

**ORACLE
OPEN
WORLD**

Oracle Global Business
and Technology Conference

January 10 - 11, 2006, Mumbai

Making Customers Successful - an Indian Perspective



ORACLE IS THE INFORMATION COMPANY

Krishan Dhawan
Managing Director, India
Oracle

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Oracle@Work- Delivering Cutting Edge Manufacturing Solutions



ITC Ltd – ILTD



ITC is one of India's foremost private sector companies with a market capitalisation of around US \$ 12 billion and a turnover of US \$ 3 billion. ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & other FMCG products.

- Legacy Systems not geared for supporting business strategy
- Product variability – Agri based raw material
- Product traceability from raw material to finished product
- Changing and increasing customer demands

Oracle Products

- Financials
- Manufacturing
- Human Resources
- Procurement
- Order Management
- Maintenance

- Replaced 28 disparate legacy applications, streamlining business processes
- Automated procedures from the farm to the factory
- Strengthened decision-making through better inventory visibility
- Improved yield management via statistical forecasting driven by data mining

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Oracle@Work - Taking IT to Masses



eSeva, Govt of Andhra Pradesh



'One-stop-shop' for over 66 G2C and B2C services, operating in 46 eSeva centres (with 400 service counters) spread over the cities of Hyderabad and Secundrabad, and Ranga Reddy District of Andhra Pradesh. eSeva is an breakthrough project for Government to citizen services.

- Making it easy for the citizens to interact with the government
- Faster delivery of citizen services
- Increase revenue collection
- Introduce better transparency and accountability in the system

Oracle Products

- ▶ Database
- ▶ Application Server
- ▶ Developer Suite

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- Citizen satisfaction – ease and faster response
 - Increase in collections
 - More accountability leading better service delivery
 - Reduction in duplication of work
 - Establishing Citizen Service Centers have reduced the digital divide

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Oracle@Work- Financial Sector Banking on Oracle



One of leading private sector banks in India. The Bank has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence.

- Measure product and customer profitability accurately
- Ability to manage risk
- Business investments based on profitability
- 360 degree view of the customer
- Better and faster customer service

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- Enhanced customer profitability Faster and effective decisions
 - Improved risk management
 - Multiple views of same data
 - Improved employee efficiency
 - Reduced administration costs
 - Complete view of data across all product lines

Oracle Products

- ▶ Financial Services Applications
- ▶ CRM
- ▶ Database
- ▶ Application Server

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Oracle@Work - Small & Medium Enterprises **CLAAS** Claas India

Claas India is a leading manufacturing of farming equipment with global presence. Products are manufactured in five German plants and four plants outside Germany including one in India.

- Encourage information sharing and fact based decision making
- Optimize sales processes and improve order management
- Reduce stock-holding costs
- Streamline financial processes to improve productivity
- Introduce web based system with role based access

Oracle Products

➤ E-Business Suite Special Edition:

- Financials
- Manufacturing
- Distribution

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- Enhanced day-to-day operational efficiencies
 - Access to real-time information for faster decision making
 - Scalable Application
 - Introduced a process oriented approach vs. people dependent approach
 - Reduced inventory costs
 - Shortened finance settlement period by removing manual reconciliation

Oracle@Work - Delivering On-Demand Services



ITW India Limited is a subsidiary of Illinois Tool Works, U.S.A. a Fortune 200 Company, engaged in the manufacture and export of industrial packaging solutions, specialty chemicals and equipment and engineered components and specialty fasteners.

- Enable in Simplifying business processes
- Demonstrating business value of IS/IT
- Predictable IT costs
- IT dept to be a value creator and not just a cost centre

Oracle Products & Services

- On Demand support
- Financials
- Order Management
- Purchasing

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- Mitigate risks with 24/7 reliable, online services
 - Helps customer focus on core business activities
 - Enhanced System performance with Oracle On demand
 - Reduce Total cost of ownership

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Thanks

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