

ORACLE IN CONSUMER GOODS

KEY OFFERINGS

Product Lifecycle Management
 Consumer Marketing
 Brand and Marketing Resource Management
 Trade Management
 Advanced Trade Planning
 Trade Promotion Management
 Retail Execution
 Demand Management
 S&OP
 Advanced Supply Chain Planning
 Transportation Management
 ERP (E-Business Suite and JDE)
 Enterprise Performance Management and Business Intelligence
 Demand Signal Repository
 Fusion Middleware
 Application Integration Architecture
 Master Data Management
 Database

The Consumer Goods industry has been focused for years on driving efficiency within the four walls of the enterprise, but times are changing. The future success of Consumer Goods companies depends on their ability to get closer to their consumers, achieve preferential relationships with their customers and optimize their operations to drive profitable growth. As a result, companies are deploying “outside-in” solutions – solutions that enable them to profitably respond to the needs of their consumers and customers.

Industry Challenges

Consumer goods companies need to respond to significant challenges, given the current conditions of the industry:

- *Rising raw material and energy costs are eroding margins.* In response, consumer goods companies are optimizing their product design, product portfolio, trade management, pricing, manufacturing and logistics processes.
- *Trade promotions are not driving the expected incremental volume and profitability.* Consumer goods companies are therefore focusing on the control and compliance of trade promotions and implementing capabilities in the area of advanced trade planning, predictive modeling, real-time performance evaluation, field sales productivity and retail execution.
- *Innovation efforts are not delivering the expected results.* Consequently, consumer goods companies are focusing on consumer-driven innovation to drive sustainable growth, achieve product compliance, deliver differentiated alternatives to private labels and launch products that leverage the health, nutrition, premiumization and ethnicity trends.
- *Consumers are harder to target, reach and satisfy, and loyalty is decreasing.* As a result, consumer goods companies are building on consumer insights to drive effective consumer segmentation and deliver marketing campaigns to the right consumers at the right place at the right time.
- *Supply chains are becoming more complex and global.* Consumer goods companies are therefore focusing on optimizing supply chain costs, while improving performance, security, traceability and shelf availability.
- *Companies need to become profitably sustainable.* In response, consumer goods companies are optimizing the use of resources in areas such as logistics and product development, while improving their carbon footprint.

Strategic Imperatives

With these industry challenges in mind, consumer goods companies are focusing on three strategic imperatives:

- *Grow brand equity.* Companies are building their brand equity by (1) launching successful new products better, faster and more effectively, (2) converting consumer insights into successful marketing campaigns and (3) managing all marketing and brand assets and initiatives in one version of the truth.
- *Optimize trade relations.* Companies are optimizing the joint value of trade relations by (1) effectively managing all trade promotion activities, (2) using advanced trade planning tools to build consensus plans that leverage promotion simulation and optimization and (3) actively managing their in-store performance and execution.
- *Drive operational excellence.* Companies are focusing on operational excellence to enable growth and control costs by (1) profitably balancing supply and demand, (2) achieving higher yields, better quality and lower costs in manufacturing and (3) planning, executing and optimizing their global logistics operations in one end-to-end solution.

Oracle Consumer Goods Offerings

Oracle provides Consumer Goods companies with best-of-breed industry solutions and best-in-class business intelligence, middleware and database capabilities:

- *Agile Product Lifecycle Management (PLM)* delivers a holistic innovation framework that combines project and portfolio management, specification management, supplier management, formulation management, packaging and labeling management, compliance and quality management, and data syndication in a single version of the truth.
- *Consumer Marketing* provides a 360-degree view of consumer data and drives consumer marketing activities in one integrated solution across all channels, from analysis to planning and execution.
- *Brand and Marketing Resource Management* enables companies to integrate brand management through one global view of brands assets and activities.
- *Oracle Trade Management* powers the end-to-end trade management process, optimizing the profitability of trade relations, driving account and category performance and transforming the role of the sales force.
- *Trade Promotion Management* provides the core trade management solution that drives the control and compliance of funds and promotions, with integration to claims and deductions management.
- *Advanced Trade Planning* enables companies to build real-time consensus plans and optimizes promotion results by leveraging simulation and predictive modeling tools.
- *Retail Execution* manages all aspects of store-level execution, leading to optimized field activities, better promotion and category performance, and lower stockouts.

- *Demand Signal Repository* provides one single repository of all retail downstream data, enabling category management and partner scorecarding, and powering the data utilization in downstream processes such as demand management and trade promotion management.
- *Sales & Operations Planning* delivers the capability to improve planning accuracy, sense demand, and profitably respond to demand by optimizing the use of company resources.
- *Advanced Supply Chain Planning* provides a holistic planning and optimization solution that rapidly and significantly improves supply chain performance by analyzing all aspects of a supply chain and developing optimal plans across the entire supply chain.
- *Transportation Management* enables companies to manage, optimize, view, evaluate and react to every aspect of how goods flow through the supply chain.
- *E-Business Suite and JD Edwards*, Oracle's ERP solutions for Consumer Goods, reflect a focused industry approach based on optimizing the total cost of ownership, and deliver differentiated capabilities for Consumer Goods companies in the specific areas of procurement, financial management, human capital management, enterprise asset management, manufacturing and supply chain management.
- *Enterprise Performance Management and Business Intelligence (EPM/BI)* link strategic goals to operational decisions, integrate all management processes, and deliver consistent and reliable insights to drive action.
- *Master Data Management (MDM)* enables companies to consolidate shared information into one solution, cleanse data centrally and share data as a single point of truth.
- *Fusion Middleware* delivers a best-in-class orchestration layer that enables companies to build and maintain end-to-end processes integrating Oracle and non-Oracle applications.
- *Application Integration Architecture (AIA)* consists of a comprehensive set of capabilities that delivers sustainable business process integration across Oracle, third party and custom applications, based on industry reference models, process integration packs and a common taxonomy layer.

Additional Information On Oracle Consumer Goods Solutions

Please visit www.oracle.com/industries/consumer for additional information on Oracle's solutions for Consumer Goods.

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