



### What does SAS Data Surveyor for Siebel do?

SAS Data Surveyor for Siebel enables data integration designers to load, extract, search, navigate and understand complex Siebel data structures, so that Siebel data can be integrated with other data sources, analyzed or used in conjunction with SAS solutions. It provides the ability to find and understand the information stored within Siebel from a wizard-driven graphical user interface that automatically tracks and stores metadata, easing manageability and maintainability of the intelligence creation process.

### Why is SAS Data Surveyor for Siebel important?

It enables organizations to quickly and efficiently integrate Siebel data with other data sources, providing a complete view of the enterprise for business intelligence and reporting needs.

### For whom is SAS Data Surveyor for Siebel designed?

SAS Data Surveyor for Siebel is designed for data integration developers and decision support users seeking to integrate Siebel data with other data sources or exploit Siebel data for decision support needs.

## SAS® Data Surveyor for Siebel

*Providing the environment to turn operational Siebel data into mission-critical intelligence*

As enterprise resource planning and CRM products have evolved, they've become even more complicated and difficult to manage. To retrieve the data needed from Siebel applications, transform it, generate new information and load information back into Siebel takes a lot of complex, custom coding. And with each new request for more or different information, the amount of custom coding grows. As a result, getting the data needed from Siebel systems requires employees with expert knowledge, expensive Siebel consultants, or both.

On top of those expenses, disconnected islands of organizational data and data management processes mean tools from multiple vendors are needed to extract information from various databases, CRM systems and other sources. Managing multiple data integration tools strains resources and adds to the cost and complexity of training and maintenance.

SAS Data Surveyor for Siebel provides the environment you need to turn operational Siebel data into mission-critical business intelligence—helping you locate, identify, understand, extract and load complex Siebel data structures. With easy-to-use wizards, powerful metadata search capabilities, packaged transformations and integrated data quality tools, SAS Data Surveyor for Siebel gives you the power to quickly and easily integrate CRM data with other organizational information and data sources to build the intelligence needed to successfully run your business.

### Key benefits

- **Save time, money and resources.** Siebel data structures are complex. SAS Data Surveyor for Siebel allows users to quickly find necessary data without having to understand Siebel data structures. An easy-to-use interface and powerful metadata search capabilities enable data integration designers search, browse and quickly locate relevant information from the thousands of tables and dozens of database schemas in Siebel applications. You don't need expensive consultants or Siebel experts to get the data your organization needs to generate information.
- **Reduce maintenance overhead.** With SAS Data Surveyor for Siebel, no custom coding is needed to get to Siebel applications data. Instead, all relevant extraction information is stored as metadata that is easily managed and maintained, and routines can be reused by other developers and engineers.
- **Manage data on an enterprise scale.** Accessing relevant CRM information is just one facet of organizational data. SAS is the only software that enables you to manage data on an enterprise scale, allowing the integration and management of all data sources on all platforms. It provides the perfect environment for helping you turn operational Siebel data into mission-critical business intelligence.

## Product overview

SAS Data Surveyor for Siebel is integrated into SAS Data Integration Studio, a wizard-driven graphical user interface that helps manage, maintain and build data integration processes. SAS Data Surveyor's ability to locate, identify, understand, extract and load data back into Siebel, along with its tight integration into SAS Data Integration Studio, make it a powerful enterprise data integrator.

SAS Data Surveyor for Siebel places Siebel metadata in a common metadata framework. Integrating Siebel metadata within an open, common metadata architecture enables Siebel data to be turned into true intelligence by exposing Siebel rules and data to the SAS Enterprise Intelligence Platform. The SAS Enterprise Intelligence Platform supports the complete process of creating and delivering consistent, enterprise-level intelligence.

## Easy access of Siebel data

SAS Data Surveyor for Siebel enables you to explore metadata from your entire Siebel suite without the need for specialized Siebel knowledge. SAS provides data integration designers and knowledge workers with a way to easily navigate the thousands of tables that make up Siebel. Metadata caching offloads the searching and understanding of the data locked within Siebel to SAS. Users can find the information they are looking for without severely impacting the operational system.

## Powerful metadata search

The Metadata Search, incorporated in SAS Data Surveyor for Siebel, allows data integration designers and decision support specialists to search, browse and identify complex data structures. Using Siebel's own metadata, such as column names and descriptive texts, the required data is easily identified so that users can create the data sources they need to populate the enterprise data warehouse in a timely fashion.

## Flexible searching options

Multiple search capabilities, such as repository tables, data tables and log tables in native languages, allow data integration developers to get the necessary information based on input from users.

## Siebel Target Designer

SAS Data Surveyor for Siebel includes a target designer that allows you to import information back into Siebel. With SAS Data Surveyor, you can extract information, integrate and cleanse the data, perform data mining, scoring and other analytics, and place the information back into Siebel, thus closing the loop on the customer value creation process all within one interface. Furthermore, only SAS has a Siebel Enterprise Integration Manager to Base Table transformation, so you can easily relate the source tables to the target tables in a closed loop process. Using Siebel's Enterprise Integration Manager (EIM), SAS enables you to import customer scores, campaigns and other information into Siebel while maintaining the integrity of the Siebel system.

The screenshot displays the SAS Data Integration Studio interface. The main window shows a process flow diagram with nodes such as 'Siebel EIM\_OPTY1 [EIM\_OPTY1]', 'Siebel Transform...', 'SASJoin for EIM\_OPTY1', 'Siebel Column Generator...', 'WORKS\_OPTY\_MKT\_SEG [Market Segment Classification]', 'Loader', 'Credit Scores', 'SQLJoin', and 'Siebel S\_CON\_ADDR [Contact Address Usage]'. An 'Advanced Search' dialog box is open in the foreground, showing a search interface with fields for 'User Name' and 'Name', and a table of search results.

#	User Name	Name	Type
1	Account ...	S_ORG_EXT	Data (Public)
2	Account for Opportuni...	S_OPTY_ORG	Data (Intersection)
3	Account Address Inter...	S_ADDR_ORG_IF	Interface
4	Account Characteristic...	S_ACCNT_CHRCTR	Data (Intersection)
5	Account Company Mas...	S_ACCNT_CO_MSTR	Data (Public)
6	Account Credit Area ...	S_ORG_CREDIT_AREA	Data (Public)

(Above) SAS Data Integration Server takes data out of Siebel's call center, scores it and then loads the scores back into Siebel for use in call center campaigns.

(Above) SAS Data Surveyor provides a quick, easy way to find the necessary data without having to search through thousands of Siebel tables.

### **Automatic code generation**

SAS Data Surveyor for Siebel automatically generates the code necessary to retrieve the required data from Siebel applications.

### **Integrated data quality**

With integration in SAS Data Integration Studio, it is a point-and-click process to run Siebel applications data through SAS data quality routines to ensure quality and consistency.

### **Integrated metadata framework**

The close integration and use of the SAS Open Metadata Architecture extends Siebel applications within an open metadata framework, allowing for consistent storage and view of all data and information across the enterprise. SAS Metadata Server stores all relevant information about Siebel applications' data structures as metadata that can easily be used and reused from one location. This promotes easy maintenance because all information resides within centralized metadata and no source code needs to be touched.

### **Integrated environment for enterprise data integration**

Integrate your Siebel data with other vital information and use the powerful SAS environment to manage all your enterprise data integration processes. Additionally, you can make use of SAS' other powerful capabilities, including scalable storage designed specifically for analytic and business intelligence, an integrated business intelligence platform and best-in-class analytics. SAS is the only company that enables you to manage data on an enterprise scale, allowing the integration of all data sources on all platforms. Because you only have to manage one data integration solution, resources are not strained and you can reduce the cost and complexity of training and maintenance.

## **Key Features**

### **Reads Siebel data dictionary**

- Enables you to easily explore metadata and data structures without extensive knowledge of the Siebel application.

### **Business metadata decomposition**

- Ability to search metadata using business terms and understand how the business objects relate to the underlying data.

### **Open metadata framework**

- Integration with the SAS Open Metadata Server extends the CRM system to a common, open metadata framework allowing for consistent analysis and information sharing across the enterprise.

### **Metadata caching**

- Offloads metadata browsing to the SAS Application server so CRM system performance is not affected.

### **Multiple language support**

- Lets you view metadata in your own language. There is no need to look at acronyms.

### **Metadata search and management**

- Powerful metadata search tool allows IT to understand complex CRM data structures and gives users the tools necessary to populate the enterprise data warehouse in a timely fashion.

### **Siebel Target Designer**

- Lets you safely load data back into Siebel, closing the loop on your customer analytic processes.
- Enterprise Integration Manager to Base Table process flow lets you understand the complex EIM process so you are assured data is going to the proper underlying tables in Siebel.

### **Understanding of Siebel metadata and complex data hierarchies**

- Find and decompose data in Siebel.

### **Data warehousing integration**

- Integration with SAS Data Integration Studio for automatic code generation, seamless data quality integration and fast integration with the enterprise data warehouse.

### **GUI-based code generation**

- Save time writing code with an interactive GUI-based code generator.
- Integrated with SAS Data Integration Studio, SAS Data Surveyor automatically generates the code necessary to retrieve required data from Siebel applications.

### **Integration with other data sources**

- Integrate Siebel data with other data sources, including Oracle, DB2, SAP, Oracle Applications, SQL Server and many more.

### **Data quality integration**

- Directly add data quality to your data integration processes.
- Point-and-click process to run Siebel applications data through SAS data quality routines to ensure quality and consistency.

## SAS® Data Surveyor for Siebel

### Technical Requirements

#### Client environment

All SAS clients run in a Windows desktop environment.

- Windows (x86-32): Windows 2000 Professional, Windows XP Professional
- Internet Explorer 5.5+

#### Server environment

SAS Servers, including Base SAS and SAS Metadata Server, can be installed on one or more hardware systems in a multitier configuration.

- AIX (64-bit), Release 5.1+
- HP/UX (64-bit), Release 11i+\*
- HP/UX Itanium (64-bit), Release 11i+
- HP/UX PA-RISC
- OS/390, Version 2, Release 10\*
- Solaris (64-bit) 8, 9, 10 on SPARC
- Windows (x86-32): Windows 2000 Professional, Windows XP Professional, Windows NT 4 Server\*
- z/OS, Version 1

\* Note: SAS Metadata Server must be installed on an alternate supported platform.

#### Required software

SAS Data Integration Server or  
SAS Enterprise Data Integration Server

#### Supported Siebel system

Siebel 6.3 and higher



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