

Siebel, IBM brings CRM OnDemand to local market

Siebel Systems and IBM have announced plans to make available Siebel CRM OnDemand, a new hosted customer relationship management (CRM) software service for the local market.

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The service enables organisations to access CRM technologies through the Internet at an affordable price without committing any capital expenditure. The offering extends Siebel's reach to small and midsize businesses (SMBs) and could expand its presence among large Siebel customers.

For a monthly subscription fee of less than R 1000 per user per month, Siebel and IBM will host a CRM solution that offers seamless integration and automated migration to on-premises Siebel CRM application. Siebel CRM OnDemand can be used stand-alone to run a business or integrated with on-site deployments of Siebel enterprise applications.

Siebel CRM OnDemand will be fully available in the first quarter of 2004. The service will be marketed and sold through IBM's local sales force dedicated to the small and medium-sized markets as well as Siebel's field sales organisation.

The announcement is the latest in a series of strategic alliances between Siebel and IBM.

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