

INFORMATION EXTENDS

Accelerate Product Innovation and Maximize Profitability
Agile Product Lifecycle Management





ORACLE IS THE INFORMATION COMPANY

**Extend Product Design,
Launch, and Support
Beyond the Enterprise
While Increasing
Product Profitability**

Rise above challenging market conditions to accelerate revenue, reduce costs, and improve product quality with Agile Product Lifecycle Management.

Shrinking product lifecycles, global competition, supply chain complexity, and increasing customer demands have made it more challenging than ever to bring winning products to the market. To increase revenue, market share, quality, and product profitability, manufacturers must achieve operational excellence throughout the product lifecycle and across the extended enterprise. To stay competitive, they must maximize product pipeline throughput while shortening cycle times, achieving target margins, and ensuring regulatory compliance. Seamlessly integrating outsourced design, supply chain, and manufacturing resources with internal processes can be the difference between winning and losing.

Oracle's Agile Product Lifecycle Management solutions enable businesses to accelerate product innovation and maximize product profitability by managing the information, processes, and decisions about their products throughout the product lifecycle and across the global product network. With a broad suite of enterprise-class product lifecycle management (PLM) applications and time-to-value-focused implementations, Oracle provides the most comprehensive PLM solution in the industry.

Fact: Agile Product Lifecycle Management is built upon a standards-based, secure, and scalable open architecture platform that ensures fast and cost-effective implementations.



Manage the Enterprise Product Record

Key Industries

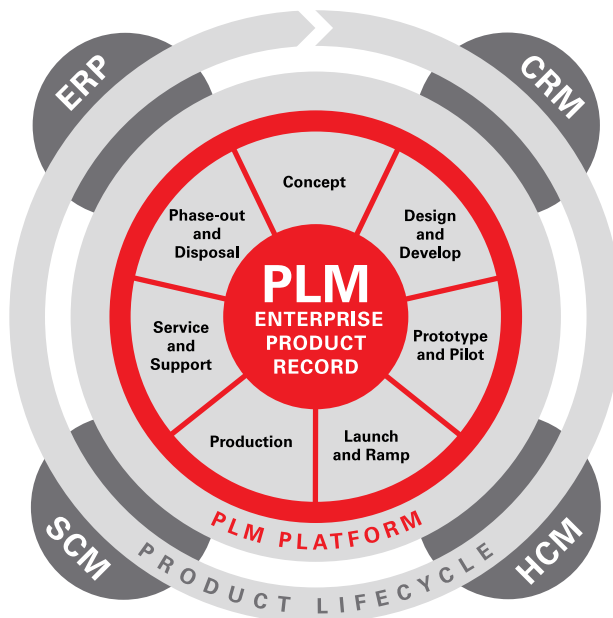
Agile Product Lifecycle Management excels in many industries, including

- Aerospace and Defense
- Automotive
- Consumer Goods
- High Technology
- Industrial Manufacturing
- Life Sciences

Products define the competitive advantage, profitability, and long-term growth of manufacturing companies. An enterprise’s product record is its key intellectual asset, containing the information that uniquely defines each aspect of a product at each stage in its lifecycle. The product record includes all the information the enterprise needs to conceptualize, design, source, build, sell, service, and dispose of products.

Companies have typically deployed enterprise “systems of record” to manage the key operations that drive profitability and growth across their businesses. These systems include

- Customer relationship management (CRM) systems for managing the customer record
- Enterprise resource planning (ERP) systems for managing the financial record
- Supply chain management (SCM) systems for managing the supplier record
- Human capital management (HCM) systems for managing the employee record



“Agile Product Lifecycle Management’s enterprise-class solutions provide key capabilities that enable Lucent to speed innovation cycles, manage product costs, and enhance our ability to leverage suppliers throughout the value chain.”

Jose Mejia, President of Supply Chain Networks, Lucent Technologies

Agile Product Lifecycle Management gives you the single system of record you need to manage the enterprise product record and maximize product profitability. With Agile Product Lifecycle Management, you can provide secure, timely, and accurate visibility and control of product information and processes to every stakeholder at each stage in the product lifecycle.

Optimize the Global Product Network

Managing product information and creating a single enterprise product record remains a core foundational requirement in PLM. Today, however, leading companies are increasingly looking for broader solutions that allow them to better manage cross-functional product lifecycle business processes across their global product networks.

Agile Product Lifecycle Management gives complex enterprises the comprehensive support they need to implement an integrated product lifecycle process. Uniquely built from the ground up for the networked business, Agile Product Lifecycle Management provides a single view of products across business processes and geographical regions. By optimizing the global product network, Agile Product Lifecycle Management allows you to achieve key business objectives such as enhanced product innovation, faster speed to market, shorter time to volume, lower costs, improved product quality, and regulatory compliance.

Accelerate Time to Market

Time to market and time to volume determine success and failure in many markets. Agile Product Lifecycle Management helps you turn time into a competitive advantage for your business by enabling your teams to collaborate across your extended supply chain to design, source, and build products that are right for the market. As a result, you can eliminate information latency, minimize errors and rework, protect intellectual property, and accelerate both time to market and time to volume.



“Significant dollars were being wasted because we couldn’t see history repeating itself until it was too late. The Agile Product Lifecycle Management solution enables us to view how problems are related to specific products and tie that directly to their resolution.”

Rick Tattersfield
Vice President, Quality
 Fargo Electronics, Inc.



“Our first installation of Agile Product Lifecycle Management proved to be so effective we are rolling out globally as quickly as possible.”

Michael Marks
CEO
Flextronics

“The biggest benefit of PLM is the ability to disseminate information throughout the company. Whoever needs it can access the most up-to-date information anytime, anywhere in the world. Agile Product Lifecycle Management is the one tool that gives complete visibility over the products that are the company’s blood.”

Guna Rajendran, PLM Project Manager, BallyTechnologies

Minimize Cost

As your product network extends around the world, managing costs can become more complicated and cumbersome. Agile Product Lifecycle Management helps you streamline and formalize cost management processes by giving your managers the information, tools, and analytical power they need to apply their business insight and skills to product cost management and product sourcing activities. With Agile Product Lifecycle Management, you can manage and improve product margins, release new products at or below target costs, control margin erosion through purchased part repricing, and outsource your manufacturing activities without losing control of your product cost.

Improve Product Quality

As your product network expands outside the company, it becomes more difficult to manage the design and manufacturing details that affect product quality. With Agile Product Lifecycle Management, you can put into place the processes and product improvements required to improve quality and customer satisfaction. Agile Product Lifecycle Management allows you to design higher-quality products, improve product reliability, shorten issue resolution times, reduce lifecycle warranty and service costs, and ultimately increase customer satisfaction.

Ensure Regulatory Compliance

Without a PLM backbone, managing compliance documentation and processes across a global product network, complying with diverse regulations from various countries, and keeping documents consistent can be an insurmountable challenge. Agile Product Lifecycle Management allows you to turn regulatory compliance into a competitive edge by tightly controlling product lifecycle processes. With Agile Product Lifecycle Management, you can establish and manage compliant, efficient, and auditable product lifecycle processes, thereby reducing business risks and ensuring adherence to regulatory requirements.

Drive Innovation

Innovation is the engine of growth for shareholder value. Agile Product Lifecycle Management enables you to accelerate innovation without compromising engineering creativity or supply chain flexibility. With Agile Product Lifecycle Management, dispersed product design teams can collaborate across the globe in real time to leverage insight, creativity, and core product designs. As a result, you can compress cycle times from concept through release, increase throughput from expensive engineering resources, and protect and leverage intellectual property.



Fact: Companies that do a poor job of program management can expect to be up to 56 percent later to market and have 26 percent higher product costs than the competition.

(Source: Gartner and AMR Research)

Drive Strategic and Operational Decisions

Leading enterprises need solutions that let them leverage embedded decision support and analytics capabilities to drive better strategic and operational decisions about their products. Agile Product Lifecycle Management provides out-of-the-box decision support—including standard quality reports, advanced custom reporting capabilities, and comprehensive analytics—allowing you to make better decisions that improve product quality and enhance customer satisfaction.

Best-in-class decision support features are embedded directly in the Agile Product Lifecycle Management applications, and these features can also be extended at the platform level. The solution delivers visibility and analysis of data and processes, allowing you to measure, benchmark, trend, and improve operational efficiency. You receive up-to-the-minute status on activities related to any customer issue, corrective action, or product change active in the Agile Product Lifecycle Management system. In addition to combining historical, current, and forecast data from within Agile Product Lifecycle Management, the system integrates external data from other enterprise systems to deliver a 360-degree view of your global operations.

In addition, Agile Product Lifecycle Management helps you generate actionable insight by providing out-of-the-box tools for analyzing current and historical product data. Agile Product Lifecycle Management's analytics capabilities deliver executive-level visibility; fast, proactive analysis of product network activities and processes; and real-time, fact-based, collaborative decision-making among all key stakeholders across the global product network.

Deliver the Most Comprehensive PLM Solutions

Agile Product Lifecycle Management applications help you accelerate revenue, reduce costs, improve quality, ensure compliance, and drive innovation throughout the product lifecycle. These out-of-the-box, best-practice applications are highly configurable and extensible, delivering the fastest time to value in the market. Built on a next-generation, enterprise-class architecture, Agile Product Lifecycle Management provides the broadest and most comprehensive end-to-end PLM solution in the industry today.

“We selected Agile Product Lifecycle Management because it scored the highest in capability, vision, and reliability, as well as [giving us] the ability to deliver full ROI within six months.”

John Boucher
Vice President,
Global Supply Chain
MSL

Fact: Since its very first release, Agile Product Lifecycle Management has provided mature, out-of-the-box network capabilities for collaborating across the enterprise and product networks.



AutoVue Enterprise Visualization for Agile

Oracle's AutoVue Electro-Mechanical Professional for Agile enables users to view, mark up, and collaborate on more than 450 native design files directly from the enterprise product record in Agile Product Lifecycle Management. Supported file types include drawings from 2-D computer-aided design (CAD), mechanical CAD, and electronic CAD as well as Microsoft Office documents and graphics.

- Enable cross-functional, real-time collaboration by making design information available to both technical and business users
- Shorten design cycles and standardize review processes with an optimized document flow
- Gain early insight into design issues throughout the product development process
- Streamline visualization and collaboration across the global enterprise with minimal disruption to people and processes
- Limit your investment in expensive CAD tools

Agile Product Collaboration

Agile Product Collaboration gives employees the ability to view and manage new and evolving product record information across the product lifecycle and the extended supply chain. It allows you to work collaboratively across the globe from a single source of truth—the complete, up-to-date enterprise product record that includes bills-of-materials (BOMs), specifications, drawings, documents, changes, and approved manufacturer lists.

By streamlining the product change process and ensuring that the entire supply chain has visibility into the latest product information, Agile Product Collaboration allows you to rapidly introduce profitable products and effectively manage product change. With Agile Product Collaboration, you can accelerate new product introduction, reduce scrap and rework, and shorten product change cycles.

Agile Product Governance and Compliance

Agile Product Governance and Compliance lets you manage product and program compliance in accordance with industry standards as well as environmental and regulatory requirements, providing assurance of effective compliance throughout your enterprise operations. It allows compliance professionals to transform their product governance and compliance activities from reactive, highly manual systems into repeatable, auditable processes, thus reducing the risk of business interruption.

Agile Product Governance and Compliance gives you a cost-effective and proof-rich manner to satisfy the most stringent regulatory requirements, including the U.S. Food and Drug Administration's Quality System Regulations and International Organization for Standardization 13485, and environmental directives such as the European Union's Waste Electrical and Electronic Equipment and Restriction of Hazardous Substances. Agile Product Governance and Compliance helps you ensure regulatory compliance, minimize business risks, and reduce product and operations costs.

Agile Product Cost Management

Agile Product Cost Management allows you to manage product costs throughout the product lifecycle and make early, informed sourcing decisions by synchronizing product cost data and processes across design, sourcing, manufacturing, and supplier tiers. It ensures that strategic sourcing processes are fully utilized to drive supply chain management best practices across the enterprise.

“Oracle’s Agile Product Lifecycle Management enables Global Electronics to manage ISO standards and regulatory requirements to prevent expensive violations, business interruptions, and product nonconformance. Agile Product Lifecycle Management is our enterprise solution that enables us to keep employees, products, and operations current and compliant at every stage of the product lifecycle.”

Tracy McGovern, CEO, Global Electronics, Inc.

Agile Product Cost Management tightly links sourcing activities to a common product record, enabling you to develop sustainable sourcing strategies, leverage the full expertise of your suppliers, and lower ongoing product costs. The end result is reduced material costs, decreased product cost, shortened sourcing cycles, and more rapid product introduction.

Agile Product Quality Management

Agile Product Quality Management tightly integrates customer, product, quality, and regulatory information within a closed-loop corrective action system. It lets you work securely and collaboratively across the enterprise and the extended supply chain to deliver high-quality new products and drive improved customer service.

Agile Product Quality Management systematically eliminates quality problems at their root by tightly linking quality information to the common product record. With Agile Product Quality Management, you can reduce warranty and onsite service costs, lower business risks, improve visibility into product performance, increase product reliability and quality, and enhance customer satisfaction.

Agile Product Portfolio Management

Agile Product Portfolio Management helps you optimize your investment in product development by tightly synchronizing program and product information, maximizing resource utilization, and providing cross-program visibility and decision support throughout the product lifecycle. It supports phase-and-gate product development processes and incorporates program management best practices across the enterprise.

Agile Product Portfolio Management allows companies to work collaboratively across the extended supply chain—while keeping intellectual property secure—to successfully deliver new and improved products. It provides deep program and project management and robust resource management functionality for product development—beginning at the critical concept design phase and extending through the product lifecycle. The net benefits: higher-quality products, faster development cycles, improved resource utilization, and better alignment between product portfolios and strategic and financial objectives.



“Agile Product Cost Management provides a direct materials sourcing platform that marries collaborative sourcing capabilities, multiline BOM-based negotiations, product content management, and sophisticated analytics tools. Together these attributes position Agile Product Cost Management as a highly compelling and effective solution for helping manufacturers identify, negotiate, and manage lowest-total-cost products and supply chains in a highly competitive and unstable economy.”

Tim Minahan
Vice President,
Supply Chain Research
Aberdeen Group



Fact: Each year 35,000 new products are released in the U.S., but 80 percent fail to meet manufacturers' financial objectives. Using PLM speeds time to market and increases the chance a product will live up to its expectations.

(Source: Financial Times. *Benefits of Being Streamlined*, 2007)

Fact: More than 1,300 companies have deployed Agile Product Lifecycle Management to manage their product records.

"Agile Product Lifecycle Management will enable us to streamline our new product introduction reviews and measurement processes, and will make cross-site and global collaborations easier than they have ever been. Our focus is to drive adoption of this tool and keep our data current, so we can start capturing these benefits as soon as possible."

Nicolas Barthelemy
Senior Vice President,
Cell Culture Systems
Invitrogen

Agile Engineering Collaboration

Agile Engineering Collaboration addresses the specific requirements of the engineering organization, ensuring that development processes and best practices are fully leveraged with design partners throughout the product lifecycle and across the extended enterprise. It links early-stage design engineering activities to the enterprise product record, providing a complete, up-to-the-minute definition of your products.

Agile Engineering Collaboration drives rapid, effective engineering-to-manufacturing transitions while enforcing design integrity, ensuring that products are developed on schedule and on budget. It allows you to rapidly introduce market-appropriate products that support downstream sourcing, cost, quality, manufacturing, and environmental strategies. The end result is accelerated product release times, increased engineering efficiency, reduced direct material cost, and improved product innovation.

Join the Ranks of Industry Leaders

Agile Product Lifecycle Management helps companies drive profits, accelerate innovation, improve quality, enable globalization, and ensure regulatory compliance throughout the product lifecycle. With a broad suite of enterprise-class PLM solutions and time-to-value-focused implementations, Oracle helps companies get the most from their products.

3Com, Acer, Bayer, Broadcom, CooperVision, Dell Inc., Flextronics, Foxconn, GE Medical Systems, Harris Corporation, Heinz, Johnson & Johnson, JohnsonDiversey, Lockheed Martin, McAfee, McDonald's, Micron, Philips, Qualcomm, Sharp, Siemens, Tyco Healthcare, and ZF Friedrichshafen are among the more than 1,300 customers in the aerospace and defense, automotive, consumer goods, high technology, industrial manufacturing, and life sciences industries that have relied on Agile Product Lifecycle Management solutions to achieve positive business results. Join their ranks by leveraging the power of Oracle's Agile Product Lifecycle Management today.

CONTACT US

To learn more about Oracle's Agile Product Lifecycle Management, please visit oracle.com/applications/agile or call +1.800.ORACLE1 to speak to an Oracle representative.

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