

INFORMATION DRIVES INNOVATION



Oracle Solutions for Wholesale Distribution

Customer retention. Optimization. Profitability. They keep the wholesale distribution industry on the run. To succeed, distributors of any size must think big—to meet the diverse needs of customers while maximizing operational efficiency. Oracle solutions can get you there.

"[With Oracle] we are now forecasting more than 500,000 SKUs across [more than] 20 customers and [more than] 60 distribution centers.... We have enormous goals for the continued implementation of [Oracle's Demantra applications] contributing to various components of the value chain."

Eric Winn

Director of Demand Planning
ES3 Supply Chain and
Procurement Analytics
C&S Wholesale Grocers
(Quoted in "Reinventing the Wheel:
C&S Wholesale Grocers Remodels
Forecasting Processes," *Consumer
Goods Technology*, December 2007)

With margins shrinking, availability demands increasing, and competition intensifying, many wholesale distributors are changing their business models so they can respond more dynamically to a changing market. Today, they're looking to innovation to help propel their businesses forward. Successful wholesale distribution companies are gaining operational flexibility through configurable processes. They're increasing availability via demand-driven execution and tightening processes using sensor-based inventory management. And they're getting more value from the value chain by integrating channels via self-service ordering and aggregated supplier sourcing.

How can they do all this? Oracle solutions for wholesale distribution. These best-in-class, industry-focused applications can help you take control of your most pressing industry drivers, including commoditization, consolidation, and globalization. This full suite of applications for wholesale distribution—from planning and procure-

ment to warehouse management and business analytics—deploy modularly and work together seamlessly. Oracle Applications also use a common data model that offers a single source of truth. With this end-to-end suite for wholesale distribution, you'll have the tools you need to lower operating costs, differentiate products and services, and maximize profits.

Plan and Procure for the Best Value

Wholesale distribution companies are struggling with thin margins on high sales volume and relentless price pressures from customers. So you need a discerning strategy for planning and procurement that leverages the right tools for the greatest purchasing value. Companies using Oracle Applications can effectively plan and source products to cut unnecessary spending while fine-tuning availability to best meet customer needs.

With Oracle, you can rapidly adapt to changing business conditions with collaborative sales and operations planning.

Fact: The 2 largest wholesale distributors for electronics and office equipment, 14 of the top 25 high technology distributors, and the world's largest food and grocery wholesale distributor run Oracle Applications.

Global order-promising capabilities enable you to provide accurate availability and supply commitments while advanced supplier management functions promote collaborative supply processes. Through advanced procurement strategies, you can reduce spend and streamline your procurement processes. With enterprise-wide purchasing automation, you can drive compliance and better manage spending.

Optimize Storage and Streamline Movement of Goods

The demand continues for high product availability, and you're pressed to differentiate your products by increasing demand responsiveness. To get there, you'll need to fully integrate your warehousing and logistics operations while improving your warehouse and transportation management.

You can maximize fulfillment services and minimize transportation costs through Oracle's transportation planning and optimization software. With a single solution for you and your partners, you can efficiently execute against plans for on-time delivery while enabling real-time trading partner communication. Using automated functions such as RFID-initiated shipping and receiving, electronic product code compliance labeling, and enabling technologies for auto-ID and sensor-based applications, you can improve handling efficiency and reduce errors. Real-time inventory and status availability provide a single source for all inventory information.

Attract and Retain Target Customers

As a wholesale distributor, you've been plagued by unpredictable consumer behavior and transient loyalty, plus rising expectations for quality of service. You know you need to step up your marketing, sales, and customer service activities.

For starters, you can use Oracle Applications for powerful analytics and predictive modeling to target potential customers more effectively. With all customer information in a single location, you can quickly route customers to the right personnel. Sales productivity tools automate routine tasks such as creating contracts and routing documents for approval. They also help sales reps manage their territories while you strategically align compensation with your corporate objectives. You keep your customers happy by providing accurate information across multiple touchpoints and integrated issue management capabilities that ensure speedy resolution.

Maximize Product and Customer Profitability

Wholesale distribution is becoming increasingly complex due to the proliferation of products and sales channels. You're also faced with competitive pressure to specialize in key customer segments. To maximize profits in a challenging environment you need in-depth insight into profitability by segment, plus the ability to model numerous profitability scenarios.



Using Oracle Applications, you can calculate cost, revenue, and profitability based on variables such as product, channel, location, customer, and time period. You can also model cost structures for use in profitability forecasts, evaluate future profitability using "what-if" scenarios, and identify the best opportunities for improvement. With robust cost and revenue management analytics, Oracle can help you map out a plan to drive a successful revenue strategy.

Industry Expertise from Oracle

With more than 30 years of experience delivering technology solutions to more than 180,000 businesses and government entities, Oracle incorporates industry best practices and business processes into its wholesale distribution applications. Oracle works with the most-experienced implementation partners, who devote their industry expertise to companies in wholesale distribution running Oracle Applications. With Oracle solutions for wholesale distribution, businesses such as yours can improve business performance, reduce costs, enhance margins, and increase revenues.

CONTACT US

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit oracle.com/goto/wholesaledistribution

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.