



## Accelerate New Product Ramp

For Outsourced Manufacturing Services (OMS) providers, an increasing share of revenues is from new and innovative products being introduced into the market faster than ever. To remain competitive however, OEM manufacturers must deliver products and recover investments over a shorter period of time. The ability to reduce the prototype-to-production time is critical for success. Oracle's solution enables you to optimize end-to-end business processes, enabling you to bring products and services to markets faster offering your OEM customers high levels of service.

For any OMS provider, being able to quickly take a product from prototype-to-production is critical. Manufacturing operations need to endure additional pressure to shorten the ramp up time and achieve higher yields in a shorter time. You need to be able to eliminate product data fragmentation, a problem that is often a result of information silos. Only Oracle offers solutions with integrated data management to ensure that every part of your business runs like clockwork in order to ensure rapid product ramp up. Oracle solutions for OMS enable you to-

- Integrate OEM and Supplier Product Information
- Reduce Product Development Cycle Time
- Design Mixed Model Production Lines to Meet Quality and Customer Commitment

### **Integrate OEM and Supplier Product Information**

Rapid advancement in product innovation and competitive pressures has shortened product life cycles. OMS providers need to streamline the information flow and collaborate more effectively with OEM's and suppliers to shorten new product launches. This calls for managing, consolidating, enriching and standardizing product information. Oracle's Product Lifecycle Management (PLM) solution provides the capability to centralize and manage all product information from disparate sources, creating a single product data repository that can be used across all functional departments. This improves accuracy and standardizes information so that items can be classified – making them easy to find and manage. The solution manages all types of structured data, such as configurations and item attributes, as well as unstructured product information such as specifications, attributes, data sheets, and sales and marketing materials and change requests / orders, Bills of Materials (BOM). The broad array of product information management features help OMS companies efficiently organize product information, control product data quality and changes securely access and author product information across functional departments, publish product information, and ensure regulatory and industry compliance as RoHS/WEEE and GDSN/UCCnet.

"With Oracle PIM, we will be equipped to capture relevant information across all of our multiple product areas and that's a step in the right direction for complying with RoHS mandates."  
**Yutaka Kimura**, Deputy General Manager, Toshiba

"We chose the Oracle solution over SAP because Oracle offers a flexible architecture, better product functionality, and a significantly lower overall cost. Oracle's ability to integrate all business processes in a single solution was another crucial factor. Oracle Product Lifecycle Management met our requirements exactly."

**Kris Laermans**, Director, GDM

#### DID YOU KNOW?

- **All of the top 25** Electronic OEMs run Oracle Applications (Electronic Supply & Manufacturing)
- **8 of the top 10** Semiconductor companies run Oracle Applications (Electronic Business)
- **14 of the top 25** High Tech Distributors run Oracle Applications (Electronics Supply & Manufacturing)
- **All of the top 10** Fabless Semiconductor companies run Oracle Applications (Fabless Semiconductor Association)
- **8 of the top 10** Electronic Manufacturing Services (EMS) companies run Oracle Applications (Manufacturing Marketing Insider)
- **22 of the top 25** Software companies run Oracle Applications (Software Magazine)
- **9 of the top 10** OEM Consumer Electronic companies run Oracle Applications (Electronic Supply & Manufacturing)

### Reduce Product Development Cycle Time

The complexity of products coupled with high demands on OMS companies to produce innovative and quality products can often be time consuming and, costly. To reduce product development cycle time, Oracle offers the only solution with standardized phase gate control and centralized program management. Oracle is the only end-to-end Lean and flow manufacturing solution with execution capabilities. Oracle's Product Lifecycle Management solution (PLM) allows you to capture all of your product definition data and enables you to configure it such that it can be leveraged to automate and expedite your downstream product lifecycle processes. The solution has seamless integration with Oracle Manufacturing that enables the frictionless flow of design/manufacturing information early in the product lifecycle. This helps eliminate engineering and manufacturing change orders that proliferate when poor communications and ineffective collaboration needlessly lengthen your product lifecycle. The ability to synchronize engineering and manufacturing structures and bills of materials (BOMs) across your product lifecycle reduces process inefficiencies, enabling you to accelerate the introduction of new products.

### Design Mixed Model Production Lines to Meet Quality and Customer Commitment

As service providers, OMS companies need to react quickly to customer requirements. Designs from OEM's must be rapidly incorporated into production and supply plans; plant layouts must be adjusted quickly; and high-volume delivery of differentiated products must proceed like clockwork. Oracle's solutions enable you to manage all these requirements efficiently. Oracle's solution for Lean Manufacturing allows OMS manufacturers to use technology to run simulations of design features and production processes in order to test the impact of process design modifications. Flow manufacturing helps in reduced cycle time, which directly translates to reductions in cost by cutting down on work in process, component inventory and rework & scrap. Reduced cycle times help achieve on-time delivery of customer orders. You can use the Mixed Model Map Workbench to recognize resource requirements and then reorganize work into balanced line operations and design your production lines and processes. The solution enables you to link operations to each other as primary, feeder, and/or rework processes to model the primary and alternate paths through the production line. You can determine daily rates for mixed model production and plan for the optimal resources needed to balance production.

### Conclusion

Oracle understands the needs of high technology OMS enterprises. With Oracle's best-in-class business applications you can centrally manage and leverage all your product information data and practices that allow faster product ramp-up than ever.

### Contact Us

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