



## Oracle: Committed to the Automotive Industry

Oracle's commitment to providing industry solutions has never been stronger. Our customers experience it, our partners share in it, and analysts recognize the scope and strength of offerings that have been carefully developed with the input of thousands of valued customers.

"Oracle stood out from the rest by demonstrating a commitment to the ongoing support and development of flow manufacturing and improved business processes. Nothing matched the breadth of functionality and technology of the Oracle system. And since our previous vendor had discontinued its product, it mattered that Oracle was going to be around a long time."

**Randy Norman**  
Director of Information Services  
IMMI

"ArvinMeritor chose Oracle, partly due to features and functions and partly because of Oracle's industry strength and its commitment to the product."

**Steve Tracy**  
Director of ERP Programs  
ArvinMeritor

Oracle applications and technology can help you innovate by rapidly improving communication and efficiency among the disparate areas and processes of your business. And they can help you extend integration externally to improve connectedness with your suppliers and customers. Today, more than 300 automotive industry firms run Oracle applications that help them:

- Reduce time to market on new designs
- Increase pipeline visibility
- Reduce costs faster than prices
- Achieve higher throughput, decrease inventories, and reduce waste
- Meet OEM-specific just-in-time (JIT) requirements
- Enhance the customer experience

### Oracle Automotive Customers Achieve World-Class Results

Oracle is helping industry leaders around the world achieve enhanced productivity and improved business efficiency.

- **IMMI** reduced work-in-process by 98 percent—from one-and-a-half weeks to four hours—and reduced planning time by twenty hours per week.
- **Mando Corporation** generated a US\$5.3 million return on investment using Oracle E-Business Suite to create productivity enhancements, inventory efficiency, and quality-control cost reductions.
- **ArvinMeritor** increased inventory turns with improved production-line sequencing, as a result of its Oracle implementation.
- **ChangAn** saved US\$23 million with better inventory management and project management, a return on investment of 265 percent over three years.

### Oracle Customers Benefit

According to Randy Norman, director of Information Services at IMMI, "Oracle is on the leading edge of business-system development, and it has top-notch people who understand our industry. With Oracle E-Business Suite, our internal processes have

Fact: More than 300 automotive firms run applications from Oracle.



the potential to improve so we can absorb up to 40 percent more business without increasing our office headcount.”

Kanjung Hoon, IT Planning Team manager for Mando Corporation, says “We’re confident in challenging the best in the business, because we have the finest in support and IT systems with the Oracle E-Business Suite.”

According to Oswaldo Luiz Agostinho, IT manager at Eaton Brazil, “Oracle Procurement has streamlined the procurement process and reduced purchasing time and costs.”

### Oracle Partners Share the Vision

Oracle partners share the company’s vision for developing advanced industry applications, extending Oracle solutions to create greater value for customers.

“The automotive industry is going through rapid consolidation to reduce capacity and cost of production,” said Jeffrey M. Davis, principal lead, Oracle Supply Chain Practice, Deloitte Consulting. “Successful organizations are integrating acquisitions, existing divisions, and external suppliers to develop a lean supply chain that drives greater efficiency. We see many of these successful automotive organizations leveraging Oracle to support their transformation programs.”

### Independent Analysts Applaud

Industry analysts note that Oracle stands out for the breadth and depth of its industry offerings.

“Oracle has a successful track record in Automotive, and the addition of PeopleSoft and JD Edwards expands the installed base. What is particularly appealing to buyers in the automotive industry is the company’s strength in enabling Lean continuous-improvement disciplines. As automotive companies try to more effectively coordinate activity across facilities around the world, the ability of local, frequently manual, systems to sustain Lean improvements is surpassed. Oracle combines well-designed Lean functionality with sophisticated customer, product, manufacturing, and supplier-information management to support the automotive manufacturer’s goals for operations excellence,” said Bob Parker, vice president, Manufacturing Insights subsidiary of IDC.

According to Simon Bragg, director of research for ARC Advisory Group, “Oracle is the most experienced ERP supplier when it comes to support for advanced Lean manufacturing functionality...[and]...has the best vision of how to apply Lean thinking to enterprise processes.”

### Oracle Applications for Automotive: Did You Know?

Oracle is committed to the automotive market, as it is with all of the industry markets where Oracle displays strong market and technology solutions. Did you know:

- 10 of the Top 10 motor vehicle and parts companies on *Fortune* magazine’s 2004 “Global Top 1000” run Oracle applications

- 15 of the Top 15 companies on *Fortune* magazine’s 2004 “Most Admired Automotive Parts Companies” run Oracle applications
- 7 of the Top 10 global automotive companies (by revenue) on Reuters’ online list run Oracle applications
- 9 of the Top 10 automotive vehicle manufacturers on the *IndustryWeek* 2004 “Manufacturing Companies” list run Oracle applications
- 33 of the Top 39 automotive manufacturers on the *IndustryWeek* 2004 “Manufacturing Companies” list run Oracle applications
- 18 of the Top 26 world’s largest automotive manufacturers (by revenue) on Reuters’ online list run Oracle applications
- 9 of the Top 10 largest automotive-parts manufacturers (by revenue) on Reuters’ online list run Oracle applications
- 19 of the Top 20 OEMs on the *Automotive News* 2004 list run Oracle applications
- 21 of the Top 40 global suppliers on the *Automotive News* 2004 list run Oracle applications
- 4 of the Top 5 world’s largest tire manufacturers run Oracle applications

### CONTACT US

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