

Manage Your Complex Configured Products with Oracle's Enterprise PLM Solution

Analyst firm IDC reported nearly 50% of the resources allocated to product development and commercialization are wasted. "The Product Value Chain in Manufacturing." December 2011

Bimba Manufacturing Improves Productivity and Customer Service

Bimba is a forward-thinking innovator of pneumatic solutions and actuation technologies for industries. The Company needed a complete solution that would enable it to streamline and integrate business processes. Bimba Manufacturing implemented E-Business Suite R12.1, along with Agile PLM and Oracle CRM On Demand for 400 users.

"With Oracle, we enhanced productivity and improved customer service, resulting in increased sales and profitability."

David Gillhouse, IT Director,
Bimba Manufacturing

With increased demand for product personalization, sales catalog management has become increasingly complex. This demand for mass customization has led many manufacturing organizations to implement "Configure-to-Order" (CTO) solutions. But companies struggle to fully deploy and maintain these enhanced tools and processes, while demand for make-to-order configured products continues to grow and "design to market" timeframes compress.

Managing the Design to Release Process for Complex Configured Products

Managing product data across multiple systems and building integration across platforms is a major task. IT organizations have invested heavily in technology to integrate Computer Aided Design (CAD), Product Lifecycle Management (PLM), Enterprise Resource Planning (ERP), and Customer Relationship Management (CRM) systems, but few have achieved this successfully. For complex configured products this challenge is exponentially more involved and often includes multiple configurators that rely on data not managed by traditional tools.

Why You Should Consider Oracle's Enterprise PLM Solution

Oracle's Enterprise PLM solution provides an integrated, automated environment to manage complex configurations, in which companies can be responsive to customer demands for mass customization, improve the "To Order" sales and manufacturing processes, and optimize the resources required to manage the new product development process.

Oracle Delivers Unique Value

Translating market demand into profitable order involves intricate processes. When companies do this wrong it elongates their time to value and erodes their bottom line. In today's economic reality, profitability continues to decline while order fulfillment and the product management processes become increasingly more complex. It is with this paradigm in mind that Oracle offers an Enterprise PLM solution that specifically focuses on complex configured products. This solution helps customers improve their product value chain and realize the following results:

- Reduce time to market by 30-50%
- Increase revenue by 10-15%
- Increase productivity by 25-50%
- Reduce engineering change order cycle times by 30-60%
- Reduce warranty and service costs by 10-20%

Manage Your Complex Configured Products with Oracle

Oracle uniquely offers a complete solution designed to address the specific challenges facing today's CTO companies. With its foundation in Oracle's best-in-class, enterprise Agile PLM applications, the integrated solution described here leverages functionality in:

- Agile Product Collaboration
- Agile Engineering Collaboration
- Agile Variant Management
- Oracle E-Business Suite
- Oracle Configurator
- Oracle Product Hub

How Oracle Helps You Improve your Configure-to-Order Process with Enterprise PLM

The CTO model is a method of manufacturing which answers the cry for personalized products by allowing customers to define the parameters of a base product at point-of-demand. Once an order is confirmed, the accurate configuration details and required supply order(s) should simultaneously be created to speed along product delivery. And to remain competitive in today's wavering markets, companies need to do this quickly while introducing new products into their complex models rapidly at a reduced cost.

However, the typical CTO company has large complex models with limited capacity to manage change. Introducing state of the art PLM tools integrated with the Configurator and ERP systems can significantly enhance the new product development process, leading to broader appeal and lower production costs. Companies accomplish this by maintaining configuration models and extensible item attributes at point of design and using integrated deployment workflows across the enterprise to deploy changes.

Create Nimble Sales Catalogs with Agile Variant Management

Weaving new products into sales catalogs can be done swiftly—from configuration to availability to multi-channel distribution. The Agile Variant Management module allows CTO companies to launch a rules-based configurator from within Agile PLM to rapidly create instance candidates. During the design and development phases there is often a need for specific configurations of a model to produce prototypes. Consumer goods products, for instance, are often make-to-stock but are available for sale in several “preconfigured” variations designed to meet specific market or channel needs. The ability to rapidly generate channel-specific SKU's and release them to production can provide significant customer value.

Use Agile Engineering Collaboration to Streamline CAD Integration

Synchronizing all ongoing design changes with the product record is required to ensure that what gets designed is what gets manufactured. With Bill of Material (BOM) publication functionality, Agile Engineering Collaboration synchronizes product record changes between the Agile PLM applications and the CAD tool, ensuring that title blocks on drawings are up to date.

Where Do You Stand on the Maturity Curve?

What was considered best practice five years ago may today only be stable. For several years companies have been moving from basic CAD data management to Product Lifecycle management. More recently, leading companies have been expanding their PLM solutions to solve new challenges and in turn created a new mandate: full product value chain management. The focus of this strategic approach is to fully leverage PLM solutions enterprise-wide while adding valuable touch points to other enterprise applications, creating an integrated and aligned value chain that manages product-related processes from Ideation through Commercialization.

Oracle's Enterprise PLM solutions for complex configured products accomplish this through pre-built integration to and enhancement of all applicable modules to support the management of product data related to configured products. Contact us today to learn more.

CONTACT US

For more information about how your organization can leverage the power of Oracle's Enterprise PLM Solutions for Complex Configured Product, please visit oracle.com/goto/pvc or call +1.800.ORACLE1 to speak to an Oracle representative.

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