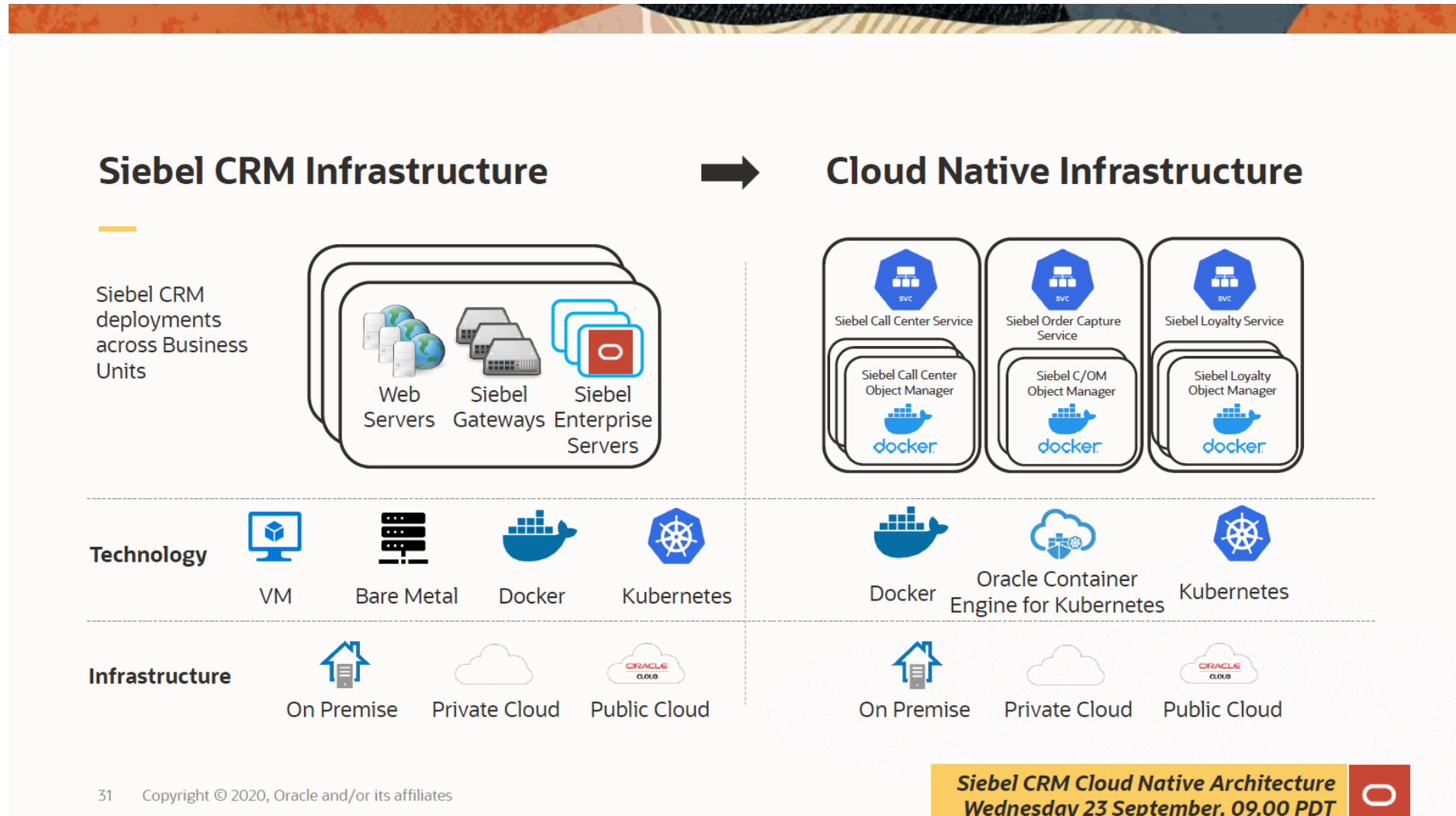


Introduction to Cloud Native Architecture

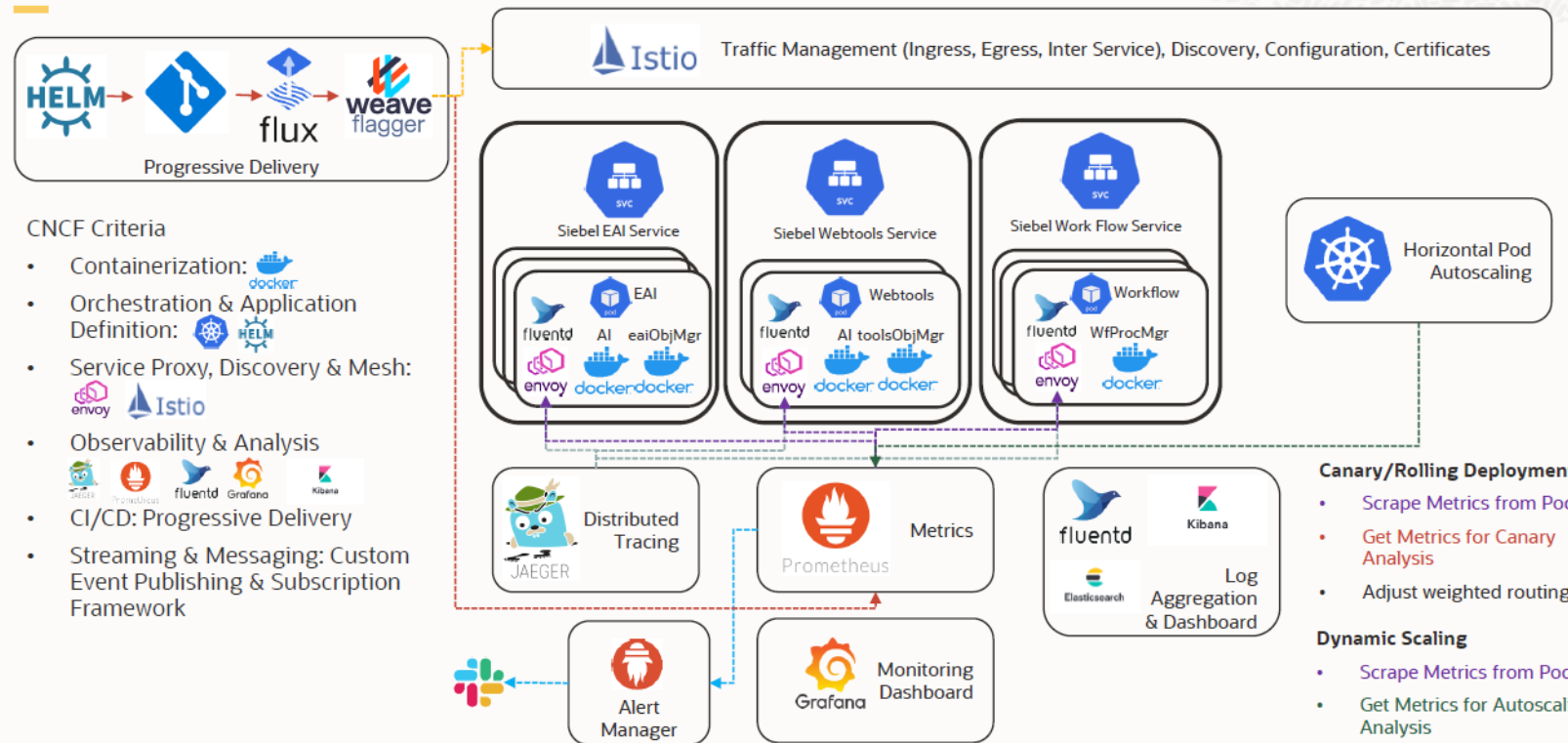
2021

Siebel CRM Cloud Native Architecture announced on the Virtual Summit



Siebel CRM Cloud Native Architecture announced on the Virtual Summit

Cloud Native Infrastructure built around independent Siebel Components CNCF Criterion – Streaming and Messaging



Siebel CRM Cloud Native Architecture announced on the Virtual Summit

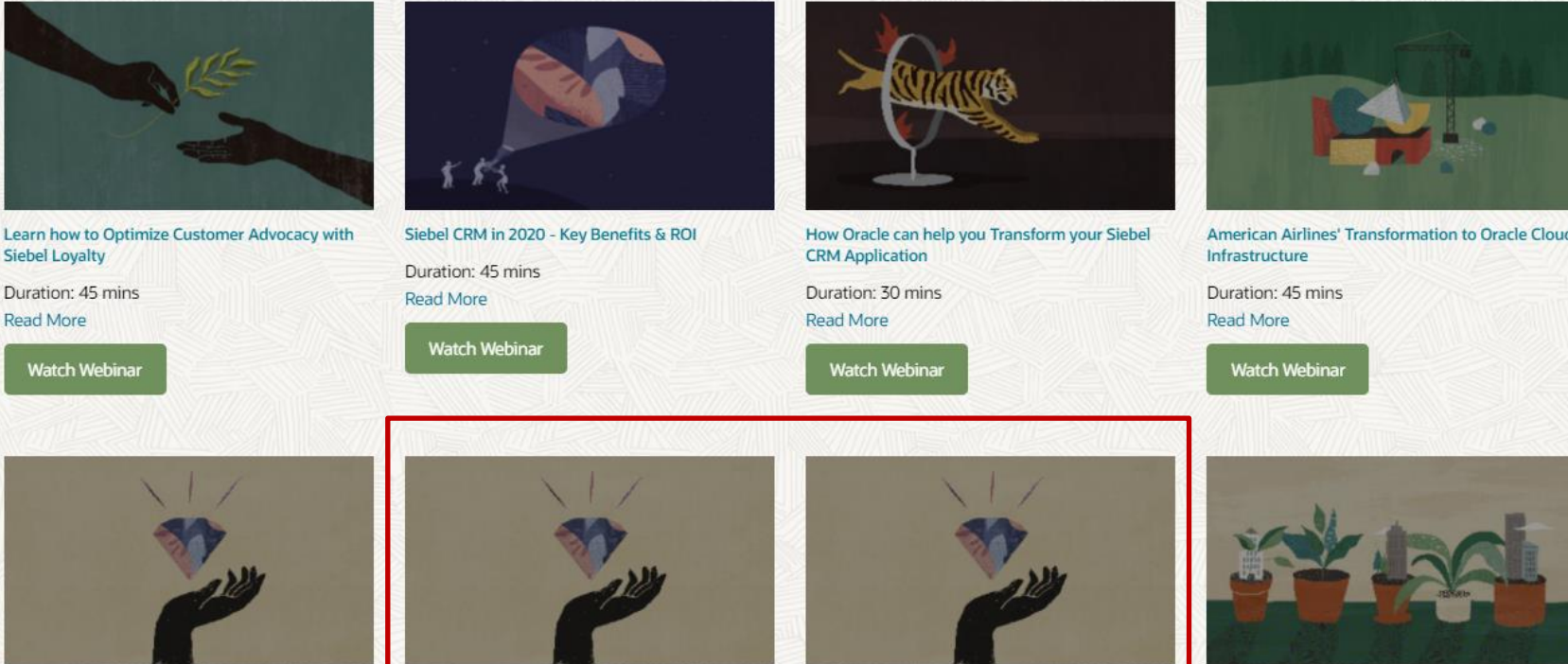
Cloud Native Siebel CRM

- 1 Siebel and non-Siebel actors in a Siebel Cloud Native Setup
- 2 Demo: Cloud Native Environment Creation
- 3 Demo: Horizontal Pod Auto-scaling
- 4 Demo: Canary Release - Success Scenario
- 5 Demo: A/B Testing – Failure Scenario
- 6 Demo: Siebel Event Pub Sub Architecture



Watch Siebel CRM Cloud Native Sessions: <https://bit.ly/SiebelCloudNative>

Sep 15 – Sep 17 **Sep 22 – Sep 25** Sep 29 – Oct 02



The grid contains 8 webinar cards. Each card features a unique illustration: 1. Two hands exchanging a leaf. 2. A sailboat on a dark sea. 3. A tiger in a circular frame. 4. A colorful abstract landscape with a crane. 5. A hand holding a glowing diamond. 6. A hand holding a glowing diamond. 7. A hand holding a glowing diamond. 8. A row of potted plants.

Learn how to Optimize Customer Advocacy with Siebel Loyalty
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CLOUD NATIVE

01

TECHNICAL DETAILS

- CNCF drives Cloud Native' ecosystem evolution and adoption;
- Kubernetes + Backing services that provide observability, scaling, service mesh, deployments;
- Operates on Public clouds or On-prem (Openshift);
- Siebel services are running in a Kubernetes cluster.

02

SIEBEL RELATED NOTES

- Your Siebel business logic remains unchanged;
- CNA is an additional deployment option;
- Expected in 2021, update to the latest version is required

03

BENEFITS

- Ensures high availability/ scalability;
- Standardizes and simplifies Siebel operations;
- Fosters business agility and innovation.

Simplified overview of Kubernetes components and backing services

cm: application configuration data for pods to consume as containers are created.

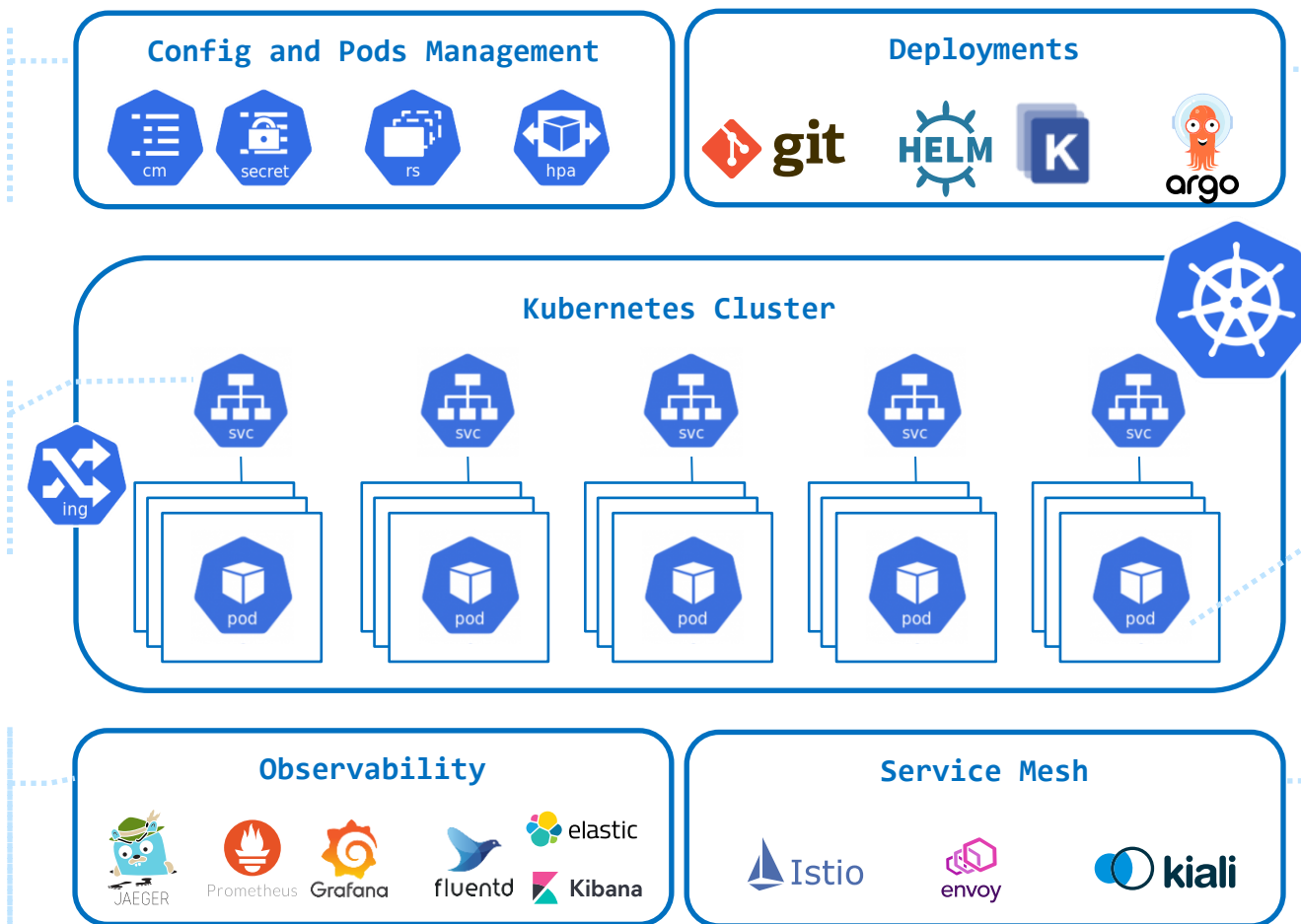
rs: ensures that a specified number of pod replicas are running

Service is a named abstraction of software service; pod is a collection of containers with one or several applications

Jaeger: application and service mesh tracing

Prometheus + Grafana: metrics, alerts, dashboards

Fluentd + Elasticsearch + Kibana: collects and stores logs, dashboards



Git stores cluster configuration defined as Helm Charts, Kustomize or Kubernetes manifests.

Argo syncs cluster configuration with actual cluster (Argo CD) or rolls out new application version (Argo Rollout).

An application running in a container ideally should be built using «12 factor app» methodology

Service Mesh provides

- Traffic management
- Load balancing
- Security
- Observability

NCF Cloud Native Interactive Landscape

<https://landscape.cncf.io/>

CNCF Cloud Native Landscape
2020-12-11T01:42:03Z.604789da

Overwhelmed? Please see the CNCF Trail Map. That and the interactive landscape are at [l.cncf.io](https://landscape.cncf.io/)

Grayed logos are not open source

The landscape is organized into several main sections:

- App Definition and Development:** Database, Streaming & Messaging, Application Definition & Image Build, Continuous Integration & Delivery.
- Orchestration & Management:** Scheduling & Orchestration, Coordination & Service Discovery, Remote Procedure Call, Service Proxy, API Gateway, Service Mesh.
- Runtime:** Cloud Native Storage, Container Runtime, Cloud Native Network.
- Provisioning:** Automation & Configuration, Container Registry, Security & Compliance, Key Management.
- Platform:** Certified Kubernetes - Distribution, Certified Kubernetes - Hosted, Certified Kubernetes - Installer, PaaS/Container Service.
- Observability and Analysis:** Monitoring, Logging, Tracing, Chaos Engineering, Serverless.
- Members:** A grid of member logos.
- Special:** A grid of special member logos.
- Kubernetes Certified Service Provider:** A grid of logos for service providers.
- Kubernetes Training Partner:** A grid of logos for training partners.

Cloud Native Landscape **CLOUD NATIVE COMPUTING FOUNDATION**
Redpoint Amplify

This landscape is intended as a map through the previously uncharted terrain of cloud native technologies. There are many routes to deploying a cloud native application with CNCF Projects representing a particularly well-traveled path.

[l.cncf.io](https://landscape.cncf.io/)

ideaport RIGA

Why Siebel customers should adopt Cloud Native Architecture




High Availability / Scalability

Ramp up and ramp down resources as needed, also automatically


Resilient architecture

Autoscaling

Zero-downtime deployments



No lost business due to the service outage / poor performance



Optimized infrastructure OpEx



Simplified Operations

Use standardized infrastructure and backing services

Resilient architecture

Monitoring dashboards

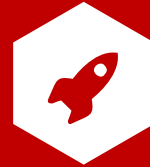
Automation



Developers focus on business features development



Decreased operational costs




Agility + Innovation

Deploy as often as business needs thanks to decreased risk and cost

Zero-downtime

Low risk of failure

Low costs



Achieve better ROI faster



Decrease innovation cost

Your next steps





Series of webinars | Dec 2020

Three initiatives to transform your Siebel CRM in 2021

