Getting great ideas to market – Fast  
Top five reasons the world’s top innovators outperform

You depend on new innovations to pivot your company forward. But finding great ideas, choosing which to invest in and then getting them to market is far from easy.

The top priority for CFOs is #1 innovating or repurposing products and services.¹

Today’s top innovators are growing their market cap 190x faster than others.²

So why is it the top innovators always seem to outperform? Here’s the top five ways

1. They take a holistic view  
They take a holistic and connected view of resources and processes globally – using data, not spreadsheets, to make faster and more informed decisions.

2. They have a structured process  
Having a structured, company-wide culture of innovation with unified processes makes it easier to bring the best ideas to life.

3. They’re highly adaptable  
Integrating systems with built-in advanced technology feeds ideation and makes it easier to pivot when necessary.

4. They have the right tools  
A single data source enables best-practice automation and analytics to drive faster and more intelligent innovation.

5. They have scalability  
Having repeatable and scalable processes helps accelerate the development cycle.

The solution to drive faster innovation: Oracle Cloud PLM

Build a smarter innovation pipeline fueled by a steady stream of high value ideas.

Use built-in advanced technologies and analytics to select an innovation portfolio that achieves your objectives.

Unify design, planning, manufacturing, and service processes with a connected digital thread.

Discover how taking a structured and connected approach to innovation gives the best innovators the speed and flexibility needed to beat their competition.

Learn More

¹ PWC US CFO Pulse Survey June 2020  
² Bain Corporate Innovation Survey 2019

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