

Fact: Oracle partners with leading organizations, such as Accenture, IBM BCS, Trinité, and PRTM, and associations, such as the Fabless Semiconductor Association, Electronics Supply Chain Association, RosettaNet, and the Supply Chain Council, to understand the needs of the industry and develop solutions.



“Because of the visibility we now have across our virtual supply chain, we have been able to significantly reduce inventory liability. Instantly sharing information about changes in demand or supply with our outsourcing partners gives us all the most precise view of where bottlenecks may occur. To me, this is a real competitive advantage.”

– GARY SCHLIEKELMAN
Senior Director of Operations
Alcatel e-Business Networking Division

“Oracle understands the needs of the manufacturing industry in the twenty-first century better than any other ERP solutions provider. Collaboration is the key to driving efficiencies and time savings right across the supply chain and being first to market with the products our customers want.”

– MANEL PUIG
IT Manager
Sony España S.A. BCN Plant

Oracle Solutions for High Technology

The growth in the outsourcing of manufacturing, design, logistics, and services has led to new markets and segments in the high technology industry. Now, in addition to dealing with supply constraints, choosing the right outsourcing partner, deciding how much design to outsource, meeting environmental and financial regulations, fulfilling customer expectations, and growing margins, high technology manufacturers must focus on providing four key elements: a recognized brand, product innovation, end-customer relationships, and a sales channel. Today's strategies should focus on giving high technology companies greater flexibility, improved cost-effectiveness, shortened cycle time, reduced time to market, and sustained or higher quality. Achieving these objectives depends on collaborative relationships among various players in the virtual supply chain.

Information Drives the Extended Enterprise

Information is vital to the high technology company that wants a more collaborative relationship with outsourcing partners, a lean and agile supply network, a more profitable service business, and better sales-channel visibility and cooperation. With Oracle, your company can benefit from a complete, integrated set of high technology solutions that gives you information that is accurate, complete, and timely. Oracle E-Business Suite Release 11i.10 is the industry's most functionally complete set of business applications, engineered to work together to connect and automate the complete flow of business information and processes along the extended virtual high technology supply chain. Significantly enhanced industry functionality can help you control your outsourced operations, improve the agility and efficiency of your supply networks, manage and grow a profitable service business, and improve sales-channel visibility and collaboration.

Renew Your Focus on the Customer

Oracle benefits all types of high technology manufacturing business models—in-house and outsourced—providing manufacturers with real-time access to information and supporting the transition to the virtual manufacturing environment. Oracle's service solution enables integrated service planning and execution. Collect data from maintenance and repair activities so your supply network can better meet customer demands. Enriched channel- and partner-management functionality helps improve sales effectiveness and cooperation by giving sales representatives more-specific customer information and easier ways to manage sales reporting, liability, and inventory levels among a variety of partners and resellers.

Control Outsourced Operations

Collaborative outsourcing arrangements require original equipment manufacturers (OEMs) to maintain familiarity with multiple corporate cultures and collections of business processes and technologies. Although collaboration is far from a one-size-fits-all proposition, achieving success always depends on in-depth sharing of data between partners. By enabling simultaneous sharing of forecasts and order-commit information across multiple enterprises, Oracle's supply chain solution for high technology provides accurate visibility into complete demand and supply information.

Oracle's solution addresses end-to-end planning across procurement, manufacturing, fulfillment, service, marketing, and logistics processes. It enables inventory postponement techniques that allow manufacturers to drive inventory out of their supply chain, reduce costs, and quickly respond to changes in custom configurations.

Enable Lean, Agile Supply Networks

High technology companies have embraced the principles of lean manufacturing, to improve the synchronization of production with customer demand and supplier capacity. Oracle's information systems help reduce waste and redundancy and facilitate the adoption of lean manufacturing principles. New functionality in Oracle E-Business Suite Release 11i.10 helps replace physical kanbans with electronic pull systems that communicate materials requirements automatically and provide highly visible cues between supplying and consuming operations. Real-time feedback on process performance against established objectives provides a foundation for continuous improvement. Once lean principles have been applied to a business process, global standards such as RosettaNet become especially helpful for keeping international locations aligned with corporate objectives.

After lean methods are employed internally, the next logical step is to utilize them to bring greater efficiencies to the supply chain. Standardized business processes and technology platforms are crucial to successfully synchronizing planning, scheduling, and execution functions to facilitate collaboration between manufacturing partners. Oracle's centralized accessibility and information integrity enables the transition to a lean, customer-focused, pull-based supply chain system. You can accelerate order-to-delivery cycles for custom configurations, respond in real time to changing customer requirements, pool strategic risk for manufacturing components, and collaborate in real time across your extended supply chain.

Manage and Grow a Profitable Service Business

Technology companies need to find responsive, integrated ways to service customers. Oracle's service solution enables integrated service planning and execution. The convergence of planning with execution ensures more-realistic plans and enables OEMs and their extended partner base to respond more quickly to changing conditions and unexpected events. Oracle's service solution provides the ability to collect data from customers and maintenance-and-repair activities; evaluate it against contracts, historical knowledge, and resource availability; and then feed that information quickly to planning, marketing, financial, engineering, and field resources, enabling them to make more-effective decisions.

Improve Sales-Channel Visibility and Collaboration

The high technology distribution channel has bounced back—and, in some cases, exceeded expectations—for semiconductor suppliers and OEMs. Fast-growing, extended, and complex sales organizations add to the increasing pressure to decrease costs without sacrificing customer or partner loyalty, resulting in a situation demanding full sales-lifecycle visibility, decreased information complexity, and state-of-the-art collaborative capabilities. Oracle Partner Relationship Management fills this need, by enabling vendors to efficiently manage business with their indirect channel partners, resulting in channel partnerships that are more successful and lucrative.

Oracle helps organizations improve their sales effectiveness, by allowing them to profile and segment their customers and partners. This leads to better understanding of the most profitable sales channels and what products are selling in specific customer segments. Powerful analytical tools give you an opportunity to understand how you can make it easier for your partners to sell, market, and service your products. You can work more closely with distributors and retailers on collaborative forecasting, pricing optimization, and EDI compliance for orders, prices, claims, and charge-backs. Your resellers can share product and pricing information, sales tools, marketing programs, qualified leads, and marketing development funds.

Reliability, Availability, Scalability, and Security— at a Lower Cost

Competing in today's highly automated high technology business environment requires reliance on advanced information systems, fast communication networks, and sophisticated data centers. Although the pursuit of the lean enterprise has been shown to deliver a competitive edge, the downside can be an increasingly complex IT infrastructure that is difficult and costly to build and maintain. Oracle solutions for high technology help organizations foster real business improvements that save money and time and improve top-line performance. And Oracle delivers competitively priced offerings, such as Oracle E-Business Suite Special Edition, a fully integrated suite of core business applications that supports all of your key business processes. Oracle On Demand helps you simplify your IT maintenance and reduce your IT costs to a predictable monthly fee, by hosting your enterprise technology in Oracle's state-of-the-art data center.

CONTACT US

For more information, please visit
oracle.com/industries/high_tech
or call +1.800.ORACLE1.