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# Drive supply chain performance with insight and collaboration



# Introduction

Today more than ever, supply chain professionals need full visibility across the supply network to make critical business decisions with confidence.

Transparency, collaborative planning, agility, and accuracy are crucial. Organizations are moving toward continuous supply chain planning and operations cycles.

Multitier visibility—which includes the ability to track and trace assets and inventory and to monitor production and transportation conditions—is essential for creating trust and improving collaboration with trading partners.

A common system that helps all stakeholders plan, track moves, and make real-time adjustments is the key to effective supply chain visibility. According to IDC, only 75 percent of organizations are exchanging data with external ecosystems across two to five business processes.

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There's a real payoff from connecting your supply network with cloud business applications. It gives you the ability to outpace continuous changes in technology, the economy, and business models. It also offers ongoing innovation without disruption—with regular updates that are easy to adopt without complex upgrades.

Even before the recent economic upheaval, traditional supply chain approaches were being rethought, fueled by

- Rapid technology innovation
- Shifting business and markets
- Global trade and interdependency
- Trade and tariff wars



**“One of the prerequisites for our business success is a state-of-the-art, fully integrated cloud solution that provides our managers with real-time data. We see Oracle not only as a vendor, but also as a partner.”**

**Stefano Mariani**

HEAD OF IT,  
ALCAR RUOTE SA

COVID-19 rapidly magnified and accelerated the need for resilient operations. It brought into sharp focus the importance of driving collective supply chain performance. When things change fast, it's preparedness that counts—with systems that support visibility, rapid decision-making, and flexible response.

The ultimate goal of improving insight and collaboration across the value chain is to improve supply chain performance. Figure 1, which is an excerpt from a Deloitte business brief, provides a useful framework for the required capabilities and approaches. It highlights the importance of integrated business applications, along with flexible data warehousing capabilities. That's exactly the approach we've taken with Oracle Fusion Cloud Applications and the Oracle [Autonomous Data Warehouse](#).

# Drive better, faster decisions

Making the right decisions fast is challenging, even in a steady-state environment. Considering the ever-increasing pace and magnitude of change in our world today, making sound decisions quickly is more essential than ever—especially when making high-stakes decisions for moving the organization forward.

A recent McKinsey & Company article, "[Decision-Making in Uncertain Times](#)," identified five behaviors to help navigate the path to recovery and growth. Among the recommendations: bring together cross-functional teams to make tactical decisions, thereby freeing up executive leadership to make the big ones (because many leaders traditionally have underreacted to past crises). This is a notion McKinsey calls "Go Big or Go Home."

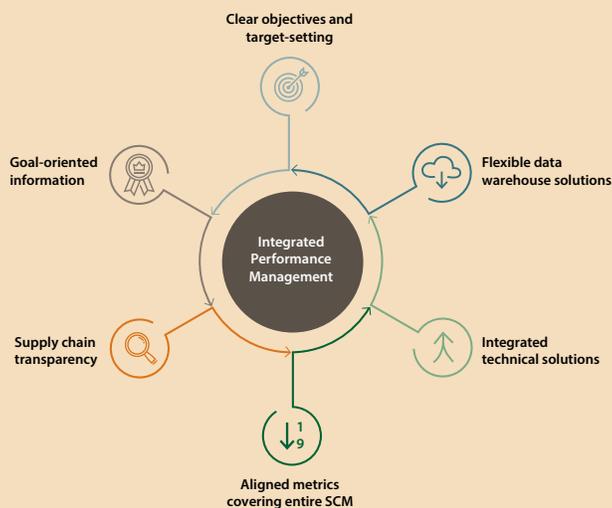
To support both tactical and strategic decisions, you need supply chain transparency and metrics aligned across the supply network, supported by integrated business applications and flexible information access via a tightly coupled data warehouse. Our cloud customers have a unified view of customer, operational, product, and machine data. They can use that data to drive decisions quickly and ensure they're aligned with their goals and objectives.

The processes and workflows in Oracle Supply Chain Management (SCM) Cloud come with built-in insights that help you monitor operations, manage exceptions, and streamline execution. For example, we've built artificial intelligence and machine learning into Oracle Fusion Cloud Applications to generate predictions, recommend and guide resolutions, and ultimately drive better, faster decisions. Machine learning can analyze data from the [Internet of Things \(IoT\)](#) to uncover hidden insights.

Connected logistics help you monitor vehicles, drivers, and trips for real-time visibility of location, operating costs, and driving behavior. Predictive maintenance uses IoT sensor data to detect real-time maintenance of facility assets and situational awareness at construction sites. With smart manufacturing, you can reinvent manufacturing processes and improve efficiencies and supply chain visibility. And finally, IoT intelligent applications can help ensure worker health and safety, improve compliance, and automate time and labor tracking.

## Steering Value Chain Activities Toward Exceptional Performance

Optimizing the end-to-end value chain with the help of an integrated solution



Source: Deloitte, [Steering Value Chain Activities Toward Exceptional Performance - Optimizing the end-to-end value chain with the help of an integrated solution](#)

Better supply chain performance also requires a clear set of goals, objectives, and targets—and they must be aligned with fast-changing business priorities. Agreements with trading partners must include common objectives and shared goals defined by key performance objectives—and perhaps even clearly defined penalties for nonconformance. To attain these common objectives, partners must share data and effectively manage processes and activities across company boundaries.

Let's look at how organizations around the world are employing three key strategies to help maximize their supply chain performance, and how insight and collaboration are foundational to each of them.

Alcar Ruote SA, based in Manno, Switzerland, is the steel wheels manufacturer of the Alcar Group, a leading supplier of steel and alloy wheels to the European market. As they roll out the latest models, car brands shift designs as fast as a BMW weaving down the Autobahn. Alcar Ruote needed their supply chain, especially planning and order management, to react just as quickly.

Alcar Ruote SA now uses Oracle SCM Cloud and Oracle Enterprise Resource Planning (ERP) Cloud applications to manage its planning, procurement, manufacturing, and distribution, enhancing visibility across those operations. Core to the implementation was Oracle Order Management Cloud Service, which automates order-to-fill processes, boosting productivity. The cloud-based order management app makes it easy for Alcar Ruote SA to share information with its trading partners, as well as with mobile employees, so they can quickly process forecasts, orders, and shipments from the factory floor. In addition, Alcar Ruote SA uses Oracle Cloud IoT Intelligent Applications across their manufacturing processes to help monitor production and resolve problems faster.

The key takeaway here is that it's critical to give everyone in the value network the visibility and insight they need to collaborate effectively and drive supply chain performance.

## Connect and accelerate planning

Leveraging a platform that allows core planning functions to be connected drives greater supply chain performance. Modern cloud applications from Oracle not only help planners optimize planning within finance, operations workforce, and sales functional areas but also align data used across functions and enable concurrent aggregation for informed cross-functional decision support. Commonly known as integrated business planning (IBP), connected planning takes advantage of advances in analytics and a growing wealth of execution-level insights from IoT and machine learning applications, helping executives accelerate decisions and reaction times when there are projected or actual supply chain disruptions. Connected planning provides the foundation for transforming an organization and helps supply network teams work together to improve supply chain performance.

Supply chain collaboration and visibility are critical for making faster decisions. The end-to-end supply chain—from material

suppliers, to customers placing orders and tracking delivery, to carriers undertaking and tracking deliveries—needs visibility and status updates. This is especially true when business partners operate across different geographies, time zones, systems, and performance incentives. And yes, solution providers have been developing and marketing supply chain collaboration and visibility solutions for more than a decade, yet the ability to generate insights for effective, on-time decision-making remains elusive.

The two main challenges to getting timely insights are

- 1 Bridging the multi-enterprise divide between trading partners, each with their own data, business processes, and culture
- 2 Getting visibility into plan disruptions and insight into the upstream and downstream effects of these disruptions

Effective solutions require unified operational, customer, product, and machine data. They must have robust, end-to-end, tightly integrated planning features and modern technology for process-management and integration challenges.

Oracle customer LiDestri Foods is a family-owned contract manufacturing consumer goods business. The company achieved a significant improvement in performance by using collaborative planning. LiDestri developed an intimate understanding of customer demand and worked with suppliers on collaborative planning. LiDestri also was able to significantly improve forecast accuracy and convince customers to outsource the demand planning process due to proof points in reduced inventories and food waste.

Oracle Supply Chain Planning Cloud delivers tightly integrated features from demand to supply, collaboration and visibility tools to help you react quickly to balance supply and demand, and technology solutions for communications and process management.



# Gain transparency and build trust

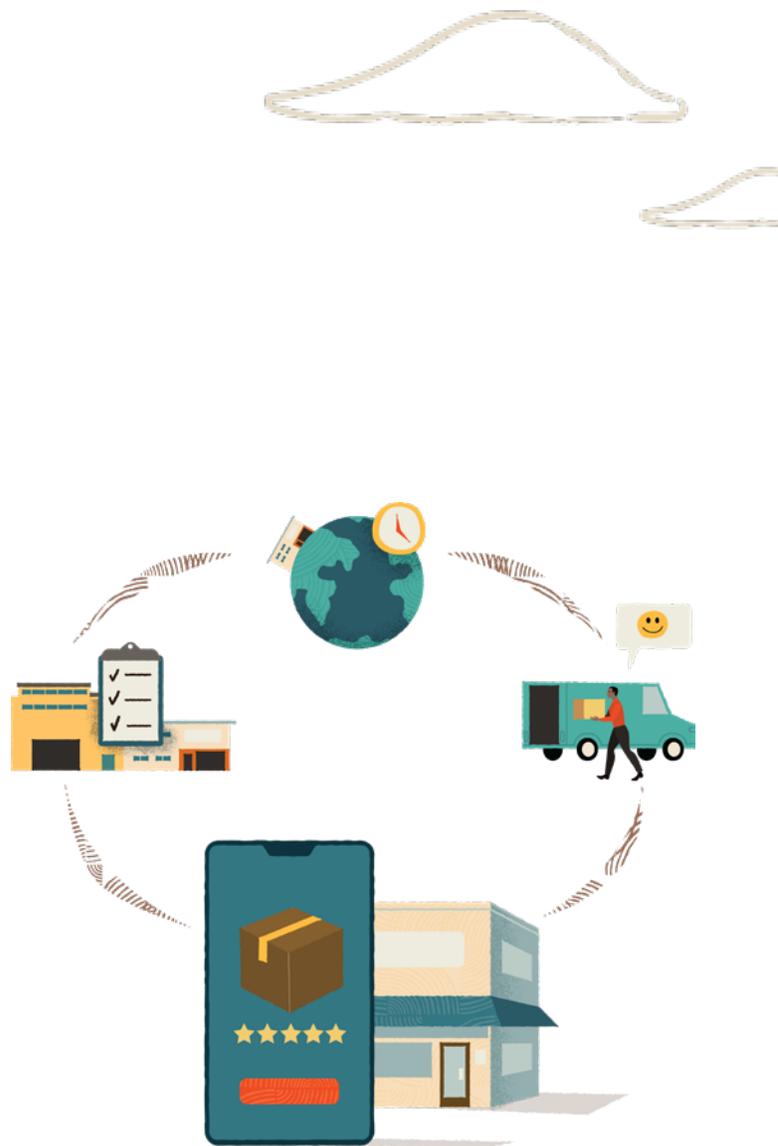
Today's organizations have a huge opportunity to more effectively manage the complexities of a global network of trading partners. The transportation and logistics industries have significant inefficiencies, including long wait times for payment, money tied up in disputes, and high processing and administrative costs<sup>1</sup>. In life sciences, more than 25 percent of vaccines degrade en route due to poor environmental controls during shipping, and it can take from four to six weeks on average to investigate excursions<sup>2</sup>. To help fix these problems, everyone involved needs end-to-end visibility into multi-enterprise supply chains and the ability to trace things of value and detect anomalies. There also must be trust between trading partners.

**Oracle Intelligent Track and Trace** provides just that. It has the ability to track and trace transactions as they occur in a supply chain. Knowing critical information such as pedigree, serialization, and genealogy can help solve issues such as recalls, disputes, counterfeits, fraud, and regulatory compliance.

We deliver Oracle Intelligent Track and Trace as a cloud application that uses blockchain, with built-in integrations to other Oracle Cloud Applications including IoT Intelligent Applications, Procurement, Order Management, Transportation, Warehouse Management, and Manufacturing. Oracle Intelligent Track and Trace also enables you to connect easily to third-party supply chain and on-premises applications.

With a single trusted ledger of information across business applications, we provide a catalyst for much broader digital transformation that reduces disputes, lowers costs, increases margins, and optimizes business processes.

The bottom line is that Oracle Intelligent Track and Trace takes significant complexity out of supply chain logistics and provides a foundation for establishing trust and constructive collaboration between disconnected supply chain stakeholders.



<sup>1</sup> FleetOwner 2017; Blockchain in Transport Alliance (BiTA); Winnesota  
<sup>2</sup> PwC, World Health Organization, Drug Supply Security Act (DSCSA)

# Maximize supply chain performance

Oracle Fusion Cloud Applications, along with Oracle Autonomous Data Warehouse, offer real-time visibility and the ability to predict changes to the flow of materials and production, as well as products and services. You can build an agile, resilient supply chain—something that has never been more important than it is now.

We've explored three important steps our customers are taking to maximize supply network performance with insight and collaboration.

- Drive better, faster decisions with metrics and insights, machine learning predictions, and recommendations based on unified machine, product, customer, and operational data.
- Connect, accelerate, and unite planning across functions, and move toward a continuous planning model.
- Gain multitier visibility and the ability to track and trace repairs, replacements, and deliveries with suppliers.

Oracle's full suite of applications gives you everything you need to plan continuously, streamline complex processes, and align execution across your organization and value chain.

## Want to learn more?

Check out how to drive better decisions with insight and collaboration at [www.oracle.com/uk/scm/solutions/insights-collaboration](https://www.oracle.com/uk/scm/solutions/insights-collaboration)



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