

Oracle Accelerate for Consumer Goods: Non-Durables

*An Oracle White Paper
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ORACLE ACCELERATE FOR MIDSIZE ORGANIZATIONS

“I am very comfortable knowing that Oracle’s platform will fully support our future growth. We will continue to partner with DAZ Systems as their consultants exhibit the same commitment as our own employees to meet project objectives.”

— Mark Segal, CFO, Precision Dynamics Corporation

EXECUTIVE OVERVIEW

The non-durable goods segment in the Consumer Goods (CG) industry faces the challenges of the current market landscape – changing customer preferences, growth in distribution networks, higher trade costs, availability of lower cost alternatives and increasing supply chain complexities.

As enterprise software vendors have strengthened industry-specific capabilities, these companies have increasingly embraced commercially available enterprise solutions – often replacing patchworks of home-grown and point solutions systems – to gain a competitive edge within their industry.

Growing non-durable goods companies face the same issues as their larger counterparts, but also have special concerns about affordability and speed of deployment. These concerns have slowed the adoption of enterprise solutions by smaller manufacturers, despite the demonstrated benefits.

Oracle Accelerate for Non-Durable segment represents a new class of solutions that puts enterprise software, with industry-specific capabilities, within reach of fast-growing companies. This paper first discusses the benefits of Oracle’s solution in meeting Non-Durable goods manufacturers’ key business challenges. It then explains how these enterprise-strength capabilities have been designed and packaged into an affordable, flexible and scaleable Oracle Accelerate solution for midsize organizations..

AN INDUSTRY OVERVIEW

Expanding product portfolio. Complex distribution channels. Strict compliance requirements. Business issues, as these, have made the management of non-durable goods companies more strenuous than ever.

To take timely and well informed decisions executives need to get answers to questions like:

- “How can I remain competitive and increase market share while maintaining margins?”
- “How can I take advantage of the growth in new markets and manage the increasing complex global supply chain?”
- “How can we eliminate waste and drive efficiency in our enterprise manufacturing processes?”

- “How can we mitigate risks associated with compliance requirements and safety concerns?”

Fast-growing companies or midsize organizations face issues similar to their larger counterparts. In addition they need to continue to be nimble and find new ways to differentiate themselves through their products, services and or delivery capabilities. Midsize non-durable goods companies also face challenges of having silos of information systems which limits their overall ability to address their daily business battles around outperforming and differentiating against the competition and managing cost, time and risk.

To successfully compete companies need to implement business applications that enhance the ability to:

- *Optimize Sales and Marketing* - Manufacturers & distributors are constantly exploring ways to increase profitability by offering new products, ensuring high shelf availability, and proactively react to changing customer demands. Oracle offers trade promotion optimization capabilities to optimize trade spend and enhance ROI on trade spends. Oracle supports best in class demand management analytics to achieve visibility and insights into consumer and market demand. Oracle’s capabilities for closed-loop brand analysis, strategy, and planning help in the delivery of targeted products, offers, and marketing across multiple channels, thus enabling users to identify cost saving and revenue-increasing opportunities.
- *Enable Demand-driven Supply Chains* – on-Durable goods producers are striving hard to enhance their visibility into demand to fulfill the service requirements of retailers. Distribution channels require unique products & packaging combinations. Companies are implementing strategies to have an adaptive and collaborative supply chain. With Oracle’s solution, producers are able to implement demand management and real-time sales and operations planning strategies. This allows you to accurately sense, shape, and responds to consumer demand. Oracle Supply Chain Planning provides faster planning cycles and optimal inventory levels through improved supplier visibility, accurate promise dates, marketing forecasting, and process automation. Oracle applications let you focus less on administrative tasks and more on strategy with tools to source for best value, automate the procure-to-pay cycle, speed collaboration with suppliers, and identify savings and improvement opportunities. And it also provides a global logistics solution that integrates warehouse and transportation management.

“Oracle has been quietly expanding its Enterprise Resource Planning (ERP) products for Small and Midsize Businesses (SMBs). It has added vertical industry tools to E-Business Suite, but it has also welcomed the old J.D. Edwards reseller channel and expanded the available market in which it is allowed to sell the World and EnterpriseOne product lines.”

—AMR Research,
May 2005

- *Achieve Manufacturing Excellence* – Implementing concepts around lean manufacturing is an achievable goal that many companies are targeting. In addition there is the all pervasive need to continuously focus on product quality and consistency. All this while ensuring that their processes and systems are geared to support regulatory compliance. Oracle provides you with market – leading applications for mixed-mode manufacturing and superior cost accounting which provide the much needed insight and control for manufacturing efficiencies. With Oracle’s integrated suite, you can build and enforce quality systems directly into your manufacturing processes. Oracle enables you to be compliant with requirements like FDA CFSSAN and 21 CFR Part 11. Oracle is the only enterprise software vendor with integrated GS/1 data synchronization support. Oracle solution for non-durable segment integrates all aspects of the production cycle that helps you manufacture at the lowest possible cost while ensuring quality and safety of your products.

There is a critical need for non-durable goods companies to implement complete, easy to own, and industry focused packaged applications, to support their business.

THE ORACLE ACCELERATE DIFFERENCE

Oracle has created Oracle Accelerate especially for midsize businesses and government entities.

- Oracle Accelerate delivers simply priced bundles of applications relevant to your industry segment from across the Oracle Applications product family (e.g. Oracle E-Business Suite, Oracle JD Edwards EnterpriseOne, Oracle PeopleSoft Enterprise and Oracle Siebel);
- Oracle Accelerate delivers rapid implementation tools called Oracle Business Accelerators to help implement solutions faster;
- Oracle Accelerate provides implementation services delivered through Oracle Consulting Services or partners who specialize in your industry segment, to minimize startup time and risk.

Using a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more traditional, large-scale implementations.

Now you can have the right applications to manage your operations and data, at the right cost—so you can achieve real business value quickly while avoiding the expensive rip-and-replace costs of other inflexible, non-scalable solutions.

WHY ORACLE ACCELERATE FOR NON-DURABLES?

For growing non-durables goods organizations, Oracle Accelerate offers a comprehensive software solution that drives innovation, improves product quality & safety, supports compliance pressures, and enables customer centricity through automated operations and informed decision making. Oracle Accelerate for non-durable goods companies incorporates best practices while maintaining the flexibility to support your evolving needs.

Easy to Own Solutions

with Predictable Value

Oracle Accelerate provides a comprehensive and flexible solution – giving you the capabilities that meet your needs today and tomorrow.

Industry Focused Solutions

to Meet Your Unique Requirements.

- **Complete** – The simplest to the most complex business processes can be managed with one business applications footprint.
- **Integrated** – Take advantage of the leading industry capabilities without having to increase IT resources.
- **Scalable** – Start small, add and change as you need, without fear or uncertainty that you will outgrow your business applications.

Oracle Accelerate is **designed** and **built** for midsize non-durable goods companies.

**Complete solutions
to Meet Your Needs Today and Tomorrow**

- **Rapid Deployment** – Applications, Business Accelerators, documentation, test scripts – all pre-bundled to meet your needs today and tomorrow
- **Best Practices** – Leverage best in class industry best practices developed by Oracle and our partners having worked with thousands of customers
- **Custom Fit – Bundle solutions**—you decide what you need and when you need it and incorporate your business practices during the implementation process.

Oracle Accelerate provides an affordable solution that is **easy to own** with predictable value.

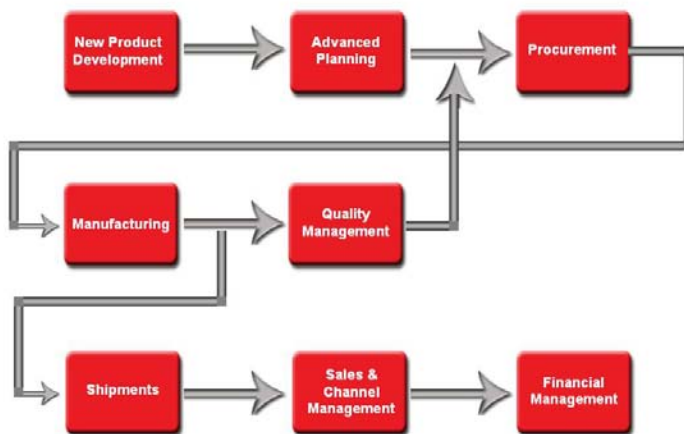
- **Easy to Buy** – Simple and affordable packaged pricing
- **Easy to Use** – Applications and business flows easily configured to do business the way you do business.
- **Easy to Maintain** – Minimal IT overhead required for support. Stay on the upgrade path.
- **Easy to Adapt** – Solutions that allow you decide what you need and when you need it

“With enterprise small and medium-size business (SMB) spending leading enterprise expenditure, winning the midmarket is a key component to Oracle’s future growth. Since its acquisition of PeopleSoft, Oracle has been quietly making investments in new partnership programs, product development, and branding initiatives around the JD Edwards assets. These initiatives and investments show Oracle’s intent to compete in the midmarket. With key partner successes in the past two quarters, Oracle is demonstrating that JD Edwards is still a viable contender. Existing users should upgrade to EnterpriseOne 8.11(the latest version) and the upcoming 2006 enhancements for JD Edwards World to take advantage of applications to be built on Project Fusion.”

—IDC,
April 2005

BENEFITING FROM INDUSTRY-LEADING BEST PRACTICE BUSINESS PROCESSES AND DATA

Oracle Accelerate for Non-Durable Goods provides a baseline of standard processes, user-friendly setup utilities, master file records, end-user task views, roles, and security profiles. This baseline allows you to save time and money by providing a foundation upon which you can build your solution. The Oracle Accelerate for non-durables includes the following business processes:



UNLIMITED POSSIBILITIES FOR LIMITED BUDGETS**WHY DO GROWING ORGANIZATIONS CHOOSE ORACLE?**

- **Easy to Own** - A low-cost computing platform and rapid implementation reduce cost from day one.
- **Easy to Implement** - Tens of thousands of midsize customers make Oracle a market leader.
- **Easy to Use** - A single integrated software suite unifies systems, streamlines processes, and drives better business performance.
- **Easy to Manage** - A uniform business platform gives customers the freedom to grow, as needed, without expensive reimplementation.

JUST WHAT YOU NEED – NOTHING YOU DON'T**RELATED PRODUCT AND SERVICES**

The following product and services are available from Oracle:

- Oracle E-Business Suite
- JD Edwards EnterpriseOne
- PeopleSoft Enterprise
- Siebel
- Oracle On Demand
- Oracle Consulting
- Oracle Support

INFORMATION ACCELERATES

Oracle has created Oracle Accelerate especially for fast-growing businesses with limited resources. Oracle Accelerate delivers simply priced bundles of applications; rapid implementation tools; and implementation services delivered by Oracle Consulting Services or partners who specialize in your industry to minimize startup time and risk. It utilizes a fixed-scope approach, substantially reducing the complexity of more traditional, large-scale implementations. For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value.

For fast-growing non-durable goods companies, Oracle Accelerate offers a comprehensive software solution that drives innovation, improves product quality & safety, supports compliance pressures, and enables customer centricity through automated operations and informed decision making. Oracle Accelerate incorporates best practices while maintaining the flexibility to support your evolving needs. Now midsize non-durables companies can have the right applications to manage their operations and data, at the right cost—thus achieve real business value quickly.

For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value. Learn more at:

- For information about Oracle Accelerate for Non-Durables industry, please visit: www.oracle.com/accelerate



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