

AGILE

# ORACLE AGILE PLM FOR THE ELECTRONICS AND HIGH TECH INDUSTRIES

Enterprise PLM is a strategic approach to managing the lifecycle of a product throughout its full value chain: from initial requirements gathering through to design, prototyping, production, customization, service and retirement.



*High Tech Electronics is one of the most complex and fastest-moving sectors in the world. Vendors must develop new products and product versions quickly and continuously, while dealing with pricing pressures and increasingly stringent governmental regulations on electrical and electronic equipment. Oracle's Enterprise PLM solution, Agile PLM is a complete and industry-proven suite of applications that enable electronics and high-tech equipment manufacturers to regain control over every aspect of the product lifecycle.*

## Driving Business Value in the Electronics and High Tech Industries

From computers and data storage systems to consumer electronics and telecommunications equipment, customers are demanding innovative new products at ever-lower prices. At the same time, developers and manufacturers of electronics products face increasing competition around the globe. Compounding this challenge are new environmental regulations that must be met. To meet these demands while maintaining profitability, electronics and high tech companies must accelerate product innovation and introduction, reduce costs and improve quality while ensuring regulatory compliance.

With its single source of product data, powerful product portfolio analytics capabilities and clear visibility across every stage in the product development and commercialization cycle, Agile PLM solutions are already helping industry leaders like Acer, Brocade and Quantum to bring world-class products to a global market quickly, profitably and efficiently. By leveraging Oracle's Agile PLM, high tech customers are now able to:

"Oracle Agile product lifecycle management applications enable us to collaborate and communicate globally with employees and partners. With the implementation, we acquired enhanced information-sharing capabilities to accelerate time-to-market, improve reporting capabilities and reduce costs."

**-Daniel Hartley, Product Lifecycle Management Applications Manager, Quantum Corporation**

- Drive product innovation by designing right-to-market and publishing product information early and often to sourcing, supply network and outsourced manufacturing partners.
- Accelerate product launch and ramp by reducing the number of change iterations, providing real time visibility of product information to supply and manufacturing partners, and enhancing collaboration
- Manage product cost and risk by integrating with suppliers and design for total cost early in the product lifecycle and getting full visibility and control over costs through a complex product value chain
- Improve product quality and environmental compliance by aggregating and analyzing quality and service issues across products, incorporating learnings into next-generation products and managing Waste Electrical and Electronic Equipment (WEEE) and Restriction of Hazardous Substances (RoHS) requirements for lifecycle environmental compliance
- Enable outsourced design and manufacturing operations by controlling intellectual property, leveraging a complex product value chain and integrating outsourced partners into product-level business processes

JOIN THE MANY ELECTRONICS AND  
HIGH TECH COMPANIES THAT HAVE  
IMPLEMENTED AGILE PLM

- Acer
- Brocade
- Ciena
- Garmin
- Global Foundries
- Leapfrog
- Mindspeed Technologies
- ON Semiconductor
- Pace
- Plantronics
- Quantum
- STEC
- Synaptics
- Trak Microwave
- VeriFone

## 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 users 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.

"In just nine months, and under budget, we standardized the processes across all hardware platforms and centralized access to product data across the value chain. We decreased the average change cycle time by 25% and were able to process a 38% higher number of production Engineering Change Orders"

– David Burton, Director, PLM,  
Applications Development IT, Oracle

### Case Study: Sun Microsystems

Oracle acquired Sun Microsystems in January 2010. Oracle has since developed the company's hardware and software components, producing such pioneering engineered systems as the SPARC SuperCluster T4-4.

At the time of acquisition, Sun Microsystems was managing product data within its engineering division, but the wider processes of the product value chain were characterised by a lack of standardization and a reliance on aging and manual systems. Data sharing was difficult, keeping costs high and preventing the realization of process efficiencies.

By extending Agile PLM to its new acquisition, Oracle was able to:

- Create a single version of truth for product information
- Replaced legacy Product Data Management systems with Enterprise PLM
- Standardize processes and centralize access to product records
- Consolidate design specification management and access
- Implement automated supplier package generation
- Cut time to update from CAD to ERP

As a result, Oracle has reduced or eliminated manual data entry in many areas, lowered development costs and accelerated time to market for its new products, – from concept in CAD to the finished product on the manufacturing floor.

### Contact Us

For more information about Oracle Agile PLM applications, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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