Oracle Playbook

WHOLESALE DISTRIBUTION

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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Wholesale distribution

Rapid digitization has reshaped consumer behavior. Today, consumers expect instant access to products with near-immediate delivery. To keep pace, wholesale distributors must transform warehouse operations, streamline complex fulfillment processes, and achieve end-to-end inventory visibility—from distribution centers to store shelves.

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Oracle Playbook

Key Imperatives for wholesale distribution

1. Operate a seamless, consistent brand experience across all channels
2. Innovate delivery models with speed
3. Stay ahead of supply chain uncertainty and disruptions
4. Adopt new technology to create better customer experiences

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Forces shaping wholesale distribution

INDUSTRY CHALLENGES

Supply chain risks
Difficulty recovering from shortages and supply chain disruptions due to geopolitical, economic, and environmental forces, while continuing to support growth.

Demand risk and rising costs
Navigating demand volatility coupled with rising material, labor, and overhead costs make it difficult to achieve performance targets and maintain profit margins.

Workforce retention and recruitment
Competition for talent, labor shortages, an aging workforce, and a lack of modern technology to shrink the knowledge gap.

Increased desire for sustainability
Difficulty planning and reporting on environmental, social, and governance (ESG) initiatives, plus new regulations on CO2 emissions, conflict minerals, and product disposal.

IT complexity that hinders innovation
Complex legacy infrastructures, large data volumes, and data silos create friction and inefficiency.

Pressure on today's business models
Difficulty pursuing growth opportunities and addressing changing customer behaviors while the world is shifting to a subscription economy.

VISION OF SUCCESS

Click on a section to learn more.

1 Create an agile and sustainable supply chain
2 Optimize operations and fulfillment
3 Transform the workforce
4 Achieve sustainability excellence
5 Innovate faster through simpler IT
6 Move to as-a-service business models
7 Start your journey

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1: Create an agile and sustainable supply chain

Have accurate and timely visibility into your supply chain, use agentic AI to optimize routes, compare alternate scenario responses, and rapidly communicate new expectations.

Recommended actions:

- Use AI, automation, and blockchain to improve supply chain efficiency and agility
- Build a supplier network with redundancy and resiliency
- Use agentic AI to optimize routes and to help adjust routes and sources proactively in the face of disruption

How to get started:

- Use AI for answering general questions about procurement policies to help users make informed decisions in the context of ordering
- Use AI to receive guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines
- Use AI to help design engineers make better decisions about suppliers

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Inventory	Agentic AI	Blockchain

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2: Optimize operations and fulfillment

Use data insights from connected supply chain processes, finance, sales, and the company's cost structure to adapt to demand fluctuations, manage cost variations, and mitigate profit margin risks.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Get granular about profit margins and business results
- Manage your people to think differently about the holistic costs of running the business—and give them modern tools for actionable insights

How to get started:

- Use predictive analytics to improve demand forecasting
- Gather key pieces of data that show real profitability—spanning procurement, human resources, shipping, and more
- Start experimenting with AI – using available agents as well as custom agents

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Sales	Finance	Profitability analysis	AI

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3: Transform the workforce

Modernize the employee experience for great culture and optimized efficiency.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle
- Use generative AI to improve employee job descriptions and reviews
- Use data to identify critical roles to drive business value
- Position HR as a strategic partner rather than as a transactional function
- Use agentic AI to automate routine HR tasks

How to get started:

- Eliminate sources of turnover for employees such as adopting automation that makes jobs easier and more strategic
- Use skills data to align resources to best roles
- Use AI to answer HR questions faster and more consistently

Oracle capabilities enabling strategic goals

Human capital management	AI and automation

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4: Achieve sustainability excellence

Efficiently track sustainability KPIs through interaction with execution systems, format stakeholder-friendly reports, satisfy auditing agencies, quickly respond to potential quality testing, isolation, and recalls.

Recommended actions:

- Strengthen sustainability efforts to meet evolving regulations
- Minimize waste and address compliance with import laws
- Track environmental footprint and packaging recyclability
- Foster better supplier collaboration to improve sustainability

How to get started:

- Use AI to provides guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines
- Use AI to answer questions about procurement policies so that anyone with buying authority can be more effective

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Sustainability reporting	AI	Data insights

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5: Innovate faster through simpler IT

Evolve your technology infrastructure to maximize agility and scalability to meet changing business needs. Improve results by gathering and using data through built-in integrations, automation, real-time alerts, dashboards, and machine learning.

Recommended actions:

- Modernize legacy technology to simpler, modern cloud models that improve agility and security
- Adopt agile approaches to innovation
- Listen to customers in your innovation cycle

How to get started:

- Identify technical debt that is holding you back and start a cloud modernization strategy
- Start using existing AI for summarization, chat interfaces to answer questions, and agents that can perform routine tasks
- Invest in change management to foster new ways of working in an AI-driven world

Oracle capabilities enabling strategic goals

Product information management	Product lifecycle management	Customer insights	Finance and operations	AI/ML	Cloud

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6: Move to as-a-service business models

Use technology to support and execute new as-a-service business models.

Recommended actions:

- Experiment and explore new business models, including as-a-service and subscription
- Determine pricing and billing needs for new business models
- Create a trusted and transparent value delivery chain working with partners
- Better link sales and marketing to operations

How to get started:

- Build an innovation network to define and expand a suite of digital services
- Analyze pricing models and prices for new solution offerings
- Start using generative AI to enable hyper-personalized offers and communications for customers

Business capabilities enabling strategic goals

Marketing	Inventory	Generative AI	Billing	Accounting and finance	Sales

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Internal questions to get going

Operations

Where can AI benefit you to improve efficiency and accuracy?

What challenges do you face trying to predict and meet changing demands in a changing competitive environment?

Are your competitors more nimble and dynamic?

Change management

Do your associates feel like they're working with modern technology?

What kind of upskilling will your teams need to administer and adopt this kind of cloud technology?

Can you risk losing your top talent to other firms with more modern technology?

Which teams do you foresee being the hardest to enable? Fastest?

Modern tech stack

How modern are the technologies your employees use?

How modern are the technologies that drive product and customer engagement?

Are you slowed down by technology?

Do employees feel they have the right tools to meet fast-paced demands?

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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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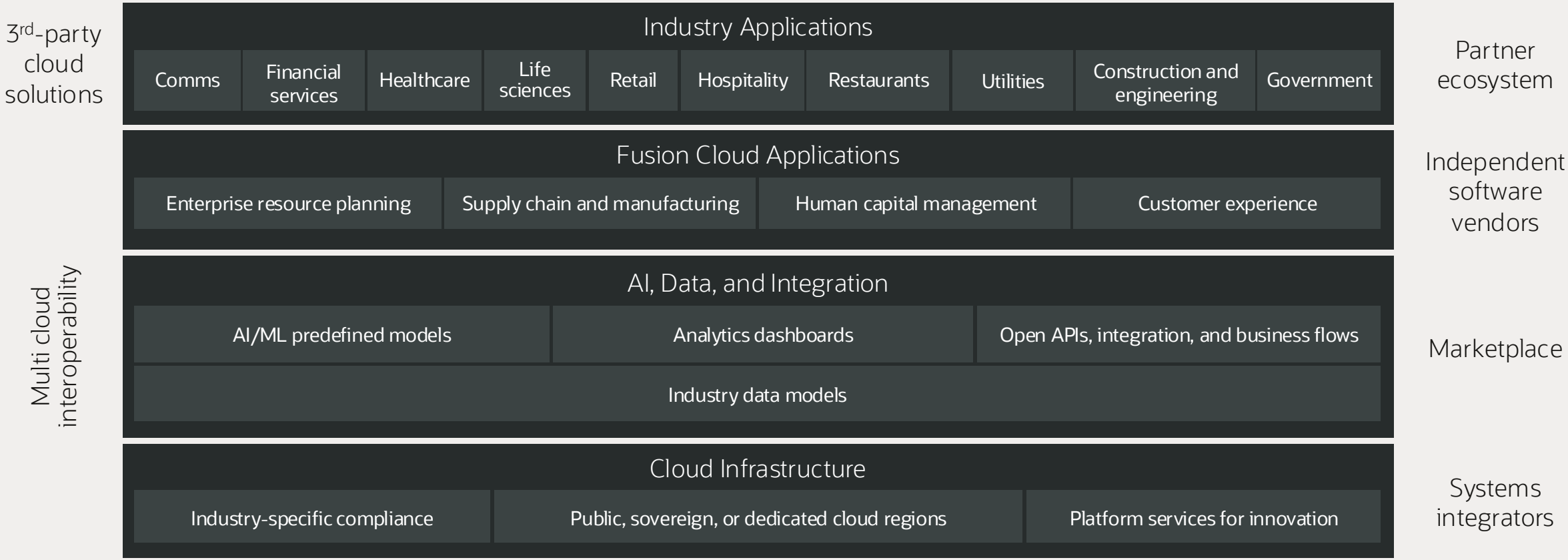
Oracle solutions for every industry



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Additional ways Oracle serves Wholesale Distribution

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 Distribution and Supply Chain Operations

Connect warehouses, transportation fleets, cargo, inventory systems, and operational platforms to collect telemetry, and transform real-time operational data into actionable insights. Improve inventory accuracy and asset tracking, help optimize logistics and route efficiency, support predictive maintenance, and increase supply chain visibility across distribution operations.

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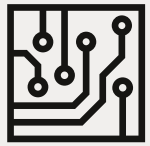
Why Oracle?

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

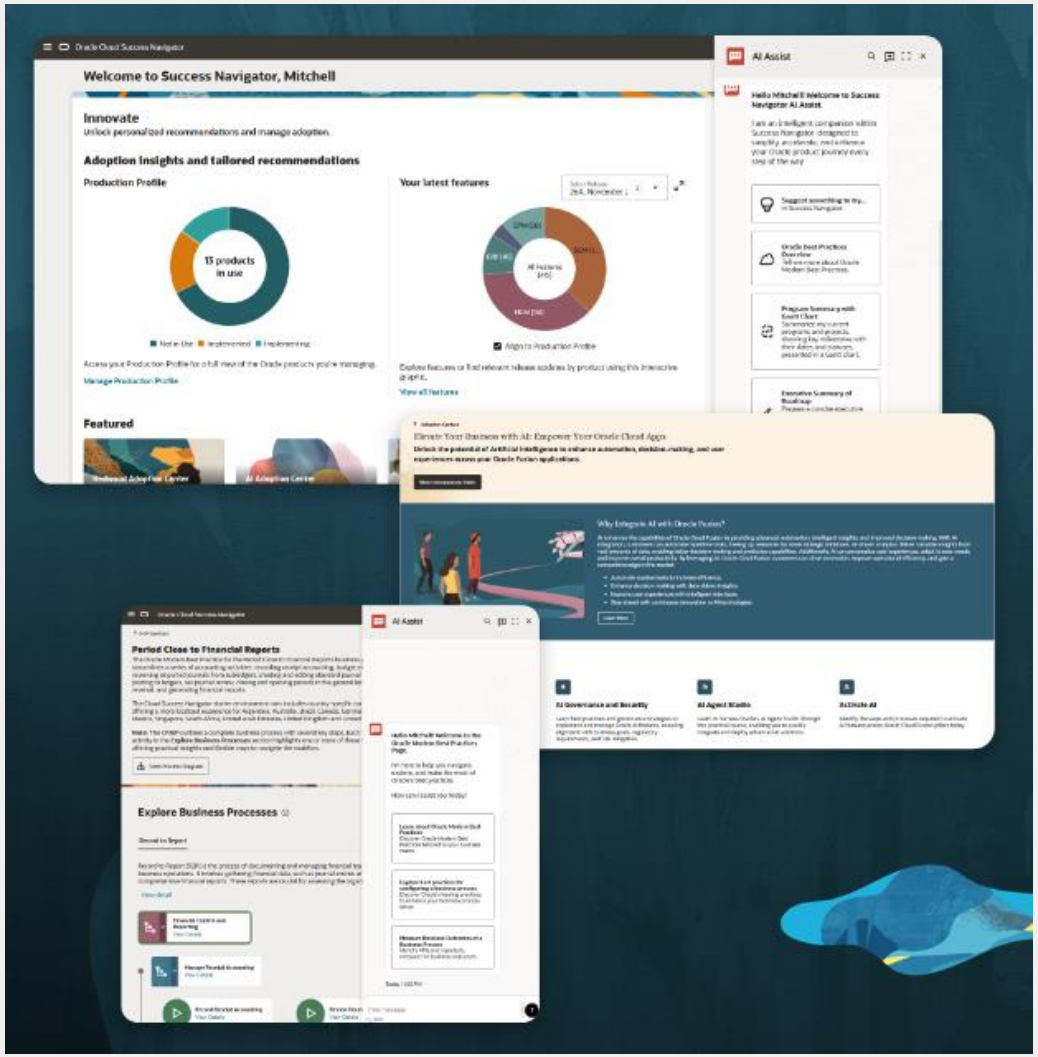
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

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

THOMSON REUTERS

VERTEX

aws

Google Cloud

Azure

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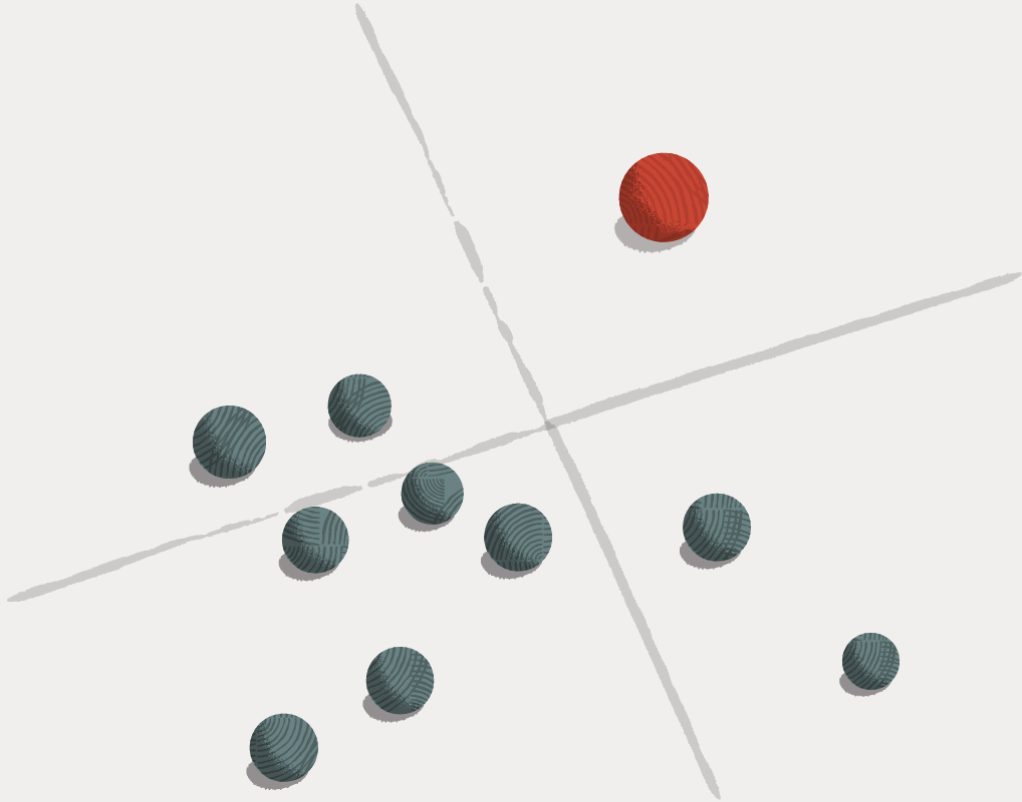

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Thank you

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