



# Oracle and Infosys Deliver Innovation and Value for High Technology Distributors

## DISTRIBUTOR SOLUTION BENEFIT HIGHLIGHTS:

- Margin Expansion
- Customer Responsiveness
- Improved Channel Performance
- Increased Operational Efficiencies
- Deep Supply Chain Visibility
- Rapid Deployment of Bundled Services and Products

## DISTRIBUTION ENTERPRISE IMPACT:

- Reduce Operational Costs
- Improve Earnings
- Lower Working Capital

**High Technology Distributors** play a strategic role in a complex value chain. Distributors constantly strive to address poor channel performance, operational inefficiencies, late solution offerings, and information silos; all of which result in lost sales, higher operational costs, and a negative impact on margins and shareholder value. Oracle and Infosys together offer new, unique solutions that address these High Technology Distribution challenges.

### Solution Description

Oracle and Infosys have teamed together to combine Oracle's best of breed applications and technology with Infosys' functional expertise and world-class services to deliver extensive enterprise benefits from "integrated innovation." The High Tech Distribution solution includes distributor price protection management, which automates the processes of inventory write-downs and pricelist adjustments. Application integration improves profitability and provides competitive advantage by focusing on high impact or high value business processes.

### Enterprise Benefits

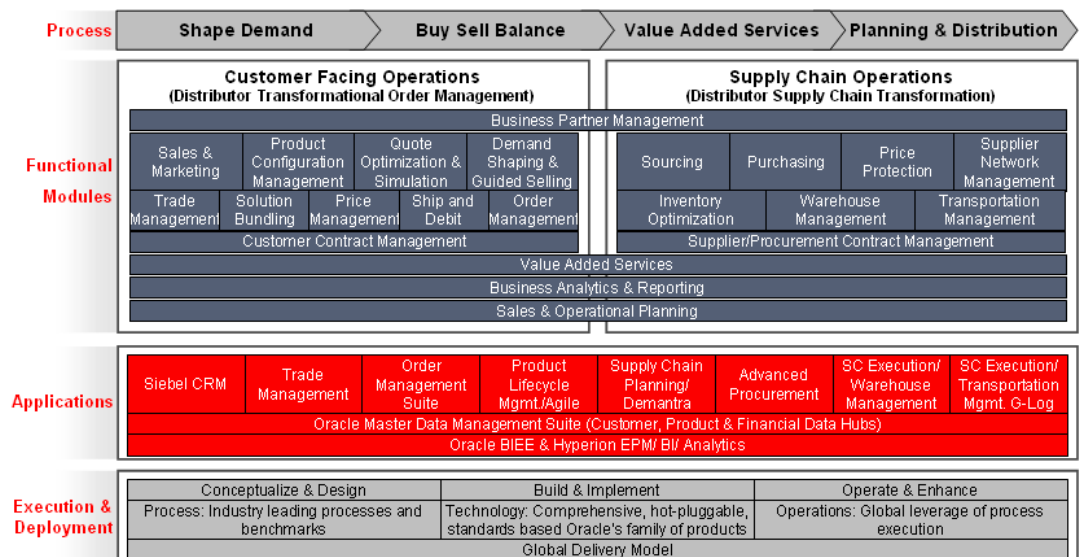
**Operational Efficiencies:** Real-time S&OP, network management, strategic inventory optimization, and price protection management all lead to efficient and agile management of increasing supply chain complexity.

**Channel Performance:** Multi-tier supply chain visibility and collaboration, pricing, trade promotions analysis, discount management, content management, and e-Learning. Automation minimizes revenue leakage, reduces transaction time, and offers self-service capabilities to improve customer experience.

**Solutions To Meet Market Needs:** Real-time channel intelligence, high volume, and configurable order fulfillment for easy bundling of value-added service offerings.

**Global Best Practices & Visibility Across The Enterprise:** Global process standardization and single instance applications portfolio for improved visibility, performance management using analytics, business intelligence and enterprise performance management tools and processes.

### Solution Footprint



**CUSTOMER & ANALYST QUOTES:**

“In our industry, market conditions change quickly and margins are thin. With Oracle E-Business Suite, we have expanded visibility into our operations to enable rapid and informed decisions.” – Sam Changizi, Chief Information Officer, New Age Electronics, Inc.

“Infosys’ Oracle-based order management product targeted at the high-tech industry”, is a platform-based offering for buyers who “want a domain-specific point of view” (*Innovation in IT Services and Outsourcing: Platforms Rule*, AMR Research, Mar 2007)

“Of all the offshore providers, Infosys Technologies provides the greatest breadth of operational outsourcing capabilities to complement its IT services.” (*Which Service Provider Is Right For Your Supply Chain Project?* Forrester Research, Jan 2008)

**Oracle Platform**

Oracle delivers an information technology foundation and the industry's most complete set of high technology business applications, middleware, and databases to connect and automate business processes across the enterprise.

**Siebel:** Customer and partner relationship management, analytics and business intelligence

**Demantra:** Demand forecasting, trade promotions utilization, and S&OP

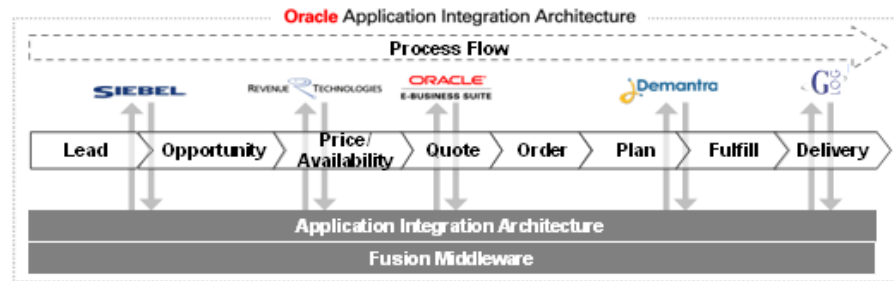
**Hyperion:** Enterprise performance management, analytics, and business intelligence

**Revenue Technologies:** Price management and real time deal management

**G-Log:** Transportation management, logistics and supply chain execution

**Logical Apps:** Governance and compliance

**Oracle Application Integration Architecture (AIA)**



- Product integration based on next-generation SOA architecture
- Processes can be tuned dynamically to differentiate services
- Infosys’ AIA Center of Excellence to help achieve rapid and seamless implementation
- Best total-cost-of-ownership and time-to-solution

**Infosys Services**

Infosys serves over 60 Global High Technology clients including 11 of Top 20 companies (*Forbes: The Global 2000*), with over 150 Oracle projects completed in the last 4 years. Infosys provides distribution industry solutions with a metrics-driven approach to deliver tangible business outcomes quickly and predictably.

Infosys industry professionals combine deep domain expertise with technology skills to help distributors improve earnings, realize operational cost savings, and lower working capital with solutions across enterprise operations, including: design collaboration enablement, multi-tier supply chain visibility, complex order management, bundled offerings, contract compliance, managed services and entitlements, invoice and reconciliation management.

**Contacts**

**Oracle:** jerry.hitchcock@oracle.com  
www.oracle.com/industries/distribution

**Infosys:** kevin\_killoran@infosys.com  
www.infosys.com/hightech