



# Sun Systems for Oracle's Siebel CRM Enterprise

Transform your business for growth

As companies strive to deliver a more comprehensive and rich customer experience, they increasingly rely on advanced business processes like Customer Relationship Management (CRM) to grow their business. However, as the customer base expands, data centers are forced to meet increasing CRM application demands. Typically, IT scales horizontally (with more servers added at each tier) or vertically (by adding more powerful servers). Over time, the data center can suffer from the negative impacts of server sprawl — greater complexity, poor utilization, increased maintenance fees, and skyrocketing power and cooling costs. Consolidating and virtualizing application, web, and database tiers for enterprise Oracle® Siebel 8.0 CRM applications is one approach that helps to reduce costs and enhance flexibility.

#### A powerful yet flexible solution

Business agility translates into the ability to adapt operations and business processes quickly and cost-effectively. With over 25 years of collaborative partnership, Sun and Oracle offer a comprehensive CRM enterprise solution designed to capitalize on business growth and dramatically reduce IT operating costs.

Founded on a service-oriented architecture, Oracle Siebel CRM 8.0 creates a scalable, standards-based solution that helps to capture new business and increase customer loyalty. Sun provides the optimal platform for the Oracle Siebel CRM software stack, with the massively scalable Sun SPARC® Enterprise T5440 server, the Solaris™ 10 Operating System, and Sun open storage technologies.

Open-source, no-cost virtualization technologies from Sun — Logical Domains (LDMs) and Solaris Containers — enable a flexible solution for consolidating enterprise workloads. Easy-to-use management tools simplify administrative tasks and streamline changes to the virtualized environment.

#### Empowering consolidation

With four UltraSPARC® T2 Plus processors enabling up to 256 concurrently executing threads in a compact 4 RU footprint, the Sun SPARC Enterprise T5440 server is a powerhouse for consolidating Oracle Siebel CRM workloads. In tests derived from Oracle Siebel CRM Platform Sizing and Performance Program (PSPP) guidelines, a single Sun SPARC Enterprise T5440 server can support up to 14,000 users — which is 2 times more users in 1/3 of the space and at 1/4 of the cost compared to other published results.<sup>1</sup>

Chip Multi-Threading (CMT) technology in UltraSPARC T2 Plus processors allows multiple cores to switch between threads on a clock cycle, helping to keep the processor pipeline active while lowering power consumption and heat dissipation. The result is computing density that facilitates massive scalability with low power and cooling requirements.

As a result, the Sun SPARC Enterprise T5440 server provides exceptional scalability in a small eco footprint, lowering both operational and capital costs.

## Highlights

- Improve customer loyalty with comprehensive sales, call center, marketing, and self-service capabilities in Oracle's Siebel CRM solutions
- Gain competitive advantage with industry-specific CRM options from Oracle Siebel CRM
- Decrease operating costs by consolidating on up to 14,000 users on one Sun SPARC Enterprise T5440 server
- Maximize data center flexibility with no-cost, built-in virtualization
- Reduce TCO and deliver faster ROI with Oracle's Applications Unlimited for continuous support
- Accelerate problem resolution with SunVIP<sup>SM</sup> Interop Support

<sup>1</sup> Siebel CRM 8.0 Platform Sizing and Performance Program (PSPP) benchmark as of 10/01/08. Sun: 14,000 users, 1 x Sun SPARC Enterprise T5440 (4 x 1.4 GHz, 32 cores, 128GB RAM), Siebel CRM 8.0 SIA [20204] ENU, Sun Java System Web Server 6.1 SP8, Oracle 10g R2 V 10.2.0.3.0, Solaris 10 5/08; IBM: 7,000 users, 1 x IBM p570 web server (2 cores, 1 chip @1.9 GHz POWER5+ 8 GB RAM), Siebel CRM 8.0 SIA [20204] ENU, IBM HTTP Server v2.0.47.1 PQ94086, AIX 5.3, SMT Enabled, 1 x IBM p570 application server (8 cores, 4 chips @4.7 GHz POWER6 64 GB RAM), Siebel CRM 8.0 SIA [20204] ENU, Oracle 10gR2 Database Client v10.2.0.2.0, AIX 5.3, SMT Enabled, 1 x IBM p570 database server (4 cores, 2 chip @4.7 GHz POWER6 32 GB RAM), Oracle 10gR2 Database Server v10.2.0.2.0, AIX 5.3 SMT Enabled

### Built-in, no-cost virtualization

Sun offers a choice of innovative technologies — Sun Logical Domains (LDOMs) or Solaris Containers — to consolidate applications. These built-in virtualization technologies can be readily combined, and administrators can allocate system resources to virtualized environments as needed.

Native to Sun CMT processors, LDOMs allow workloads to be safely consolidated on independent copies of the Solaris OS, without imposing any additional licensing fees. Solaris Containers, like LDOMs, are a built-in, no-cost virtualization mechanism that can isolate multiple application services within a single system. Because LDOMs and Containers create virtual machines that are treated as separate systems, faults in one virtual environment do not tend to impact applications running in other virtual environments.

To streamline configuration of LDOMs and Solaris Containers, tools such as Scalent's Virtual Operating Environment (V/OE) or CA's Advanced System Management (ASM) can be used to simplify resource management and administration. Compared to other proprietary alternatives, using LDOMs and/or Solaris Containers can translate to significant cost savings for consolidating the IT infrastructure.

### The enterprise-ready Solaris 10 OS

Combined with the reliability of Sun compute and storage platforms, the Solaris 10 OS forms a comprehensive platform to scale performance and enable business continuity.

Solaris Dynamic Tracing (DTrace) is a powerful tool to observe system-level performance on production systems, and to enhance availability, Solaris Cluster HA software can be used to protect against failures or to facilitate disaster recovery.

### A choice of rich storage options

The Sun storage portfolio reflects Sun's expertise in mission-critical compute and storage development, with a range of choices that combine best-of-breed technology, reliability, and affordability. Modular Sun StorageTek™ 2500 series arrays offer best-in-class, high availability RAID functionality at an affordable entry point. Sun Storage J4000 arrays supply scalable, highly reliable JBOD storage that can grow in line with business needs. For enterprise-wide storage consolidation, Sun StorageTek 9990 systems can provide the highest levels of performance, connectivity, and data protection for mission-critical environments.

### Sun Services

Ensure that your systems are running at an optimal level from the start with the experts from Sun Services. Leverage Sun best practices during deployment of your solution with Enterprise Installation Services, Application and Data Readiness Services, and

Cluster Implementation Service. Tailor your solution with Custom Oracle Configuration Services and Sun Remote Operations Management.

### Sun and Oracle

With over 25 years of an established business relationship, Sun and Oracle are dedicated to providing industry-leading solutions and services. Via the Sun Vendor Interoperability Program (SunVIP), Sun and Oracle Siebel Systems show their commitment to customer success. Engineers from both companies work jointly to resolve interoperability issues quickly, streamlining deployment and optimizing Oracle Siebel CRM application performance.

#### Learn More

Contact your local Oracle application or Sun sales representative or visit: [sun.com/solutions/enterprise/Siebel](http://sun.com/solutions/enterprise/Siebel)

### Oracle Siebel CRM Clients

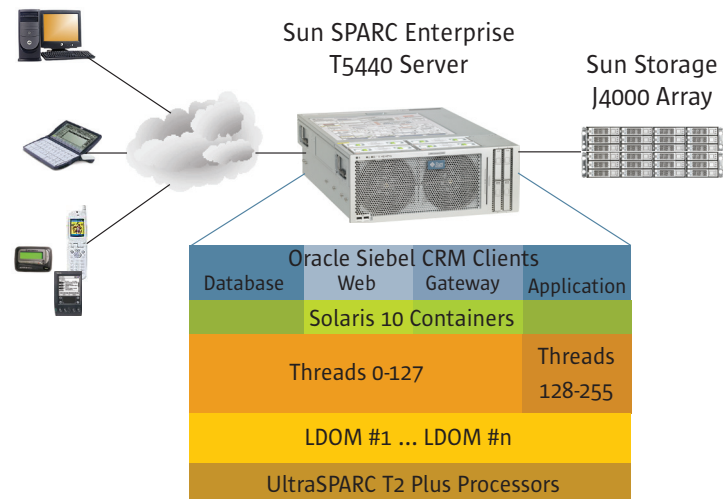


Figure 1. Multiple tiers consolidated on one Sun SPARC Enterprise T5440 server using LDOMs and Solaris Containers, creating a powerful solution to scale Oracle Siebel CRM workloads