



## High Technology Distribution Solutions

The High Technology Distribution industry operates in an ultra competitive environment with low margins and short product life cycles. There is an increased need to enhance customer responsiveness and manage supply chain complexities while protecting and growing margins. To succeed, Distributors are equipping themselves with tools for informed decision making and to be able to quickly respond to market conditions.

Oracle's suite of robust applications and technology provide an ideal platform for Distributors to drive revenue growth, inventory velocity, and margin improvements.

Today's business landscape, in addition to the intense landscape and low margins is characterized by, configurable products, and demanding customers, that requires distributors to have greater visibility into all aspects of the business to enable informed decisions. With the increasing pace of new product configurations, distributors are faced with challenges of managing the value chain. A demand driven distribution model to better sense, plan, and respond to demand signals is a competitive necessity. Distributors need innovative planning solutions to improve forecast accuracy, reduce lead times and inventory, while maximizing margins and leveraging incentives offered by suppliers. Oracle's market-leading solutions enable distributors to gain visibility into the sales and supply pipeline, efficiently manage sales of complex configured products, and optimize inventory and fulfillment while expanding margins. Only Oracle applications provide an end-to-end platform to:

- Optimize Multi-Tiered Channel Performance
- Optimize Inventory & Fulfillment
- Drive Margin Expansion

### **Optimize Multi-Tiered Channel Performance**

Distributors have continually focused on enhancing channel loyalty and performance. This requires streamlining processes and enabling channel partners to efficiently configure, quote and create orders for configurable products. To maximize margins, distributors need to plan and execute programs that leverage vendor funded promotions. Distributors also continue to introduce a host of value-added, managed services to their partners to enhance loyalty.

Oracle Order Management is a pre-integrated order-to-cash business process application that provides the functionality needed for customers, partners and employees to properly configure products, negotiate best prices, create orders, and ensure timely fulfillment. Oracle's combination of applications for order management, advanced pricing and configuration applications enables you to specify, sell, and fulfill complex, customized products and solutions.

Oracle Demantra's Predictive Trade Planning enables you to collaborate more closely with channel partners and suppliers on trade promotions. It enables you to create, analyze, and reconcile promotion plans, and calculate anticipated sales lifts (factoring out cannibalization,) and forecast from the results.

"Oracle's software has helped us cut our order entry labor cost by 30-40% for every order we receive."

#### **Vincent Yang**

VP & Spokesman, Yosun Industry Group

"In our industry, market conditions change quickly and margins are thin. With Oracle E-Business Suite, we have expanded visibility into our operations to enable rapid and informed decisions."

#### **Sam Changizi**

CIO, New Age Electronics

"Demantra's solution allows us to collaborate with our customers in a single, consistent planning environment where changes in forecasts dynamically update replenishment and shipment plans. This next generation CPFR solution allows VTech to maintain its lead in the consumer electronics business by delivering the highest possible service levels, while reducing current inventory levels."

### Nick Delany

Senior Vice President, VTech  
Telecommunication Products  
Business

### 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** Consumer Electronic companies run Oracle Applications

Only Oracle offers enterprise business applications with open, standards-based web development tools enabling you to provide VAR (Value Added Reseller) specific managed services. Oracle's industry-leading Web Content Management provides a single solution for internal and external Web sites, blogs, wikis and multiple devices. Web Analytics ensures timely, accurate, relevant insights for B2B and B2C events.

### Optimize Inventory & Fulfillment

To be responsive, high technology distributors need the capability to analyze, assess, and forecast demand in real-time. Responding to demand signals has moved well beyond the ability to carry inventory and satisfy customers' response time needs. Oracle Supply Chain Management (SCM) solutions enable you to reduce inventory costs and improve customer service levels while optimizing inventory and fulfillment.

Oracle's Supply Chain solutions provide best-in-class demand management capability with integrated sales & operations planning. It enables distributors to optimize inventory and account for volume based incentives, while also making their supply networks resilient to planned and unplanned events. Oracle's inventory & cost optimization helps determine the optimal inventory levels. With Oracle Strategic Network Optimization (SNO), you can generate your best sourcing strategy as an output for use in the downstream supply and inventory planning processes.

Oracle Strategic Inventory Positioning minimizes inventory rebalancing between distribution centers (DC). Oracle's end-to-end integrated solution automates planning and execution processes. You can run a single holistic plan or multiple plans; and evolve your planning systems as your supply chain planning model is impacted by the co-existence of multiple planning models.

### Drive Margin Expansion

Margin pressure is a fact of the competitive landscape. To grow margins, one area that distributors are focused on is improving their operational efficiency. Oracle's Demantra Real-time Sales and Operations Planning platform enables real-time visibility into the sales and supply operations, efficient management of the order-to-cash-process while reducing logistics costs – contributing to margin growth.

Oracle provides a flexible enterprise-wide solution to monitor, collect, distribute, and analyze critical operational data. The platform delivers a unified view of all information, including transactions, business intelligence, and intellectual assets. This consolidated information ensures visibility across all lines of business and enables proactive responses while reducing costs.

With Oracle Advanced Supply Chain Planning and Scheduling applications, you can streamline the fulfillment process and reduce processing time and costs. The workflow driven integrated solution, automates transaction processing, across heterogeneous operating environments, reducing manual interventions. This enables distributors reduce response time and costs while improving profitability.

Oracle Transportation Management (OTM) helps reduce in-bound and outbound transportation costs, while providing the tools to improve on-time delivery and ultimate visibility. OTM also helps distributors manage logistics across global operations with, embedded intelligence, for continuous improvement in service levels

### Oracle's end-to-end solution

Oracle applications, for high technology distributors, deliver a powerful combination of technology and comprehensive, preintegrated business applications, including industry specific functionality. Oracle will help you deploy integrated, world-class and complete suite of capabilities to drive revenue growth, inventory velocity and margin improvements.

### CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit <http://www.oracle.com/industries/distribution>

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.