

HOW TO

Produce  
personalized  
offerings to  
quickly and  
continuously meet  
customer needs





## Position for growth

---



In today's competitive marketplace, making quality products needs to happen faster, better, and in a more customer-focused way. As margins diminish and customer expectations for personalized products increase, manufacturers must enhance their agility, improve decision-making, and achieve more with fewer resources.

Visibility and collaboration across the innovation cycle and supply chain network is foundational to success. Manufacturers need to leverage capabilities such as Internet of Things (IoT), artificial intelligence, and robotics to tie together customer, product, and factory feedback to maximize efficiency.

Successful manufacturers are constantly evaluating how, where, and when to adjust production output, and they can make better decisions faster with data-driven actionable insights. Using artificial intelligence and machine learning allows them to address potential disruptions before they become crises, ensuring greater resiliency.

With a single, integrated platform, manufacturers can better understand customers' needs, and then design, produce, and deliver products more quickly. The result? Exceeding quality standards, minimizing downtime, increasing utilization, and reducing costly scrap and rework.

# Did you know?

“We were running on a legacy system for more than 25 years, which resulted in many process inefficiencies. To address these challenges and make sure that we are ahead of the competition, it was very critical for us to modernize our systems. With Oracle Cloud, we are able to achieve increased efficiency and end-to-end visibility into the supply chain. This helps us streamline our manufacturing operations and get actionable insights in our factories to drive efficiency, flexibility, and speed.”

—**Ameer Ali**,  
Manager of IT Applications and  
Infrastructure, Precision Group

Deloitte’s 2021 manufacturing industry outlook<sup>1</sup> revealed that

- **Only 21% of respondents were confident in their supply network’s visibility** and ability to swiftly flex sourcing, manufacturing, and distribution.
- **44% of executives plan to recalibrate their supply chain** by shifting more toward a regional model.
- **61% of executives are planning to develop a hybrid model for their production** and nonproduction processes over the next few years.



<sup>1</sup> Deloitte’s 2021 Manufacturing Industry Outlook



## Ask yourself if any of the following scenarios apply

Can you...

- ① Create personalized offerings for demanding and ever-changing customers, markets, and channels?
- ② Respond rapidly to changing capacity and demand across enterprise assets and the shop floor?
- ③ Streamline production to effectively support growth opportunities?
- ④ Incorporate innovative ideas into new and existing products quickly?
- ⑤ Avoid escalations related to sourcing, production, and distribution?
- ⑥ Collaborate and communicate easily with your work force and extended supply network, regardless of location?



# What do successful manufacturers do differently?

---



## **Adapt quickly to change**

They improve shop-floor performance and increase agility with visibility and real-time, actionable insights.

## **Ensure customer satisfaction**

They give customers exactly what they want, when they want it, to their exact specifications.

## **Collaborate across the value chain**

They stay connected with one seamlessly integrated solution and extend processes, visibility, analytics, and execution to remote workers, contract manufacturers, and suppliers.

## How can Oracle help you deliver personalized products quickly and continuously?

---

- ✓ **Leverage IoT, AI and machine learning** with an intelligent, optimized and integrated solution that helps simplify shop floor execution, optimizes decisions and controls quality and cost.
- ✓ **Drive better quality and cost savings** with a solution that provides visibility across all manufacturing sites, allowing for better cost and quality control.
- ✓ **Facilitates communication** with remote workers and facilities, onsite employees, your extended supply network and your customers in a collaborative environment.

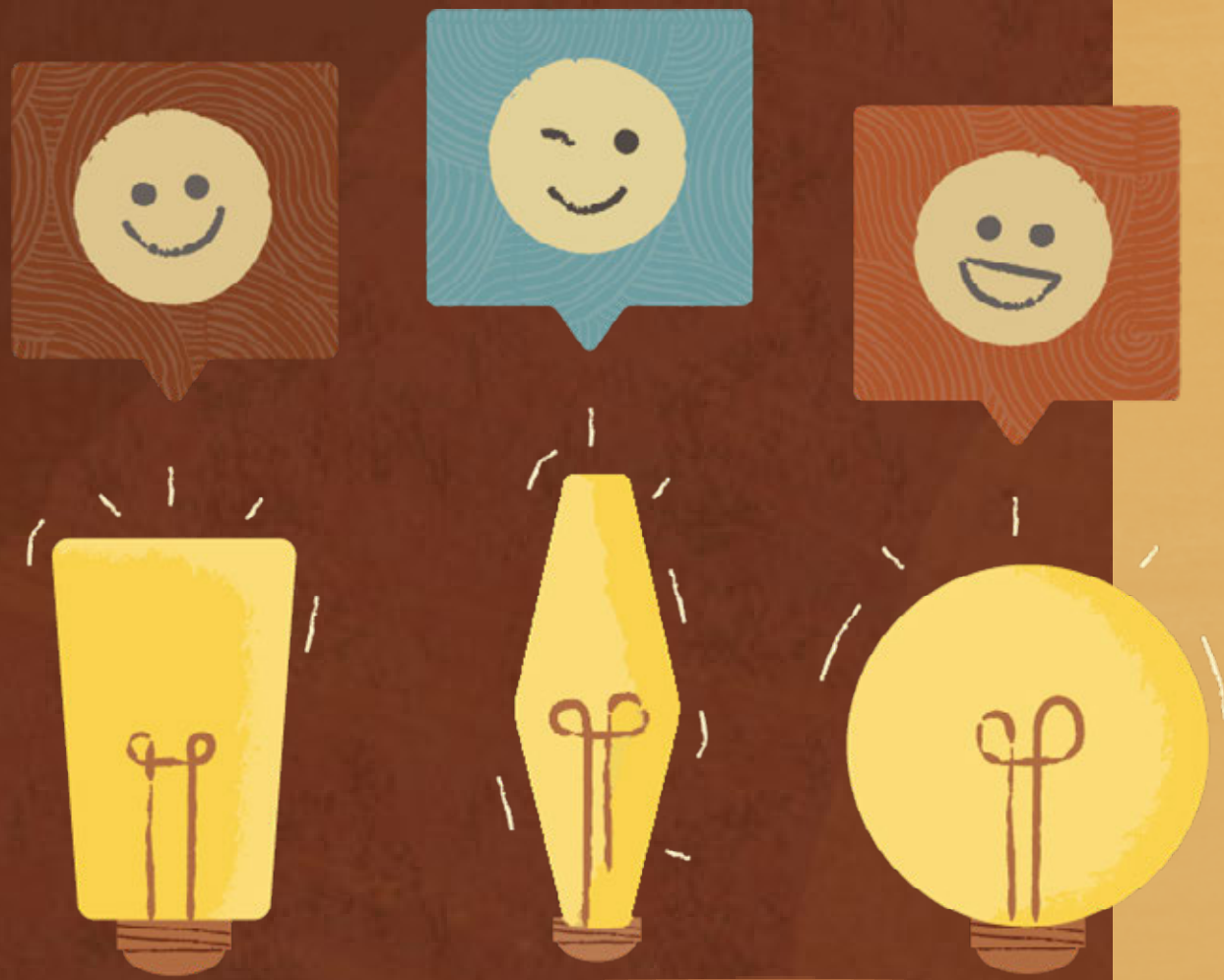
“Oracle Cloud gives us access to constant innovation and enables us to benefit from emerging technology, such as IoT, to gain an advantage over the market.”

— **Jeff Blattner**  
Director of IT, Titan



# Steps to produce personalized offerings

---



## **Satisfy customer expectations and gain manufacturing efficiency**

with integrated production planning and execution and manufacturing processes that can adapt quickly to change.

## **Make faster, more-informed decisions and reduce risk**

with a connected view of the end-to-end manufacturing process, accessible from any device in real time.

**Automate key processes** and leverage technologies such as artificial intelligence, machine learning, and IoT to address issues before they become problems, with a solution that employees find easy to learn and simple to use, and that also optimizes operations and reduces costs.



To learn more about how to produce personalized offerings to meet customer needs quickly and continuously, visit our [Unlock Continuous Innovation](#) page.

[Learn more](#)

Copyright © 2021, Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.