



Optimize Multi-Tiered Channel Performance

To remain competitive, high technology distributors need visibility and access to real-time, accurate information. To sustain the competitive advantage, distributors need to optimize the multi-tiered channel network to accurately configure, quote and promise deliveries. In addition, there is the need to maximize coordination of sales efforts and ROI on marketing and trade promotion spending. Oracle's solutions for high technology distribution equip you with the tools to improve channel performance, manage complex product configurations and offer bundled and managed services.

High technology distributors have continually focused on enhancing their ability to interact with channel partners. End customers today demand that suppliers provide highly configured, made-to-order products with more specialized features. With the increasing pace of new configurable products, distributors are faced with unique challenges. In addition, to grow margins, distributors need to gain better insights into the financial and operational impacts of promotions and sales incentives. Competing in today's high technology business environment requires reliance on advanced information systems, fast communication networks, and sophisticated data centers. Oracle's industry solutions for distribution allow distributors to gain visibility into the sales and supply pipeline across all channels, effectively manage complex configured product, and manage services. Only Oracle applications provide an end-to-end platform that enables you to:

- Combine high-speed order entry with configuration & quoting
- Optimize vendor funded promotions
- Provide VAR specific managed services

Combine high-speed order entry with configuration & quoting

One of the distinct challenges arising from advancement in technology is that customers today configure and place orders across multiple channels. Orders need to be consolidated from different sources, including Web stores, call centers, sales quotes, customer systems, and various partners while maintaining efficient processing. Distributors need to efficiently manage multi-channel order capture, and more importantly, ensure fulfillment. Oracle's solutions enable effective data capture from a variety of ordering channels.

Oracle Order Management is an order-to-cash pre-integrated solution that provides the capabilities for customers, partners and employees to select the right products, negotiate best prices and ensure timely order fulfillment. It allows the creation of a seamless order-to-cash process enabling you to accurately capture customer orders across multiple channels and streamline fulfillment. This integrated single stack solution lets companies enhance customer satisfaction, reduce operational costs, and increase revenue.

"By consolidating to one global instance, we can more efficiently channel orders to our manufacturing center in the Philippines, making overall turnaround and delivery to the customer more rapid."

Dave Kulas
ERP Systems Manager, TIMEX

Optimize Multi-Tiered Channel Performance

"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

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 Configurator is a strategic guided selling and configuration tool. It actively gathers customer requirements and then maps them to a set of product or service options. Oracle Configurator supports configuration with a single set of business rules, across channels. The engine is also leveraged by sales, quoting, services, and fulfillment related activities.

Oracle's combination of applications for order management, advanced pricing and configuration enables you to specify, sell, and fulfill complex, customized products and solutions.

Optimize vendor funded promotions

To be demand driven and profitably leverage trade promotions, it is necessary to fundamentally understand the financial and operational impact of all promotions and sales incentives on an individual basis. Oracle Demantra's Predictive Trade Planning enables you collaborate more closely with your customers on trade promotions. It enables you to create and reconciled promotion plans, calculate anticipated sales lifts (factoring out cannibalization) and project customer level sales forecasts.

Oracle's trade promotion optimization capabilities provide robust trade promotion and account planning, sales forecasting, and promotion optimization capabilities. Using Demantra's trade planning solution, your sales teams can control spending, exceed sales targets, and maximize promotion return on investment (ROI). It helps enable you to move beyond demand management and into demand sensing, shaping and orchestration via effective trade planning. This contributes significantly in being able to shape demand. It allows you to promote the right products to the right consumer by enhancing your ability to segment and develop targeted promotions.

Oracle Demantra's unique promotion simulation and optimization capabilities let's you understand the financial and operational impacts of promotions and special pricing agreements. They also enable you to analyze the success rate of previous promotions to drive better decisions on future promotion activities.

Provide VAR specific managed services

Distributors have an opportunity to enhance channel loyalty by providing channel partners with managed services especially in the area of ecommerce. 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. It distributes ownership of content and site management to the business units and yet, maintains centralized control of architecture and branding. Oracle solution also focuses on multi-site features with a unique three-tiered approach for distributed development using role-based privileges. It enforces brand guidelines, consistent record creation, and retention policies all applied to critical web content. Web Analytics ensures timely, accurate, relevant insights for B2B and B2C events.

Oracle's end-to-end solution

To meet all your business challenges, Oracle for High Technology Distributors delivers a powerful combination of technology and comprehensive, preintegrated business applications, including industry specific functionality. Look to Oracle to help you deploy integrated, world-class and complete suite of capabilities to optimize multi-tiered channel performance.

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 to find the phone number for your local Oracle office.

ORACLE®