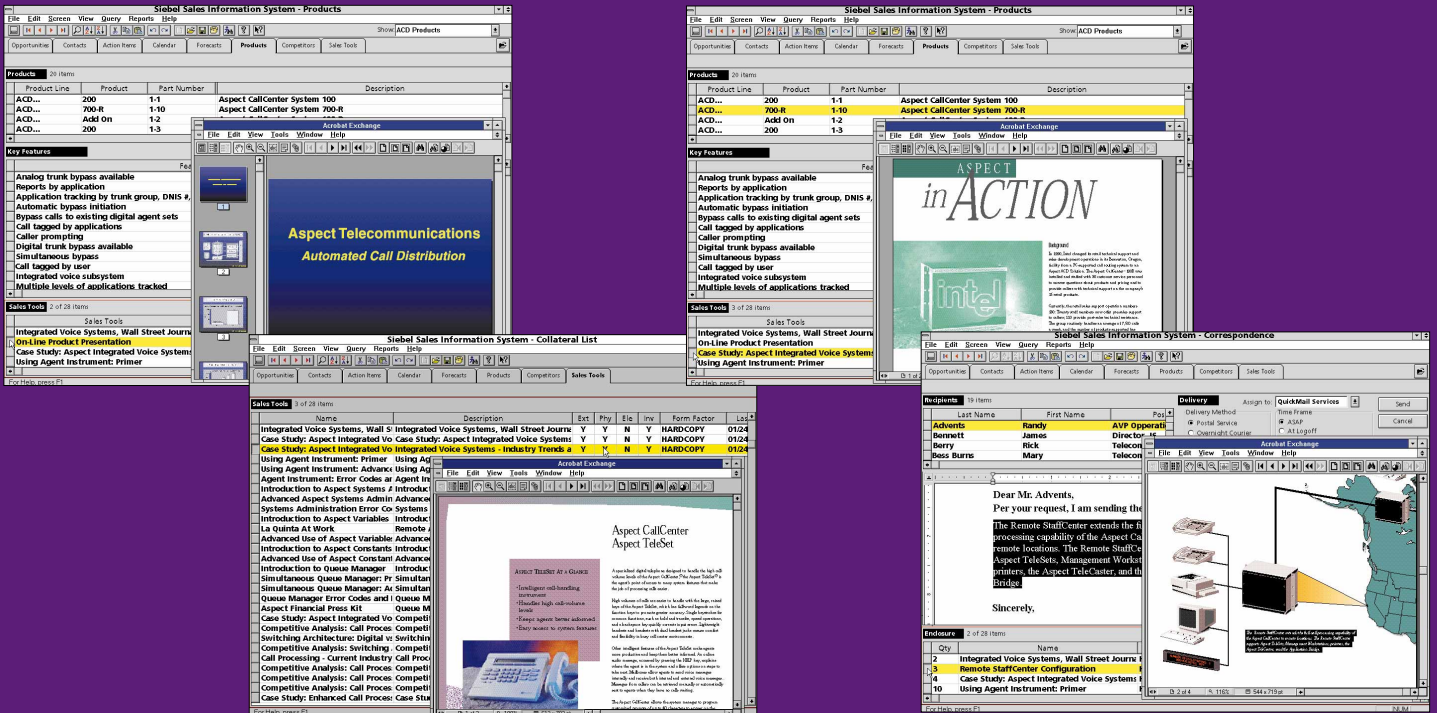


Adobe™ Acrobat™



Siebel Systems

Adobe Acrobat Software Adds Unprecedented Functionality to Sales Information System and Reduces Product Development Time



Tom Siebel, President, Siebel Systems.

When Siebel Systems began developing the Siebel Sales Information System for its corporate customers, the company needed a cost-effective electronic document solution to integrate into its application that gives salespeople immediate on-line access to their entire repository of sales tools. Siebel selected Adobe Acrobat software, cutting the company's product development time and costs and offering its customers much more competitive, feature-rich sales information systems.

"Acrobat is the only electronic document software that can handle the various kinds of sales literature that our customers want

to include in our system, while preserving the documents' look and feel," says Tom Siebel, president of Siebel Systems. "No other program provides an open, published file format with more than 500 documented Application Programming Interfaces [APIs] and support for Microsoft® Object Linking and Embedding [OLE] 2.0. Without Acrobat software, integrating electronic documents into our Windows™ based product would have been so expensive and time-consuming to develop that we could not have succeeded."

Siebel Systems, located in Menlo Park, California, develops sales force automation



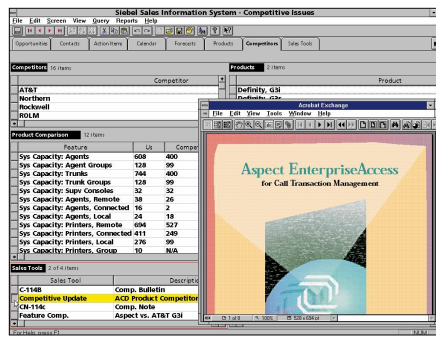
software for field sales, telesales, telemarketing and third-party distribution for large sales organizations that are focused on increasing sales productivity. The company's client-server sales automation software supports both mobile and stationary sales representatives and is currently being piloted at several corporate customer sites.

"Acrobat enabled Siebel to build an on-line marketing encyclopedia that offers significant productivity increases and can fundamentally change the way customers manage sales information," says Siebel. "From a sales representative making a customer proposal to a telesales representative knowing the latest product information, having quick and easy access to the right information at the right time is a competitive advantage. Using Adobe Acrobat software is the easiest, most cost-effective way that we can build this advantage into our customers' applications."

Cross-Document Searches Boost Productivity

Adobe Acrobat includes support for inter-application communication (IAC), using Microsoft OLE automation and Dynamic Data Exchange (DDE) calls. Using this functionality, Siebel Systems seamlessly integrated Acrobat into its application, providing access to a ready repository of sales information in Adobe's Portable Document format (PDF) and adding all the functionality of Acrobat software.

The integration of Adobe Acrobat software into the Siebel system substantially reduces the time to locate pertinent information and eliminates the need to carry often out-of-date and cumbersome paper copies. A sales representative can browse a list of sales



Salespeople can immediately access sales collateral as PDF files and browse, fax, e-mail or print the pieces for their customers.

documents from within the Siebel application or preview documents in a separate window. Clicking a document launches the Acrobat application, letting users do full-text searches, find any document on a particular subject using Acrobat software's cross-document linking capabilities, or read Acrobat annotations that provide helpful hints on how to sell a particular product or service. Adobe Acrobat software's file-compression capabilities make it possible for field sales representatives to store literally hundreds of electronic sales documents including annual reports, brochures, datasheets, competitive comparisons and more on a laptop computer.

Delivering the Optimal Sales Information System

Siebel Systems had several technical and user-related requirements for its electronic document software. Technically, it had to have fully documented APIs and support Microsoft OLE. It also had to manage the complete document cycle, from converting source documents to producing high-quality PostScript™ language output. For end-user productivity, the document management system had to support full-text searches, cross-document links and previews

of documents to save salespeople valuable time in locating the right information.

"Once we specified the functionality of our application, we needed to decide whether to build our own or integrate another company's electronic document software," says Siebel. "After an in-depth technical evaluation, our engineering department concluded that building our own electronic document software wasn't technically or economically feasible. We evaluated all the commercially available software products and found that Adobe Acrobat was the only product that met all of our requirements. Using Adobe Acrobat software is truly the fastest, most economical way to integrate electronic documents into any business solution.

"Using Acrobat as a core enabling technology for our application has given us a clear competitive advantage and has expanded our business opportunities. Not only has it saved years and hundreds of thousands of dollars in our product development effort, it has greatly enhanced our ability to offer our customers a sales automation system that gives them a competitive advantage."

Siebel Systems Systems at-a-Glance

Client
Telesales representatives: 486 PC running Microsoft Windows

Field sales representatives: 486 laptop PC running Microsoft Windows

Server
Any workstation capable of running a Microsoft SQL server or a Sybase™ or Oracle® database.

Software
Adobe Acrobat 2.0
Adobe Distiller™

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