



Thank you for completing Siebel Systems' Value Diagnostic on Siebel.com. Below please find a summary of your results, including:

- I. An Adoption Assessment of your company's use of integrated business processes and best practices for managing relationships with customers, employees and partners
- II. A high-level benefits summary illustrating the value of addressing your most critical pain points
- III. An appendix summarizing your identified pain points used for this diagnostic

Please return to Siebel.com to complete the Value Diagnostic for any functions identified below as not yet diagnosed, to update pain point rankings and other inputs for functions you have diagnosed previously, and to request an updated version of these results.

## I. Adoption Assessment

Based on the type and severity of pain points you have identified for Sales, Siebel classifies your company as an Early-Stage Adopter.

Level of Adoption	Description
1 - Substantial Improvement Opportunities	Developing and implementing comprehensive Customer, Partner, and Employee Relationship Management strategies can greatly increase competitiveness by addressing critical pain points and generating significant financial returns
<b>2 - Early-Stage Adopter</b>	<b>Building on early successes to impact additional pain points can create competitive advantage</b>
3 - Emerging Leader	Focused achievement of best practices for remaining pain points can solidify industry leadership
4 - Best Practitioner	Maintaining leading-edge business processes and best practices and ensuring consistent and efficient execution can extend competitive advantage over time

Based on your ranking of all pain points for individual functions you have diagnosed, your level of adoption of integrated business processes and related best practices is as follows:

Level of Adoption	Description
Sales	2 - Early-Stage Adopter
Service	2 - Early-Stage Adopter
Marketing	2 - Early-Stage Adopter
Employees	2 - Early-Stage Adopter
Partners	1 - Substantial Improvement Opportunities
Integration	2 - Early-Stage Adopter

## II. High-Level Financial and Performance Benefits Estimates for ACME Software, Inc.

The following is a summary of the impact on high-level financial and performance measures from successfully addressing the pain points that you have identified as being most important to ACME Software, Inc. (see appendix for a summary of the pain points you identified as being most important). Two sets of estimates are provided: the first, Siebel's Estimates, is a conservative estimate based on Siebel's experience with more than 3,500 deployments worldwide, and the second estimate, Your Estimates, is based on the self assessed percent improvements you input into the Value Diagnostic.

**Estimated Direct Financial Benefits**

†	Revenue		SG&A Costs <sup>2</sup>		Customer Satisfaction <sup>3</sup>		Employee Morale <sup>4</sup>	
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Reduction	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Increase
Sales	\$71,750,000	2.9%	\$5,312,500	0.6%	See Below	3.6%	See Below	2.9%
Service	\$20,312,500	0.8%	\$9,129,000	1.1%	See Below	6.9%	See Below	1.2%
Marketing	\$32,750,000	1.3%	\$11,836,250	1.4%	See Below	4.3%		0%
Employees	\$2,500,000	0.1%	\$10,098,000	1.2%	See Below	12.6%	See Below	11.5%
Partners	\$36,762,500	1.5%	\$14,264,063	1.7%	See Below	7.5%		0%
Integration	\$0	0%	\$15,620,450	1.8%		0%		0%
Total Annual Direct Benefits	\$164,075,000	6.6%	\$66,260,263	7.8%	See Below	34.8%	See Below	15.5%

**Estimated Indirect Financial Benefits**

†	Customer Satisfaction <sup>3</sup>		Employee Satisfaction <sup>4</sup>		†
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Increase	
Sales	\$9,000,000	3.6%	\$2,880,000	2.9%	†
Service	\$17,213,750	6.9%	\$1,150,000	1.2%	†
Marketing	\$10,775,000	4.3%		0%	†
Employees	\$31,443,750	12.6%	\$11,500,000	11.5%	†
Partners	\$18,688,750	7.5%		0%	†
Integration		0%		0%	†
Total Annual Indirect Benefits	\$87,121,250	3.5%	\$15,530,000	0.6%	†

**Estimated Total Direct and Indirect Financial Benefits**

†	Revenue		SG&A Costs		†
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Reduction	
Total Financial Benefit	\$266,726,250	10.7%	\$66,260,263	7.8%	†

<sup>1</sup> Siebel Systems' estimates and the calculations herein are based on Siebel Systems collective experience with its customers and your results may vary. Siebel Systems does not represent or warrant that these results will be achieved.

<sup>2</sup> Improvement percentages and savings assume:  
 (i) SG&A as follows: selling costs (25%), marketing costs (25%), service costs (30%), and IT costs (20%),  
 (ii) SG&A is 34% of the total revenue in the Computer Software industry.

<sup>3</sup> Although no revenue benefits have been included in "Direct" estimates for improvements in customer satisfaction, Siebel has generally noted an additional 1% increase in total revenue for each 10% increase in customer satisfaction levels. This revenue increase is itemized separately in the "Estimated Indirect Financial Benefits" section of this summary.

<sup>4</sup> Although no revenue benefits have been included in "Direct" estimates above for improvements in employee morale, Siebel has generally noted an additional 0.4% increase in total revenue for each 10% increase in employee morale levels. This revenue increase is itemized separately in the "Estimated Indirect Financial Benefits" section of this summary.

## Estimated Direct Financial Benefits

†	Revenue		SG&A Costs <sup>2</sup>		Customer Satisfaction <sup>3</sup>		Employee Morale <sup>4</sup>	
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Reduction	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Increase
Sales	\$50,000,000	2%	\$17,000,000	2%	See Below	2%	See Below	2%
Service	\$50,000,000	2%	\$29,750,000	3.5%	See Below	3%	See Below	2%
Marketing	\$25,000,000	1%	\$8,500,000	1%	See Below	1%		0%
Employees	\$25,000,000	1%	\$17,000,000	2%	See Below	2%	See Below	2%
Partners	\$27,500,000	1.1%	\$10,200,000	1.2%	See Below	1%		0%
Integration	\$0	0%	\$59,500,000	7%		0%		0%
Total Annual Direct Benefits	\$177,500,000	7.1%	\$141,950,000	16.7%	See Below	9%	See Below	6%

## Estimated Indirect Financial Benefits

†	Customer Satisfaction <sup>3</sup>		Employee Satisfaction <sup>4</sup>		†
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Increase	
Sales	\$5,000,000	2%	\$2,000,000	2%	†
Service	\$7,500,000	3%	\$2,000,000	2%	†
Marketing	\$2,500,000	1%		0%	†
Employees	\$5,000,000	2%	\$2,000,000	2%	†
Partners	\$2,500,000	1%		0%	†
Integration		0%		0%	†
Total Annual Indirect Benefits	\$22,500,000	0.9%	\$6,000,000	0.2%	†

## Estimated Total Direct and Indirect Financial Benefits

†	Revenue		SG&A Costs		†
	Annual \$ Value	Percent Increase	Annual \$ Value	Percent Reduction	
Total Financial Benefit	\$206,000,000	8.2%	\$141,950,000	16.7%	†

<sup>1</sup>The calculations herein are based on your estimates. Siebel Systems does not represent or warrant that these results will be achieved.

<sup>2</sup>Improvement percentages and savings assume SG&A is 34% of the total revenue in the Computer Software industry.

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<sup>4</sup> Although no revenue benefits have been included in "Direct" estimates above for improvements in employee morale, Siebel has generally noted an additional 0.4% increase in total revenue for each 10% increase in employee morale levels. This revenue increase is itemized separately in the "Estimated Indirect Financial Benefits" section of this summary.

### III. Appendix: Summary of Pain Point Inputs Used for High-Level Financial and Performance Benefit Calculations

Below are the most important pain points and pain point rankings provided by Sherman Hsieh, which have been used to calculate the High-level Financial and Performance benefits contained in Section II of this document.

Return to Siebel.com to re-rank pain points, to rank pain points for any functions not yet diagnosed, and to request an updated version of this document based on your changes.

Function	Most Important Pain Points	Ranking 1=Poor, 4=Best in Class
Sales	Optimizing sales team resource allocation and managing territories	3
	Ensuring that sales teams fully understand customers' businesses, pain points, strategic and financial priorities, and industries	3
Service	Managing and minimizing call center agent turnover	4
	Aligning preventive maintenance plans and efforts with actual customer needs	3
	Cross-selling and up-selling effectively during service delivery	2
Marketing	Measuring the return on marketing investments	2
	Identifying the optimal media channels to support individual campaigns	2
Employees	Keeping employees informed of changing internal and external regulations, guidelines, and compliance requirements	2
	Delivering timely, high-impact, training to employees, partners, and customers	1
Partners	Joint planning of product, selling, service, and marketing efforts with partners	3
	Coordinating and managing effective marketing events with partners	3
	Coordinating joint service delivery with partners	1
Integration	Achieving fast time-to-market for critical business process enhancements	1
	Supporting multiple integration technologies required by various applications	2
	Propagating data changes throughout integrated applications quickly and accurately	2