

Oracle Siebel CRM 8 Developer's Handbook

By Alexander Hansal

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A practical guide to configuring, automating, and extending Siebel CRM applications Overview Use Siebel Tools to configure and automate Siebel CRM applications Understand the Siebel Repository and its object types Configure the Siebel CRM user interface - applets, views, and screens Configure the Siebel business layer - business components and business objects Customize the look and feel of Siebel CRM applications A multitude of explanatory tables, screenshots, and precise diagrams to illustrate the topics Instructions valid for versions 8.0, 8.1, and 8.2 In Detail Oracle's Siebel CRM is market-leading Customer Relationship Management software. Unmatched in functionality and scalability, Siebel enhances a company's sales performance, improves customer satisfaction, and provides a robust Customer Relationship Management system for an organization. Written by Oracle employee and Siebel expert, Alexander Hansal, this book is a complete practical guide to configuring, automating, and extending Siebel CRM applications. You will learn how to configure the Siebel CRM user interface objects as well as the underlying business layer objects by using real-life case study examples. In addition, you will learn to safely configure the Siebel data model. You will learn how the object types in the Siebel Repository are related to each other and how they are organized in different layers. The book then teaches you to configure the Siebel CRM user interface objects such as views and applets as well as the underlying business layer objects by using real-life case-study examples. Always having one eye on performance and upgradeability, you will learn to safely configure the Siebel data model. Understanding and using the Siebel event framework for automation is also a key focus area of the book. You will gain a thorough and solid understanding of integration objects to support EAI interfaces. Chapters on Siebel Workflow, Task UI, and scr

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Editorial Review

About the Author

Alexander Hansal

Alexander Hansal has worked as an IT professional in small, medium, and global corporations. Since 2001, Alexander works as a technical instructor and consultant for Siebel CRM and Oracle Business Intelligence in Europe.

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