



Enabling a High Performance Supply Chain

Shrinking product lifecycles, cyclical markets and increasing customer expectations are the realities of the OEM consumer electronics industry. To respond quickly to market requirements, companies need to analyze, forecast and respond to demand rapidly. 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.

Having a demand driven supply chain model to plan, sense, and respond to demand signals is a competitive necessity. Successfully managing complex, global operations while meeting shifting consumer demands requires an agile supply network that is resilient to changing business requirements. Oracle's solutions provide the best platform that enable you to achieve efficiencies in your supply chain. With Oracle, OEM consumer electronics organizations can enhance their ability to:

- Eliminate supply shortages
- Reduce inventory costs
- Reduce logistics costs

Eliminate supply shortages

Increased competition and demands for higher levels of customer service require you to move from the traditional latency of disconnected planning processes. You need to make better, faster and more informed decisions to balance supply and demand efficiently.

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 supply chain risk and design your supply chain to be resilient to global changing business conditions. You can shape demand by utilizing more effective promotions planning and pricing optimization. The solution allows you to model the necessary level of complexity in your supply chain and promote a seamless flow of information and materials across your extended supply. You also get visibility into requirements, issues and constraints at all tiers of your supply chain.

Reduce inventory costs

Short product life cycles, increased outsourcing, and fluctuating demand, make it challenging to manage inventory policies and decide where exactly to hold how much inventory.

Oracle's strategic inventory optimization tools help determine optimum inventory levels. It enables risk pooling to help you determine where to hold inventory to guarantee a desired service level and at what stage of production to hold inventory. You can balance the time and cost to get a product to

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

"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

a customer, without paying high costs to hold every product configuration close to your customer. You can now accurately evaluate how different fulfillment lead times to customers change both the cost of service and the point of postponement. 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. Time-phased safety stock recommendations minimize the impact of seasonality and changing product life cycles and can be fed into Oracle Advanced Supply Planning for replenishment calculations.

Reduce logistics costs

OEM consumer electronics companies need to efficiently manage logistics due to the large volume of products being transported. The logistics area offers a tremendous opportunity for cost savings and efficient order fulfillment. There is tremendous pressure to reduce retail stock outs and inventory costs.

Oracle offers an industry leading solution for logistics planning and execution. The Oracle Transportation Management solution allows you to reduce your inbound 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 logistics systems in a unified global picture. You can connect with partners for more meaningful planning, and real-time visibility and execution. You can also manage logistics across the entire global operations with embedded intelligence so that you can improve your service quality and reduce costs. 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 is committed to the OEM consumer electronics industry. Look to Oracle to seamlessly optimize your supply chain network for industry leading supply chain performance.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit http://www.oracle.com/industries/high_tech/computers-peripherals-consumer-electronics.html
Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

Did You Know?

- **9 of the top 10** Consumer Electronic Companies run Oracle Applications
- **All of the top 25** Electronic OEMs (both Consumer and Business) run Oracle Applications
- **14 of the top 25** High Tech Distributors run Oracle Applications