

powerful solutions  
for Siebel  
eBusiness  
applications



## maximizing the value of relationships

### industry leadership at work for your success

In business, success ultimately comes down to the relationships you build. Customers, partners, employees — it is the value you derive from your relationships with these critical groups that feeds the top line. And it is the efficiency with which you manage those relationships that builds the bottom line.

HP, Siebel Systems, and Microsoft® understand the value of relationships. Through our strong collaboration, we deliver industry-leading enterprise solutions on proven enterprise platforms, enabling you to increase customer lifetime value, while maximizing your return on investment and lowering your total cost of ownership. Together we provide sales, marketing, and customer service systems that help you acquire, retain, and better serve your customers.

The key is close collaboration among three industry leaders. Both HP and Microsoft are Global Strategic Partners in the Siebel Alliance Program — the highest level of partnering available with Siebel Systems. HP, as a Worldwide Prime Integrator

for Microsoft, is uniquely qualified to help you plan and deploy the technical infrastructure required to support Siebel solutions in a Microsoft .NET environment. Together, HP, Siebel, and Microsoft exploit the full power of web services, resulting in a highly scalable, reliable and cost effective enterprise solution for managing all aspects of customer interaction to maximize customer satisfaction and boost profitability.

### build on a powerful industry-standard foundation

At the foundation of your enterprise solution are HP ProLiant servers — the platform chosen by more companies deploying Siebel eBusiness applications than any other. With over 1,800 Siebel implementations worldwide, HP has the experience to deliver a proven computing environment with the reliability, flexibility, and efficiency to help maximize your success in today's dynamic business climate.

We offer a broad range of ProLiant servers to meet your business and computing needs — with the most complete and capable 32-bit and 64-bit



## hp ProLiant servers the #1 platform choice for Siebel eBusiness applications

industry-standard servers available for Microsoft Windows® Server environments. ProLiant servers are the ideal foundation for Windows Server-based applications, supporting higher performance, greater reliability, and improved clustering for large-scale deployments.

The 64-bit Intel® Itanium® architecture, co-developed by HP, takes Windows-based Siebel eBusiness application deployments to the next level of enterprise computing. The Itanium-based HP Superdome system running the 64-bit version of the Windows Server 2003 family and Microsoft SQL Server 2000 Enterprise Edition (64-bit) offers an unprecedented level of performance and scalability to handle the most demanding workloads. It's no wonder HP ProLiant servers were used by Siebel Systems for the development and certification of their 64-bit solution.

### solving the integration challenge

To maximize customer lifetime value, a centralized view of all customer interactions is essential. But islands of customer data and separate, isolated business processes stand in the way of this objective. To solve this dilemma, Siebel Systems offers the Universal Application Network (UAN). A standards-based solution for cross-application integration, the UAN provides an enterprise view of a customer across business units and disparate systems.

Together the HP ProLiant server family and Microsoft BizTalk Server create a high quality and extremely cost-effective platform upon which to run Siebel's Universal Application Network, allowing you to connect information, people, systems and devices through XML-based



web services. The result: a robust, flexible, industry-standard solution for implementing business processes that span disparate systems — with the performance, scalability, and reliability needed for mission-critical Siebel eBusiness applications.

### simplify management and reduce cost

To accelerate your time-to-benefits and maximize your return on investment, you need a dependable way to deploy, operate, and manage your servers — quickly, consistently, and reliably — using minimal resources. The HP ProLiant Essentials Foundation Pack provides the essential software you need to install, configure, and manage ProLiant servers as part of an adaptive infrastructure.

In addition, ProLiant Essentials Insight Manager provides administrators with rapid access to detailed system information gathered by remote management agents. And HP OpenView Operations for Windows provides efficient control of events happening across all your systems and business applications.

It all adds up to easier deployment, greater performance and availability, and more cost-effective management.

### ensure your success with proven expertise

With 23,000 Microsoft-trained specialists and 5,000-plus Microsoft-certified engineers — including 3,000 certified .NET solution architects — HP can assist you with every aspect of implementing your solution in a .NET environment. From planning and design, though

implementation and integration, to ongoing technical support, you can count on HP Services for a rapid, high-quality, low-risk infrastructure implementation.

For customized sizing and configuration assistance, you can also turn to one of the HP Solution Centers. These facilities are staffed with high-caliber consultants and solution architects, ready to apply their knowledge and experience in building the technical foundation for your Siebel deployment.

### get more information

For more information on how HP, Siebel, and Microsoft can help you maximize the value of your customer relationships, while lowering your total cost of ownership, contact your HP representative or reseller today, or visit [www.hp-siebel.com](http://www.hp-siebel.com).

For custom sizing and configuration support, send e-mail to HP at : [siebel.hp@hp.com](mailto:siebel.hp@hp.com)

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