

# AGILE CUSTOMER NEEDS MANAGEMENT

## KEY FEATURES & BENEFITS

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- Easy capture of product ideas from multiple sources into a single enterprise wide collaboration focused ideas database
- Quickly enter proposal requirements into multi level structures
- Collaborate with engineering, design partners, and sales on possible design solutions
- Create and manage product innovation proposals with structured features, requirements and supporting ideas
- Create multiple baselines for a single proposal
- Capture Product Proposal Approvals
- Link approved product proposals to the actual items and programs

### KEY BENEFIT

- Expose the best ideas and drive them toward innovative products
- Deliver the products that you know the market and your customers desire
- Single enterprise location for all the product manager roadmaps
- Make your product plan part of your product record
- Increased productivity within quote response teams and deliver faster more accurate proposals
- Bring in more expertise more quickly to deliver the deal-winning innovative solution.
- Protect your margins by capturing margin-killing requirement changes as they occur
- Easily reuse older quotes and proposals for new ones

*Oracle's Agile Customer Needs Management provides a collaborative environment designed to capture the customer-voice and to facilitate the necessary internal conceptualization and prioritization of customer needs, product ideas, and product marketing requirements so product owners can optimally deliver the products that their market and existing customers desire.*

### The Product Management Challenge

Today's product owners have numerous inputs of ideas: emails, meetings, customer care escalations, quality, engineering, user groups, and partners. These ideas are often stored in spreadsheets, documents, notebooks, and in the original email in various locations, under different users' control throughout the enterprise. Most are never utilized. The result is product owners cannot see the market needs and they miss key opportunities and product ideas.

Oracle Customer Needs Management provides a single shared collaborative ideas container for all the product owners in the enterprise that can be searched, ranked, organized and approved into features, products, and product plans which become persistently connected to the final product.

### The Engineering to Order Quote Response team Challenge

Today, engineering to order (ETO) companies and the product owners have a tremendous challenge to minimize the cost of the quoting process, correctly capture the specialized designs, and protect planned margins through while managing an often dynamic list of requirements.

Oracle Customer Needs Management provides a single shared collaborative quoting requirements container. The result is faster more accurate proposals, capturing and flagging of margin killing requirement changes as they occur, and the ability to delivery quotes faster and cheaper by enabling easy reuse of older quotes and proposals

## RELATED PRODUCTS

### AGILE PRODUCT LIFECYCLE MANAGEMENT

Oracle's Agile Product Lifecycle Management helps companies accelerate revenue, reduce costs, improve quality, ensure compliance, and drive innovation throughout the product lifecycle. With a broad suite of best practice, enterprise-class product lifecycle management solutions, Oracle helps you get the most from your products.

#### RELATED PRODUCTS:

- Agile Product Collaboration
- Agile Product Governance and Compliance
- Agile Product Cost Management
- Agile Product Portfolio Management
- Agile Engineering Collaboration Agile PLM Business Intelligence
- AutoVue Electro-Mechanical Professional for Agile
- AutoVue 2D Professional for Agile
- Agile PLM Integration Pack for E- Business Suite: Design to Release
- Agile PLM Integration Pack for SAP ERP: Design to Release

## Agile Customer Needs Management Overview

Agile Customer Needs Management enables the product owner to aggregate all the innovation inputs: customer enhancement requests, quality issues, ideas, and strategic direction, from all the various sources into a single securely sharable persistent product innovation focused application. Easy idea capturing enables the entire product team to get the inputs into the system. Once in, they can be quickly shared. A user can create their own workspace to search, analyze and organize the inputs. Being part of the product lifecycle management (PLM) suite the Customer Needs Management user can search and read previous proposals. They can even follow the links to the products these older proposals produced to understand and capture change, quality, and cost information.

With all the innovation inputs in one spot the product owner can use their workspace to create one or more product proposals and socialize them with all or selected individuals. The output of this process is a rational data-driven product feature roadmap proposal. These roadmaps can be sent or presented online to the executive staff for strategic review, approvals, and funding. Once the proposal is approved it can even be linked to the development project tracked in Agile Project Portfolio Management (PPM). This gives the product owner access to the project and the development team persistent access to the product proposal.

## Visualize Product Information for Improved Decision Making

Engineering to order (ETO) companies and product owners can leverage Oracle's AutoVue Enterprise Visualization solutions within Agile Customer Needs Management to view, digitally markup and collaborate on their product documents and information. With AutoVue multi-disciplinary teams can access and share engineering product data and communicate feedback on designs to create accurate quotes and faster product proposals.

## Oracle Technologies

Because it is built on the latest Oracle technologies, customers can enhance Agile Customer Needs Management with Oracle BI Publisher for company specific proposals, and Fusion Middleware to extend the solution to their needs.

### Contact Us:

For more information about how your organization can leverage the power of Oracle's Agile Customer Needs Management, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.