



Optimize Order Fulfillment

OEM Complex Equipment manufacturers are facing increasingly complex product configurations. Customers are demanding more product customization and shorter order-to-delivery cycles, all while expecting a high level of flexibility when it comes to configuration changes. Only Oracle offers solutions with the best-in-class capabilities to ensure order accuracy, while efficiently planning and orchestrating the complete supply chain through fulfillment.

Shorter product lifecycles, coupled with increasing design complexity and product customization have made it challenging for OEM Complex Equipment manufacturers to ensure order accuracy. This complexity is a continual source of error and delay in fulfilling orders with shorter order-to-delivery cycles. Oracle's OEM Complex Equipment supply chain management (SCM) solution helps companies streamline the configuration process and quickly respond to any exceptions. Oracle SCM enables you to-

- Automatically generate error-free manufacturing bill of materials (BOM) from customer orders
- Plan and track long lead time products like ASICs
- Respond quickly to changes in customer configurations

Automatically generate error-free manufacturing BOMs from customer orders

Customers demand a higher degree of flexibility to customize configurations to meet a spectrum of different requirements. This adds to the complexity of ensuring accuracy of configurations as products evolve through a lifecycle— from engineering BOM to sales BOM through manufacturing BOM.

Oracle Configurator enables you to specify, sell, manufacture and fulfill complex customized products and solutions. The solution allows you to automatically convert sales BOM to manufacturing BOMs, track designs from concept to end of life (EOL), and associate install base failures with original product designs for root-cause analysis. Through an interactive guided selling session, customer requirements are gathered and mapped to a set of product options. Oracle Configurator ensures model consistency across the enterprise by supporting all sales channels from a single, centrally maintained configuration model. Each channel has access to the same information and same model data. Requests can be submitted through any channel but will be validated through a single configuration model. This ensures a single version of truth for manufacturing BOM. The solution enables tracking device serialization and genealogy to ensure total quality management and regulatory compliance.

You can deliver accurate, configurable orders quickly and easily. This dramatically accelerates your order-to-delivery cycles, reduces order errors, and lowers maintenance costs.

"We have all of our core back office activities directly linked to the front-end systems that support our new direct order fulfillment model."

Saeed Hosseiniyar
VP of IT, Alcatel

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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

Plan and track long lead time products like ASICs

OEM Complex Equipment manufacturers operate in an environment of constant change, making it difficult to optimally plan for parts inventory. Very often the parts initially chosen to configure a system can change a number of times before the completed order is delivered. Supplier lead-time for parts and ASICs is often longer than the order-to-delivery timeframes.

Oracle's Demantra Demand Management solution enables you to better sense, shape and respond to demand with a single precise forecast. A consensus plan built from this superior forecast aligns the entire organization enabling you to be more demand-driven. Planners and managers can now, in real-time, access information and tools they need to take command of the day-to-day planning processes. It provides the foundation for a responsive sales and operation planning process that enables the current and emerging best practices in adaptive demand-driven sensing, shaping, and planning.

Oracle Strategic Network Optimization enables you to optimize your entire supply network. It considers all of the complex costs and constraints that drive your network design. You can model all nodes of your supply chain network along with associated costs like transportation, sourcing, storage and labor. Further, it helps determine optimum inventory levels and enables risk pooling. You can 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 inventory investment, at the lowest possible cost within inventory budget.

Respond quickly to changes in customer configurations

Planning optimum inventories for parts and subassemblies, while responding quickly to the changes in configurations is a challenge. Oracle's collaborative planning solution enables strategic risk pooling and real-time collaboration across the extended supply chain.

Oracle offers the only direct order fulfillment solution with multi-tier collaborative planning capabilities, which enables full visibility and synchronization across the extended supply chain. You can leverage collaborative planning to share forecasts and supply commitments with your customers and suppliers, get visibility to your supplier's capacity to reallocate key components, and make alternate sourcing decisions. Whenever the configuration options are changed, Oracle's solution automatically generates the right notifications—reschedule messages, quantity changes, source changes, shipment messages and so on to the appropriate supply chain partners. Automating processes like vendor managed and consigned inventory, allow you to reduce inventory cost and improve fulfillment.

Oracle's end-to-end solution

Oracle is committed to the OEM Complex Equipment industry. Look to Oracle to drastically shorten your planning cycles and successfully reduce order-to-delivery cycles.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit www.oracle.com/industries/oem_complex_equipment

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

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