Oracle Playbook

CONSUMER PACKAGED GOODS

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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Consumer packaged goods

The consumer packaged goods (CPG) industry is undergoing its most profound transformation in decades. Consumer preferences are evolving, with more interest in healthier options and environmentally friendly products and packaging. CPG companies must also comply with an evolving set of regulations, such as allergen labeling, junk food taxes, and consumer product safety. CPG companies are dealing with continued supply chain and logistics disruptions including those due to issues at ports and in waterways that have caused substantial trouble in recent years.

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Key imperatives for consumer packaged goods

1. New competition
2. Supply chain disruption
3. New shifts in consumer behavior and preferences
4. Fragmentation of the global economy
5. Committing to sustainability

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Forces shaping consumer packaged goods industry

INDUSTRY CHALLENGES

Increased competition for consumers
Shifting preferences towards healthier options reduce demand for traditional snacks and sodas.

Pervasive supply chain disruptions
Inventory, demand, logistics, and supplier reliability are core issues that present daily challenges. Disruptions and issues cause customers to lose faith and take their business elsewhere.

Changing preferences
With limited room for further price increases, it's likely that volumes still have a long way to go before overall sales growth trends upward again.

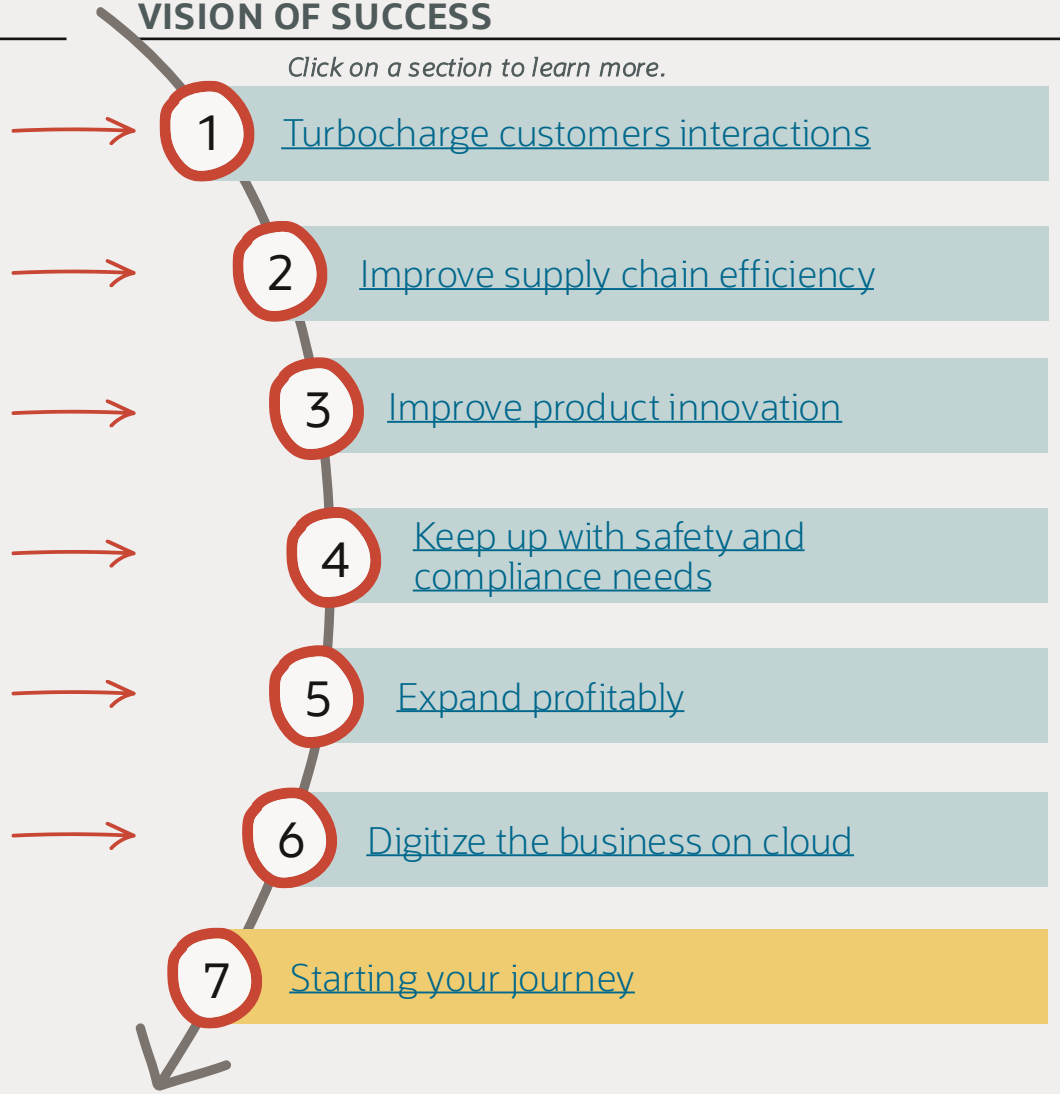
Ever-changing compliance needs
Companies must maintain regulatory and environmental compliance. As these regulations are implemented and updated, companies must be able to adapt and prove they are compliant.

Challenges determining the right expansion strategies
Mergers, acquisitions, and international trade influence market share and expansion.

Cost and margin pressure
Simplifying, digitizing, and automating operations are needed to help reduce costs and improve efficiency.

VISION OF SUCCESS

Click on a section to learn more.



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1: Turbocharge customer interactions

Leverage data analytics and AI to deliver personalized recommendations, offers, and communication.

Recommended actions:

- Create a cohesive customer experience that spans all channels.
- Improve targeting and management of customer opportunities and profitability.
- Use data to personalize deals and maximize relevance of offers.

How to get started:

- Use generative AI to personalize customer interactions such as marketing communications or customer service responses.
- Use agentic AI to automate customer resolution.
- Use generative AI to draft stakeholder communications such as sustainability reports.

Oracle capabilities enabling strategic goals

Sales	Marketing	Inventory management	Omnichannel	Generative AI	Pricing

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2: Improve supply chain efficiency

Have accurate and timely visibility into your supply chain, use agentic AI to generate new plans in response to supply chain upsets, compare alternate scenario responses, rapidly communicate new expectations.

Recommended actions:

- Advance your supply chain effectiveness and agility with AI, automation, and blockchain.
- Build a supplier network with redundancy and resiliency.
- Improve accuracy of profitability analysis by collating all relevant data sources.
- Use agentic AI to optimize routes.

How to get started:

- Use AI for answering general questions about procurement policies to help users make informed decisions.
- Use AI to receive guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.
- Use AI to help make better decisions about which suppliers to use.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Sustainability	Agentic AI	Blockchain

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3: Improve product innovation

Develop new, healthier, and more eco-friendly products to meet evolving consumer demands in cereals, dairy, frozen foods, snacks, sodas, and personal goods.

Recommended actions:

- Manage product innovation with precision.
- Define and manage product quality.
- Connect product information to customer feedback and behaviors.

How to get started:

- Understand your current sources of product data and where there are gaps.
- Use AI to help make better decisions about suppliers, quality control, sustainability, and manufacturing operations.

Oracle capabilities enabling strategic goals

Product information management	Product lifecycle management	Customer orders	Sustainability	AI/ML	Blockchain

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4: Keep up with safety and compliance needs

Protect systems from threats. Keep up with changing regulatory and sustainability needs. Enhance customer and worker safety and quickly respond to any issues.

Recommended actions:

- Leverage secure cloud technology for current compliance and threat protection.
- Implement modern employee health and safety systems to help keep workers safe.
- Track and measure adherence to changing compliance needs.

How to get started:

- Understand key regulatory and compliance requirements for consumers and workers.
- Learn about modern technologies that can improve driver and worker safety such as sensors and VR/AR.
- Plan a cloud modernization for aging systems that expose security risks.

Oracle capabilities enabling strategic goals

Manufacturing	Employee health and safety	Cloud	Training	Governance, risk, and compliance	Blockchain

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5: Expand profitably

Engage in mergers, acquisitions, and strategic partnerships to enhance product offerings, market share, and distribution networks in cereals, frozen foods, and personal care products.

Recommended actions:

- Evolve planning and budgeting in strategic areas such as M&A and new partnerships.
- Get granular about profit margins and business results.

How to get started:

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide “what if” simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	Resource management	AI	Cloud	Procurement

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6: Digitize the business on cloud

Link customer activities with business operations. Use precision analytics and AI to optimize operations and marketing strategies.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud that spans front- and back-office.
- Tie sales and marketing to operations, inventory, and supply chain realities for a more complete ability to manage the end-to-end business.

How to get started:

- Address expense policy questions from employees with contextual answers using AI.
- Process supplier invoices quickly using AI to reduce manual work.
- Use AI agents to automate financial reporting and empower finance employees to become more strategic.
- Identify the data siloes with the biggest impact on your business—and work to fix those first.

Oracle capabilities enabling strategic goals

Finance	Planning and budgeting	Resource management	AI	Customer, sales, marketing	Procurement

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Internal questions to get going

Data and analytics readiness

Do we take advantage of modern technology such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?

Sustainability shift

Are we keeping up with new sustainability demands from regulators and customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Finance and profitability

What kind of analytics and insights do we need on day one of going live?

Have we automated the finance function to reduce manual work and errors?

Are we able to accurately measure product and customer profitability?

Supply chain

What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?

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Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

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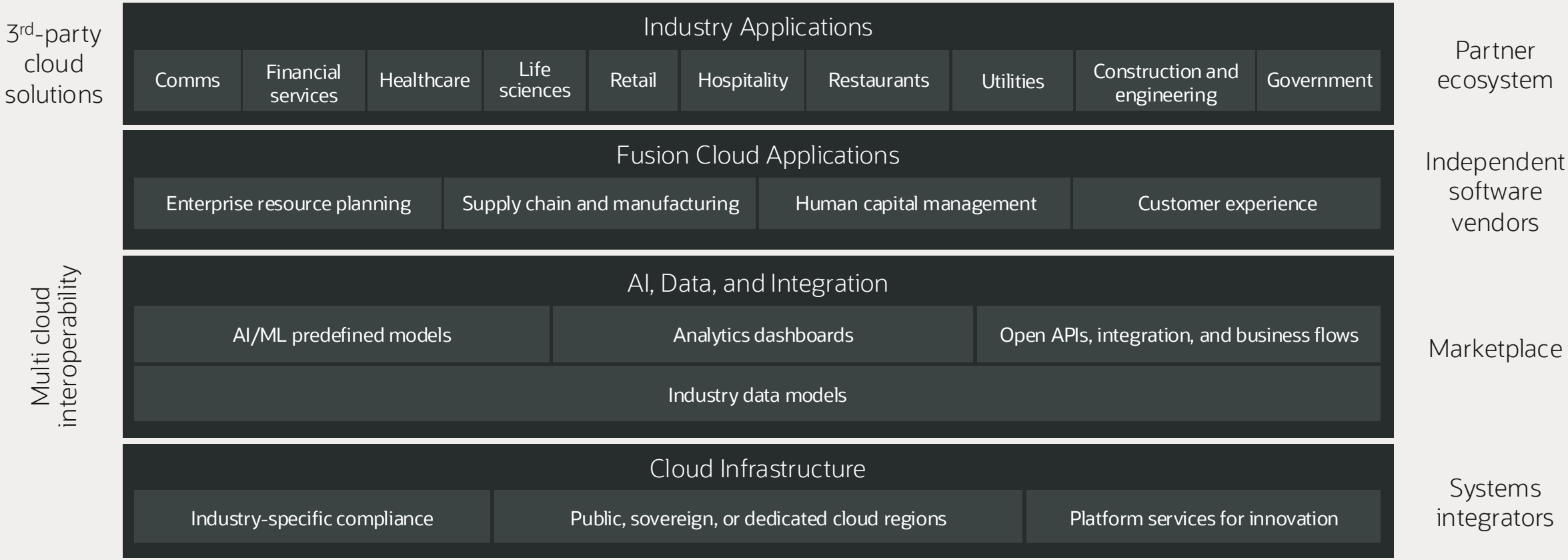
Oracle solutions for every industry



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Additional ways Oracle serves CPG customers

Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected Consumer Packaged Goods Operations

Connect manufacturing equipment, warehouses, transportation assets, retail inventory systems, and operational platforms to collect telemetry, and transform real-time operational data into actionable insights. Improve supply chain visibility, help optimize inventory and logistics, support predictive maintenance, enhance product traceability, and help improve operational efficiency.

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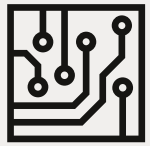
Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

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Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results

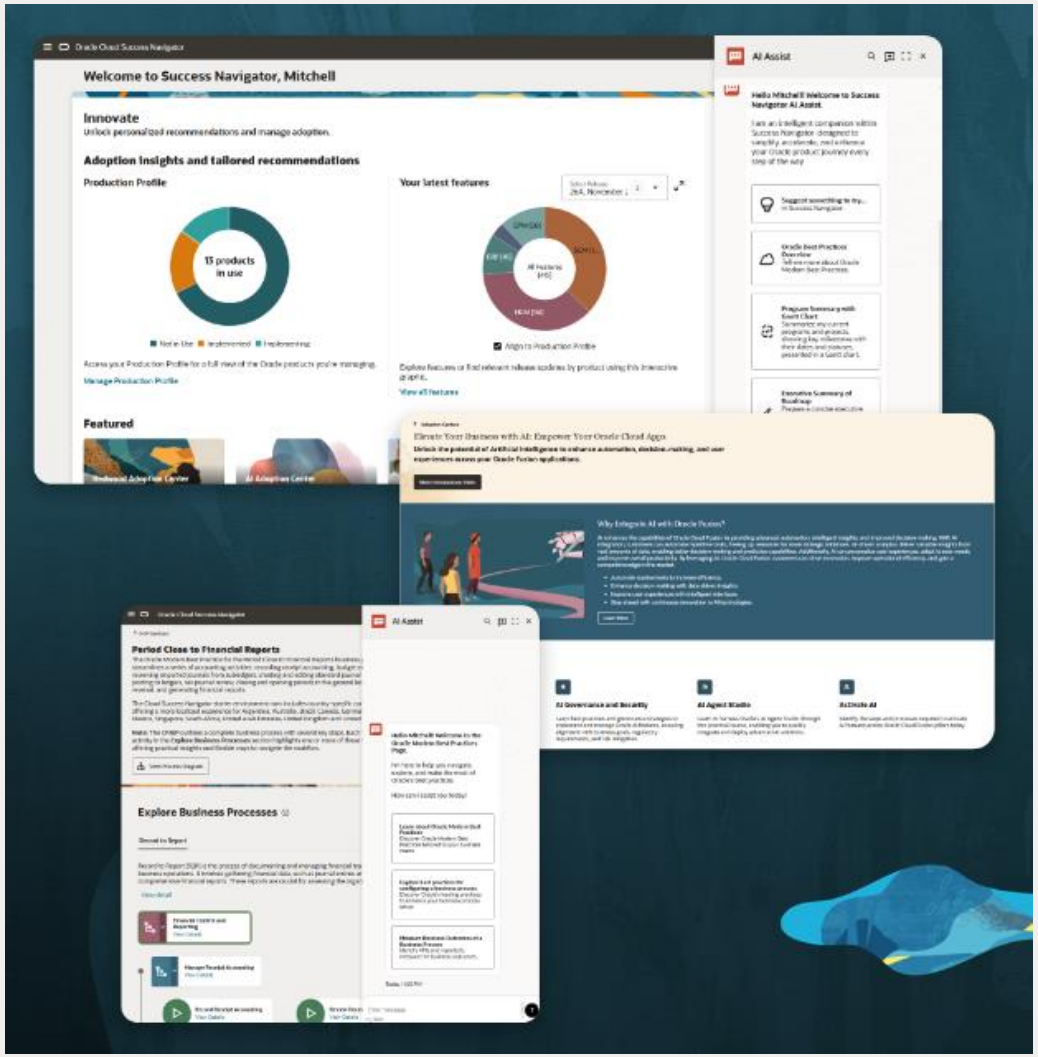
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



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Extensive partner ecosystem

+20,000

Partners and ISVs

accenture

Deloitte.

KPMG

pwc

cohere

Palantir

Red Hat

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VERTEX

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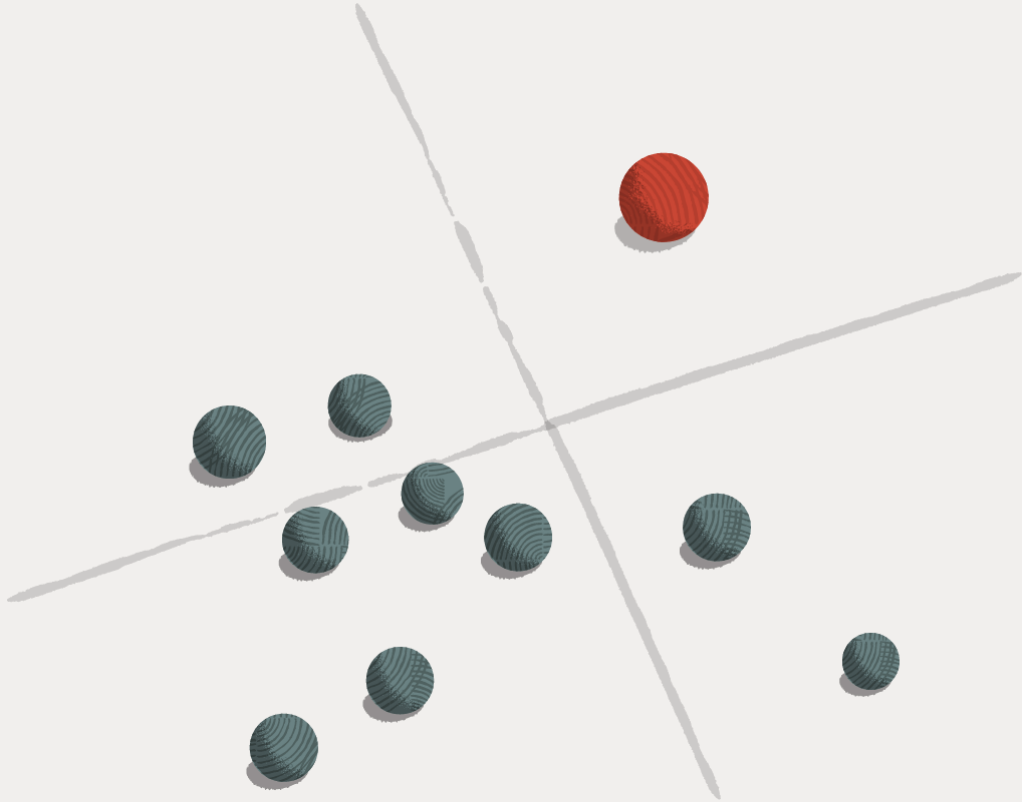

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Thank you

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