ORACLE AGILE PLM FOR THE INDUSTRIAL MANUFACTURING INDUSTRY

The industrial manufacturing industry is in a constant flux, driven by relentless financial pressure, demand cyclicality and increasing consumer need for ever more complex products. To succeed, industrial product manufacturers are leveraging Oracle’s Agile Product Lifecycle Management to effectively plan and execute complex programs, significantly improve operating cost structures, deliver products that satisfy customer requirements, and position themselves as providers of complete product and service solutions to their customers.

Driving Business Value in the Industrial Manufacturing Industry

Industrial product manufacturers face severe financial pressure, cyclical demand, and customers with unique requirements for progressively more complex products. The increasingly important role of the customer in product decisions has forced industrial product manufacturers to improve product line planning, achieve better balance between resources and features, and adjust programs based on customer orders. To stay competitive, you must provide superior customer service throughout the lifecycle of the product. Additionally, with supply chain operations around the world, you need to effectively manage and communicate product information with suppliers to drive product costs down, deliver at specified quality levels and meet schedule commitments.

With Agile PLM, users will be able to address critical industrial product business processes and stakeholder issues, including the following:

Bid and proposal—Agile PLM enables the capture, tracking and management of customer and marketing requirements—with traceability—to downstream design, planning, procurement, production and service activities. Lessons learned databases can be maintained to aid in proposal formulation and cost repositories can allow for accuracy in assembling the bid.

Product portfolio planning, research and development—Establish a cross-functional team approach to planning, developing, delivering and servicing complex industrial products focused on program performance, cost reduction, and product quality. In addition, companies will be able to effectively plan and execute simultaneous projects in order to manage resource allocation, cost, schedule, deliverables and key performance indicators.

Conceptual and detailed design—Institute repeatable and measurable business processes including mechanical, electrical and software engineering activities, to ensure that customer expectations are met. Release and change processes can be managed from concept to implementation.

Supplier management—Synchronize the design and sourcing teams with suppliers to ensure that outsourced components and subsystems meet performance, quality, schedule and cost constraints.

Post-sales service and support—Manage and track in-service product configuration changes that are coordinated among field service personnel, customer support and engineering.
JOIN THE MANY INDUSTRIAL MANUFACTURING COMPANIES THAT HAVE IMPLEMENTED AGILE PLM

- Ballard
- Bally
- Brooks Automation
- Fiskars
- Harris
- Instron
- Inter
- Phoenix International
- Zebra

Using Agile PLM throughout the Product Lifecycle

Agile PLM enables you to leverage industry best practices to improve product profitability throughout every product lifecycle phase:

- **Concept**—Effectively plan and manage product platforms and portfolios as well as program plans and project requirements Ideation and project proposal processes can be managed also.
- **Design and Develop**—Manage large and complex product information sets consisting of mechanical, electrical and software components.
- **Prototype and Pilot**—Coordinate outsourcing to globally distributed design and manufacturing partners and effectively communicate product change, release and transfer processes across the enterprise.
- **Launch and Ramp**—Integrate seamlessly with enterprise resource planning and other business systems to create and communicate bills of material and supply chain changes across the enterprise. Rapid communication and change in this phase is easily facilitated.
- **Production**—Coordinate cost reduction programs with suppliers and capture ‘as-buil’ product configurations for use in service.
- **Service and Support**—Plan and execute sustaining engineering, field upgrades and retrofits, etc, in order to maintain an audit trail to track the ‘as-maintained’ product record and supporting defect tracking and root cause analysis.
- **Phase-out and Disposal**—Coordinate phase out of spare parts from the supplier network and track compliance with recycling regulations.

With Agile PLM, industrial product companies have achieved positive results, including:

**Increased operations productivity by:**
- Eliminating engineering change orders due to errors in misinterpreting customer and marketing requirement
- Standardizing components and platforms to maximize reuse of intellectual property
- Managing complex design and analysis content created by MCAD, ECAD and desktop authoring tools
- Reducing overhead by electronically communicating product information across sales, service, engineering, procurement, production and the supply chain

**Improved leverage of global manufacturing capacity by:**
- Synchronizing all design and manufacturing partners by creating a single product record that is accessible to all parties in the supply chain, regardless of location
- Managing historical supplier cost and performance data and making sourcing decisions based on proven ability to deliver value
- Ensuring enterprise product quality with rigorous controls at every phase of the lifecycle

**Enhanced customer service by:**
- Significantly reducing time to respond to, plan and execute engineered-to-order and custom-engineered projects
- Capturing requirements correctly through the design chain
- Quickly responding to service inquiries
Industrial product manufacturers are leveraging Agile PLM to effectively plan and execute complex programs, significantly improve operating cost structures, deliver products that satisfy customer requirements and position themselves as providers of complete product and service solutions to their customers.

Oracle Agile PLM Applications

Agile PLM is a modular suite of applications, allowing customers to choose and implement the combination of modules that best suit their business model, existing systems and needs. Agile PLM provides fully integrated modules for the following PLM processes:

**Product Collaboration**: Helps share product data and structure and manage change across the global product network

**Product Cost Management**: Enables companies to manage product costs through early and real time cost visibility

**Product Quality Management**: Drives improved product quality and customer satisfaction by integrating customer, product, quality and regulatory information within a closed-loop corrective action system

**Product Governance & Compliance**: Enables organizations to manage product, substance and material compliance against standards and regulatory requirements

**Engineering Data Management**: Organizes and manages product design assets to support globally distributed engineering teams

**Product Portfolio Management**: Provides tightly synchronized program and product information, maximized resource utilization, and cross-program visibility and decision support throughout the product lifecycle

**Engineering Collaboration**: Ensures engineering processes are fully leveraged throughout the product lifecycle driving engineering best practices across the enterprise. Integrates PLM with all leading MCAD and ECAD packages

**Variant Management**: Provides a best-practice approach to managing portfolios of related products and product variants across the lifecycle

**Product Lifecycle Analytics**: Delivers preconfigured, yet flexible dashboards and reporting facilities for the production of accurate, detailed reports covering every aspect of the product lifecycle

**Product Data Quality**: Provides organizations with an integrated suite of data quality tools that provide an end-to-end solution to measure, improve, and manage the quality of data from any domain, including customer and product data

**Product Data Hub**: Oracle Product Information Management Data Hub is an enterprise data management solution that enables customers to centralize all product information from heterogeneous systems, creating a single view of product information that can be leveraged across all functional departments.

**AutoVue Enterprise Visualization**: Enables companies to drive effective decision-making, optimize the NPI/NPD and change management processes, and enable secure supplier collaboration by delivering best-in-class document and CAD (MCAD and ECAD) visualization and collaboration capabilities directly within Agile PLM.
Case Study: Harris Corporation

Harris Corporation is an international communications and information technology (IT) company serving government and commercial markets in over 150 countries. Harris provides a wide range of products and services for commercial and government communications markets such as wireless, broadcast and government. Harris had too many suppliers and found it difficult to manage the large supplier base and work closely with its vendors to align strategy, roadmap and resources around a common goal.

With Agile PLM, Harris was able to:

- Facilitate collaboration among over 7,000 engineers worldwide
- Reduce engineering change time in half to accelerate time-to-market
- Ensure compliance with industry standards and governmental regulations, reducing product risk
- Consolidate the supplier base to collaborate more effectively, minimizing cost

Contact Us

For more information about Oracle Agile PLM applications, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.