

ORACLE AND ENIGMA OPTIMIZE SERVICE PARTS VALUE CHAINS

FEATURES

ORACLE AND ENIGMA ENABLE MANUFACTURERS TO GROW THEIR SERVICE PARTS BUSINESS BY:

- Accelerating the identification and procurement of service parts, auxiliary/optional equipment and other branded products
- Simplifying collaboration across marketing, sales, distribution and service
- Measuring, monitoring and tracking performance
- Ensuring dynamic parts catalog, configuration, pricing and order management
- Delivering accurate service and parts information in connected and disconnected environments
- Integrating parts demand, parts planning and forecasting, purchasing, supplier management

RELATED PRODUCTS

The following products are available from Oracle:

- Advanced Planning Command Center
- Strategic Network Optimization
- Inventory Optimization
- Collaborative Planning
- Service Parts Planning
- Sales and Operations Planning
- Demand Management
- Trade Planning and Optimization
- Order Management
- Price Management
- Logistics
- Warehouse Management
- Transportation Management
- Oracle eCommerce
- Oracle Contracts
- Oracle Partner Relationship Management
- Oracle Product Hub

With today's global economic crisis forcing everyone to do more with less, consumers and businesses alike are extending the service life of equipment and delaying purchases of new assets as long as possible. But, as the life expectancy of equipment increases and the demand for service parts grows, most manufacturers are failing to capitalize on this opportunity. The lack of a complete, open and integrated parts information and procurement system has materially undermined their marketing, sales, service and distribution operations.

In an effort to increase market share for aftermarket operations, manufacturers are turning to Oracle and its partner Enigma to optimize their service parts value chains by boosting parts sales, improving inventory control, expanding just-in-time fulfillment and strengthening distribution networks.

Boost Service Parts Sales and Increase Market Share

While service parts represent only 25% of most OEM's revenues, these sales contribute about 75% of profits. Factor in that OEMs control less than 40% of the service parts business and it becomes clear that OEM sales and profits are being targeted by fiercely competitive aftermarket suppliers.

To counter these competitive pressures and boost service parts sales, OEMs must make it easier for customers, sales and service personnel to get the most accurate information and order parts. Only Oracle and Enigma deliver a complete solution that provides OEMs with:

- Consolidated parts catalogs, maintenance manuals, technical specs and sales collateral—pre-filtered according to serial number, product line or configuration/trim package to enable fast and accurate parts lookup, updates and ordering
- Accurate service and parts information—whether working online or offline—allows customers, dealers and distributors to find critical information and transact business in the service bay, on the road and in the field
- Demand planning and forecasting capabilities that accommodate seasonality, promotions, and trends coupled with self-adapting algorithms to maximize predictive accuracy (rather than historic fit) and to respond to changing market conditions

Improve Service and Parts Availability

By consolidating service and parts information and automating the distribution of revisions, OEMs can provide fast and easy access to the most complete, up-to-date service and parts information possible. With Oracle and Enigma, users can order parts directly from service documentation, ensuring accurate parts identification, pricing and order submission. With an integrated workflow that enables seamless interaction between key business applications such as dealer management systems, ERP, configuration management and inventory systems, users are able to rapidly and accurately locate, procure and install service parts.

Expand Just-In-Time Service Parts Fulfillment

By improving visibility into demand and maintenance activities, OEMs, distributors and dealer service personnel can optimize inventory for alternative parts and simplify the roll-out of just-in-time fulfillment and replenishment strategies. Specifically, Oracle and Enigma provide the industry leading demand management and consumption-based solutions that model, track and determine inventory requirements based on projected and actual consumption. Not only does this minimize unwanted inventory, but it ensures that the required parts are on hand when and where they are needed.

Strengthen Distribution Networks

For manufacturers to strengthen their service parts distribution network and capture more of the aftermarket, they must provide immediate, 'borderless' access to parts and service data for their distributors, dealers and customers—sourced from systems that integrate with the back office such as warranty, diagnostic and inventory applications. Together, Oracle and Enigma help OEMs accelerate the delivery of service bulletins, product rollouts, special offers and part supersession. Specifically, Oracle and Enigma enable OEMs to simplify the parts information management process by:

- Integrating all product and service content
- Filtering by brand/configuration/serial number
- Updating service and parts information automatically
- Accelerating service decisions and part orders

Summary

The combined solution from Enigma and Oracle offers industry-leading technology, global presence, and a proven track record of successful implementations to help manufacturers boost parts sales, improve inventory control, expand just-in-time fulfillment and strengthen distribution networks.

Contact Us

For more information about Enigma and Oracle, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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