



# The Innovator's Solution

## Stay the correct course with the Product Lifecycle Management Value Map for Oracle's Agile PLM

Perhaps the world's greatest business thinker, Peter F. Drucker, once said that business has only two functions: marketing and innovation. It's a point of view we happen to share. One that recognizes that a company delivers the most value to its shareholders when it stays ahead of its competition in the development of products that are – cliché alert! – better, faster and cheaper.

When it comes to creating value from your own product lifecycle management strategy, you don't need a consultant giving you more abstract analysis (to go with abstract analysis you got from the other consultant last year). What you do need is some pragmatic advice to help you transform what you already know into value-creating action.

Know what you have to do to succeed. Align initiatives and processes with those goals. Integrate that understanding into everything you do. Do all that and you'll be successful. Sounds easy, right?

While it is easy to say shareholder value is important, influencing the decisions that your company makes every day to achieve that goal is a much more difficult proposition. Each and every day, decisions that are made about where to spend time and resources, how best to get things done, and, ultimately, how to win in the competitive marketplace.

The Product Lifecycle Management Value Map for Oracle's PLM is designed to accelerate the connection between actions you can take – and the specific components in the Agile PLM suite of solutions – and shareholder value.

It is not rocket science and it is not complete, but it can jump-start the process of focusing on the things that matter most and choosing practical ways to get them done.

So, whether you're considering Oracle and need further justification for the investment or you're looking to increase the value you get out of your existing Agile PLM implementation, the Enterprise Value Map can help.

### About Deloitte Consulting's Product Innovation & Lifecycle Management Practice

The consulting practices of Deloitte Member Firms around the world constitute the world's largest private management consulting firm, with over \$4 billion in consulting revenues in 2005. But more importantly, Deloitte Consulting can bring a breadth of services to every client that is unmatched in the professional services arena.

Deloitte Consulting itself offers a comprehensive array of services, ranging from strategy formulation to technology implementation. Our industry knowledge, innovation, and collaboration have enabled us to develop solutions that address our clients' most pressing business issues. And through other Deloitte Member Firms, we can examine other dimensions of a project that no other consulting firm can. For example, the tax implications – and potential savings – associated with investments in technology, and research and development. It's this unique view of our clients' businesses – digging beneath the surface issues to uncover potential value and savings – that gives us, and our clients, a competitive advantage.

Our Product Innovation & Lifecycle Management practice addresses challenges in each phase of the innovation lifecycle – from invention to product end of life. Our service offerings addresses a breadth of product development capabilities including innovation strategy, process excellence, design collaboration, intellectual property management, and R&D tax management.

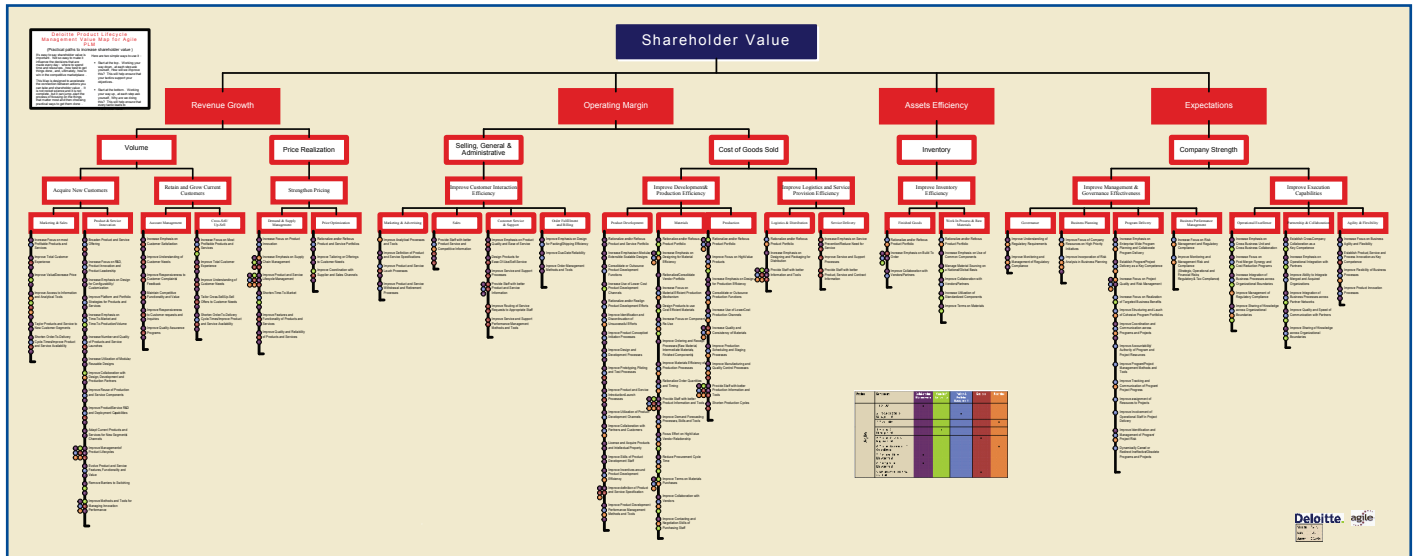
### Deep Industry Expertise

At Deloitte Consulting, we pride ourselves on being part of an organization that serves industry leaders every day. We understand the issues, challenges and marketplace demands that are facing companies in virtually every industry. Of the 2005 Fortune Global 500®, Deloitte Member Firms serve 77 percent of Consumer Business companies, two of every three Energy & Resources firms, 75 percent of companies in the Life Sciences and Health Care industries, nearly 90 percent of Manufacturers, and 82 percent of companies in the Technology, Media and Telecommunications industries.

## Our Agile Software Alliance

As its only full-service consulting strategic alliance, our relationship with Agile Software is highly complementary to the time tested methodologies and solutions offered by our Product Innovation and Lifecycle Management service line. The global reach of our global network of experienced over 400 PILM practitioners extends our expertise in strategy, processes, information technology/data management, organizational effectiveness, and intellectual asset management.

Working in various industries such as High Tech, Telecommunications, Automotive, Life Sciences and Manufacturing, Agile and Deloitte Consulting have helped companies gain control of product data, synchronize engineering changes across multi-tiered supply chains, transition to an outsourced manufacturing model, and actively manage product cost.



For more information, please contact:

### Mark S. Davis

Principal, Deloitte Consulting LLP  
408-704-4637  
mardavis@deloitte.com

### Robert Foster

Senior Manager, Deloitte Consulting LLP  
408-704-4976  
robfooster@deloitte.com

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