Innovating and optimizing the value chain is vital to success in today’s global economy. Oracle Value Chain Planning solutions enable companies to make informed and profitable decisions, monitor the impact of those decisions, and rapidly respond to the unexpected changes common in today’s volatile business environment.

The supply chain planning market has evolved dramatically over the last decade – and continues to evolve – in response to changes in the manufacturing sector and broader global economy. Increased global competition, especially from emerging market manufacturers, is pressuring companies to simultaneously lower costs while shortening product lifecycles. Companies today sell a broad range of products requiring diverse production processes and distribution channels. The resulting diversity of supply chain processes requires a broad set of capabilities to plan multiple modes of manufacturing and distribution.

**Oracle Value Chain Planning**

To meet the changing needs of supply chain managers Oracle has invested heavily in its Value Chain Planning (VCP) solutions, adding new products and enhancing existing ones to deliver unique capabilities. Oracle Value Chain Planning is a complete suite of products giving organizations the insight and tools needed to accurately predict demand and supply, align global operations, and achieve profitable revenue growth through a range of best-in-class processes, including:

- Demand sensing and shaping for profitability
- Sales and Operations Planning
- Event-driven scenario simulation
- Supply chain risk management
- Integrated business planning
- Multi-ERP, multi-enterprise planning and collaboration
- Comprehensive trade promotions planning and management

**Sense Demand More Quickly and Shape Revenue for Growth**

Today’s business environment moves too quickly for basic time series analysis and historical shipment data to provide a broad picture of demand events. Real-time visibility and accurate, actionable insight are crucial for organizations looking to maximize profitability and gain competitive advantage. Oracle’s Demantra Demand Management is a sophisticated, scalable solution providing predictive insights from automated analytics that enable you to better sense, shape and respond to demand, provide higher levels of service, and reduce inventory and distribution costs.

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**Key Benefits of Value Chain Planning**

Implementing modern supply chain planning applications provides real economic benefits. Some benefits Oracle customers have documented are:

- Leggett and Platt improved EBIT Margins by 51%, and generated over $2B in cash from operations and divestitures.
- Cummins Power Generation improved on-time delivery by 15 percent.
- Plantronics: Reduced inventory by 60% increasing inventory turns.
- Hormel improved their 60-day trade promotion forecast accuracy from 18% to more than 50%.
- Cisco reduced Inventory Days of supply by 20%.
- Xilinx achieved 98% on-time delivery performance.
Improve Agility and Quickly Respond to Events

To keep pace with a fast-moving business environment, today’s supply chain practitioners must achieve in hours what once took weeks. The ability to quickly react to the unexpected when change is a constant can help organizations greatly reduce costs and increase profits. Oracle Strategic Network Optimization can help design a flexible supply chain. Oracle Rapid Planning combines embedded analytics, robust exception management, and a user-friendly spreadsheet style interface for predictive insight into the most profitable actions, and instant assessment of the impact of change.

Align Your Supply Chain to Meet Business Goals

Accurately predicting revenue and performance is a challenge for all enterprises. Most organizations still use an unreliable and inefficient isolated spreadsheet approach, resulting in long budget cycles, limited responsiveness to change, and wasted money and resources. Oracle Real-Time Sales and Operations Planning solutions can systematically translate a budget down to an order promise level, synchronizing plans and actions across the extended enterprise, improving visibility and control, and helping to keep monetary forecasts aligned with unit forecasts.

Continuously Monitor Value Chain Performance

Understanding the demands of your market and implementing plans accordingly is not enough to guarantee results. The importance of having real-time visibility into performance, and the ability to monitor progress and adjust processes to maintain performance is vital to your organization’s success. Oracle VCP solutions provide access to both real-time and historic data, and use embedded analytics to allow key decision-makers at all levels to drill down to the details and gain actionable insight into performance metrics.

Speed Decision Making and Improve Responsiveness

Oracle’s new In-Memory Applications for Oracle Engineered Systems and continued migration to in-memory processing enables breakthrough performance improvements. Large planning problems can now run in a fraction of the time previously required. This can unleash business benefits by providing extra time for critical decision making with broader and deeper insight to create faster and more accurate value chain responsiveness. In-Memory Consumption Driven Planning is designed to transform business processes in multi-channel demand forecasting and store-level replenishment, while Oracle In-Memory Performance Driven Planning can speed analysis of supply chain processes and metrics in near real-time to improve responsiveness, make sound decisions and solve critical business problems.

Oracle VCP Is an Open and Integrated Suite of Applications

Using Oracle’s open architecture standards, Oracle’s best-in-class Value Chain Planning solutions can be deployed as standalone applications – enabling you to solve your most important problems first – or they can be integrated with Oracle E-Business suite, JD Edwards EnterpriseOne or other ERP solutions, delivering a rapid ROI in all environments:

- PeopleSoft
- JD Edwards Enterprise One
- Oracle E-Business Suite
- SAP
- Legacy systems

…”we have grown by 35% to 40%; attributable in part to the visibility the technology provides us into every aspect of our business. We now make decisions quickly, based on real data. We’re smarter, faster, and more efficient, and it shows.”

Tom Crowe
Chief Information Officer
PL Developments