Enterprise ready:** OfficeSync has been designed keeping IT in mind. OfficeSync has robust features such as granular control, centralized management, robust reporting, logging and audit trails.
- **No upgrade to Siebel system:** OfficeSync will preserve the customers existing investment in Siebel by requiring no upgrade to the Siebel CRM application to get full Synchronization functionality with Microsoft Outlook.
- **Support for Exchange and Outlook 2007:** OfficeSync's smart client architecture allows for seamless integration with all the future version of Exchange and Outlook



## Product Comparison

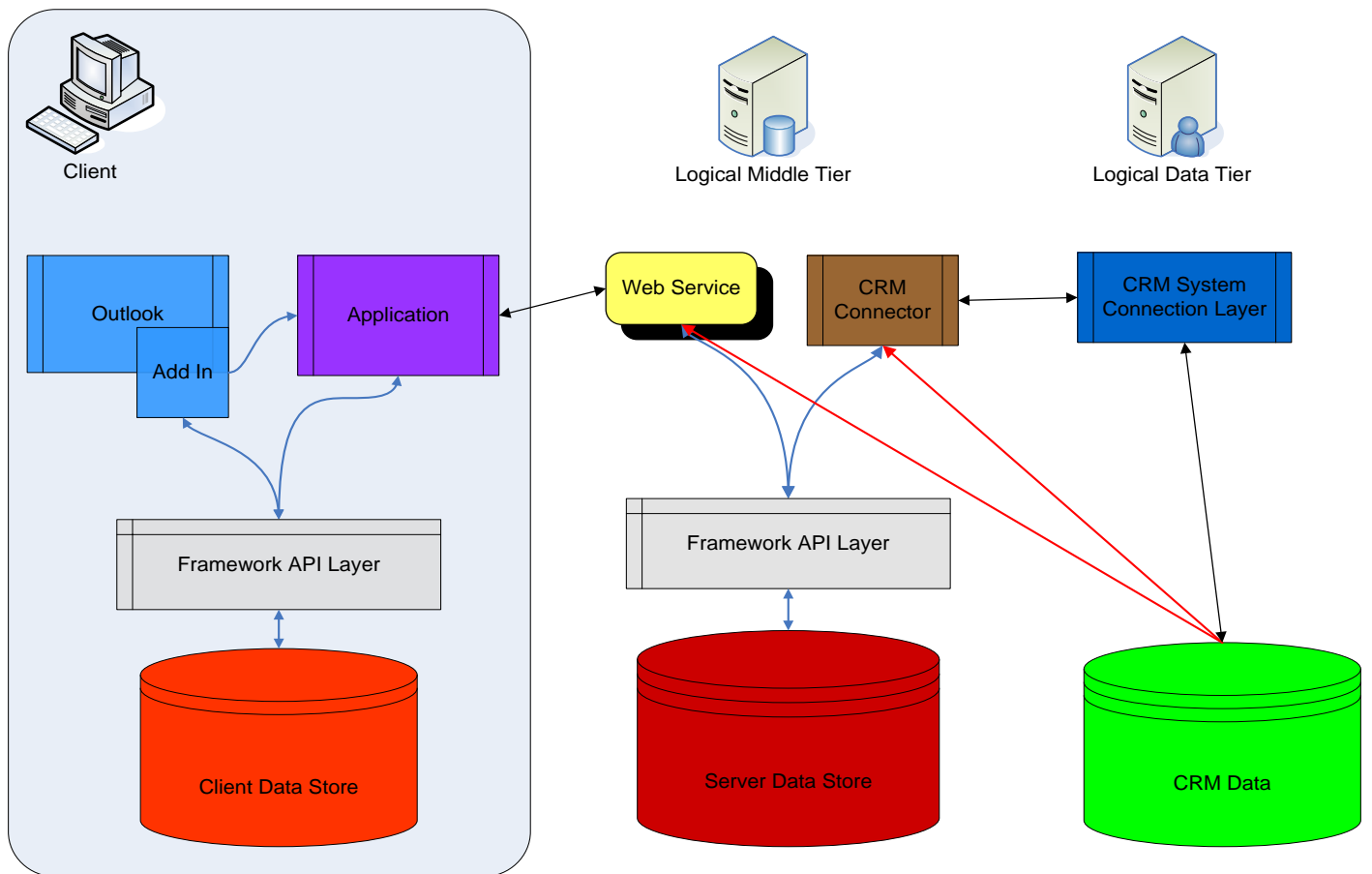
	Knouen OfficeSync	Siebel Server Sync for Exchange
<b>Bi-directional Contact synchronization:</b> Ability to sync Outlook contact with Siebel in both online and offline modes	●	●
<b>Bi-directional Appointment Synchronization :</b> Synchronize calendars Automate calendar sync between Outlook and Siebel	●	●
<b>Bi-directional Task Synchronization:</b> Sync Outlook tasks with Siebel activities	●	●
<b>Direct Exchange Synchronization :</b> OfficeSync has Smart Client architecture which eliminates the often messy need to connect to the MS Exchange Server		●
<b>Integration with E-mail, Attachments and Files:</b> Associate Email, Files and Attachments with Siebel items	●	
<b>Create and edit Siebel items (Opportunity, Activity, etc.) :</b> Ability to create Siebel items using Outlook items - no duplication of data entry	●	



<b>Support for secure communication protocols (SSL, IPsec):</b> Robust security infrastructure with support for industry standard encryption	●	
<b>Robust alerting infrastructure :</b> Subscribe to Siebel items and receive Outlook style alert notifications	●	
<b>360 degree view of customers:</b> Comprehensive view of customers in one place	●	
<b>Enterprise-level management capabilities:</b> Robust error logging and user management	●	
<b>Support for Siebel 6.1.x and higher:</b> <b>NO UPGRADE</b> requirement to latest Siebel system.	●	



## Knouen OfficeSync Architecture





## Conclusion:

Understanding the detailed features, direct and indirect costs of deploying and managing an enterprise solution allows customers to make a more informed decision when considering which synchronization product is best for their organization. Knowing all components of the features, architecture and overall impact of the technology and how these influence the overall cost is a crucial step in understanding TCO.

For those who have done the critical analysis, Knouen OfficeSync for Siebel has proven repeatedly to provide a feature rich, robust, secure and cost-effective solution that is well able to meet users' high service-level expectations and ROI demands. With savings across hardware, software, operations, and maintenance the benefits of OfficeSync are substantial.

- Robust features
- Secure by design
- Flexible architecture
- Lower hardware costs
- Lower software licensing costs
- Reduced support and maintenance costs
- Ability to meet business/user requirements

This paper demonstrates that, compared with SSSE, OfficeSync features robust user centric features, significantly stronger data security, lower hardware costs, decreased software licensing fees, and significantly reduced support and maintenance costs. A better architected solution starts with a better understanding of usability. That is where OfficeSync wins, by design.

For discerning Siebel CRM customers that require true bidirectional synchronization of both Outlook items with Siebel items and the ability to create Siebel items from within Outlook with the assurance that their data is always encrypted and secure, then OfficeSync for Siebel is the only commercially available solution that can accomplish both.