



## Drive Margin Expansion

The high technology products distribution industry operates in a competitive environment with low margins. Increased operational efficiency and streamlined business processes is key to maximize margins. To succeed, distributors must equip themselves with tools that enable better visibility into operations for informed decision making. Oracle's solutions for high technology distribution enable distributors to automate and continuously improve business processes - to expand margins.

Margin pressure is a fact of the competitive landscape. To maximize margins, one of the areas that distributors are focused on is improving their operational efficiency. Disparate IT infrastructure and manual processes makes efficient order capture and fulfillment a challenge and resource intensive. Today global supply and demand chains have increased cost of logistics further impacting margins. Oracle's solution for high tech distributors enables real-time visibility into the sales and supply pipeline across all channels, efficient management of the order-to-cash-process while reducing logistics costs. Only Oracle applications provide an end-to-end platform that enables you to:

- Monitor and respond to changes in channel performance
- Eliminate manual steps in fulfillment process
- Expand logistic service offerings

"I use M-Cubed in my weekly marketing calls and it has become the basis for measuring our effectiveness."

**Andrew Sage**  
Marketing Senior Director, Cisco Systems

### **Monitor and respond to changes in channel performance**

Distributors need real-time intelligence to sense and respond to market dynamics. This requires access to accurate information from multiple sources in addition to systems for proactive monitoring, workflow, and information delivery. Oracle offers the most complete analytics tool to monitor, analyze and proactively react to real-time events.

Oracle's solution for distribution organizations 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.

## Drive Margin Expansion

"Further streamlining business processes and increasing business efficiency is the key to improve our margins. Oracle BPEL Process Manager and the leasing automation solution Accelior has implemented enable us to do just that."

### Jean-Simon Cornélis

Managing Director, ING Lease  
Belgium

"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

### 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

Oracle's Business Intelligence (BI) suite enables the consolidation of data from multiple systems, both Oracle and non-Oracle, and the creation of highly formatted templates, reports, and documents. Oracle's BI tools, with out-of-the-box functionality, help organizations turn silos of information into consolidated data hubs that ensure accurate reporting and decision support.

### Eliminate manual steps in fulfillment process

With disparate IT infrastructure, manual processes and multi-channel order capture, fulfillment processes are resource intensive. With Oracle solutions, you can streamline the fulfillment process and reduce processing time and costs. .

Oracle offers workflow driven integrated solutions, which enable distributors reduce response time, costs while improving profitability. The solution offers completely automated process transactions with no manual intervention across heterogeneous environments.

### Expand logistic service offerings

Globalization and increased product commoditization have impacted logistics costs. Transportation costs are rising and need to be controlled with better planning and execution. With Oracle's comprehensive Transportation Management, you can coordinate multi-mode logistics to reduce costs and improve on-time delivery.

Oracle Transportation Management (OTM) allows you to reduce your in-bound and outbound transportation costs while providing the tools to improve on-time delivery. You can do this through world-class planning and optimization tools designed to let you plan and manage your logistics systems with a unified global view. It allows you to connect with partners for more meaningful planning and real-time visibility and execution. OTM also helps you to manage logistics across your entire global operations with embedded intelligence so that you can continuously improve your service levels and information quality.

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

To meet your business challenges, Oracle for Distribution delivers a powerful combination of technology and comprehensive, preintegrated business applications. Look to Oracle to help you deploy integrated, world-class and complete suite of capabilities to drive margin expansion.

### CONTACT US

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

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

**ORACLE®**