



Solutions for OEM Consumer Electronics Companies

Unpredictable demand, rapid price erosion, complex supply chains, and pressure to reduce warranty and return costs have led to a state of flux. Oracle enables you to be agile and respond to the challenges with a powerful combination of technology and comprehensive, preintegrated business applications that include functionality tailored specifically for OEM Consumer Electronics enterprises.

"Oracle's Siebel business applications provide a clear, detailed picture of each customer relationship. They enable employees to identify and communicate instantly with any team member involved in a sales deal and to share information."

Véronique Zoccoletto
CIO, Lectra

"Oracle's Siebel Marketing, Siebel Marketing Resource Management and Siebel Business Analytics are effective platforms that have helped transform our marketing function and turn data into insight. We can now personalize our communications and build more meaningful relationships with our customers."

Mike Winkler
CMO and EVP
Customer Solutions Group, HP

Market conditions and customer demands have drastically impacted bottom-line profitability and fragmented the high-technology supply chain. There is more focus today, than ever before, to enhance the customers allround experience. Having a demand driven supply chain model is no more a competitive advantage – it's a necessity. To be proactive, you need to have insights into the changing market demand and respond with strategies that will impact buying decisions. All this while ensuring that you are able to maximize ROI on marketing and trade promotion spend. Oracle understands the needs of the industry and provides solutions to enable consumer electronics companies:

- Deliver an industry leading consumer experience
- Optimize channel performance
- Enable a high performance supply chain

Deliver an Industry Leading Consumer Experience

Most consumer electronics companies gauge success through supply chain efficiencies and how well they performed against measures such as forecast accuracy, order fill rates, and on-time deliveries. But times have changed. Leaders today are constantly innovating to drive customer loyalty. A key to achieving this objective is to have detailed knowledge and a single integrated view of the consumer throughout the lifecycle. This enables consumers to purchase product and provide feedback through a channel of their own convenience. It also enables you to quickly respond and provide outstanding first touch resolution experience. By harnessing the power of the Internet and delivering world-class customer service, Oracle helps you increase sales, reduce service costs, and improve customer satisfaction.

Oracle's Customer Data Hub enables you to gain a complete 360 degree view of consumers. It is a fully integrated customer data management solution that centralizes, de-duplicates, and enriches customer data. It provides a unified, reconciled, single source of high-quality customer data that unifies fragmented information without disrupting existing business processes and IT investments that you have already made. This single source helps improve reporting accuracy, employee productivity, reliability of customer analytics, and day-to-day customer relationships.

Oracle applications enable you to automate multi-channel order management processes to ensure orders are captured and processed accurately, irrespective of the selected ordering channel. It allows closed-loop order capture by ensuring that customers buy and provide feedback, however they choose, across multiple channels including web, phone, retailer, and re-seller.

Oracle's leading edge, transformational, Customer Relationship Management (CRM) multi-channel service application enables you to provide personalized service and quick resolution across all customer-interface channels. It lets you automate the entire issue-to-resolution process. It drives faster service

"We are running a 24/7 business and needed a supplier that could respond to our needs immediately, regardless of time of day or geographic location. Oracle emerged as the clear winner. And Oracle's position and single-source solution were attractive to us."

Dave Richards
CIO & VP of IT,
Rockford Corporation

Did you know?

All 30 of the top 30 Fortune 500 High Technology OEM companies run Oracle Applications AND Technology *Forbes Global 2008*

Join Leading CE Enterprises That Rely on Oracle

- Sony reduced inventory levels by 40% and time to market by 30%
- LG.Philips reduced procurement and inventory costs by 29%
- Rockford Corporation reduced order entry time by 75%, reaching 99.5% inventory accuracy
- Canon improved process efficiency by 10%
- HP reduced annual marketing spend by 15%

resolution by standardizing service delivery processes and making all relevant information readily available to service reps. This helps improve service levels, increase service-driven revenues, decrease service costs, and prevent revenue leakage.

Optimize Channel Performance

To maintain profitability, manufacturers are moving towards implementing greater discipline in business processes that drive marketing spends, trade management practices, and real-time analysis of market demand. Oracle solutions enable consumer electronics companies to be more proactive in managing the distribution channels – the main avenue for reaching out to the end consumer.

Oracle helps you extend demand-driven, adaptive planning across your enterprise by sensing demand signals in real time and automating the appropriate actions. With Oracle you can implement an effective and well-managed Sales & Operations Planning process that lets you balance supply and demand to achieve operational excellence.

Oracle's marketing applications offer integrated capabilities that enable you to plan, predict, budget, execute, and accurately measure, including any cannibalization the impact of your marketing efforts across brands and regions. With robust marketing planning utilities that provides near real time visibility into marketing spending and performance, OEM consumer electronics companies can enhance collaboration across marketing, brand management, trade marketing and field sales functions.

Oracle's trade management solutions enable you to be more effective and efficient in 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. It helps you analyze financial and operational impact of promotions and settle claims quickly and efficiently.

Enable a High Performance Supply Chain

In an environment where customers' demands are rapidly changing, its imperative that you have insights to demand signals as early as possible. You need the capability to analyze, forecast and rapidly respond to demand. Oracle is the only enterprise solution that integrates real-time analytics with demand forecasting, supply sourcing and planning capabilities to effectively manage dynamic supply chains.

Oracle offers the best in class, demand planning solution that helps you plan and design global supply chains more effectively. It allows you to move from static demand planning to demand sensing and shaping. You can implement cross-enterprise decision support, and focus on more frequent supply network analysis to manage risks and design the supply chain to be resilient to changing business conditions.

Oracle's strategic inventory optimization tools help determine optimum inventory levels. The tool helps mitigate supply chain risks by capturing the variability in demand and supply to obtain the precise determination of the inventory investment, at the lowest possible cost.

Oracle offers an industry leading solution for logistics planning and execution. Oracle Transportation Management allows you to reduce inbound and outbound transportation costs while providing the tools and visibility to improve on-time delivery and measure process performance whether in-house or outsourced to logistics providers. The Oracle Warehouse Management solution automates and optimizes material handling processes to reduce labor costs, improve facility utilization, and increase order accuracy. The combination of Oracle Warehouse Management and Transportation Management delivers an integrated solution for logistics management.

Oracle's end-to-end solution

Oracle offers best-of-breed OEM Consumer Electronics solutions with the most scalable, reliable and secure infrastructure that optimizes channel performance, enables agile supply network and enhances the consumer experience.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit www.oracle.com/industries/high_tech/computers-peripherals-consumer-electronics

Outside North America, visit oracle.com/corporate/contact for your local Oracle office.