

CONSUMER PACKAGED GOODS

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Consumer packaged goods

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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.

# Key imperatives for consumer package 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

# 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.*



# 1: Turbocharge customer interactions

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

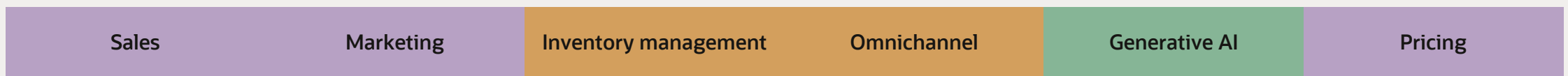
## Recommended actions:

- Create a cohesive customer experience that spans all channels
- Use generative AI to hyperpersonalize customer interactions
- Improve targeting and management of customer opportunities and profitability

## How to get started:

- Identify disparate sources of customer and product data
- Collect data about discounts and pricing
- Learn how AI can improve efficiency and accuracy
- Plan to create transparency of sustainability efforts to share with increasingly concerned customers

## Oracle capabilities enabling strategic goals



## 2: Improve supply chain efficiency

Have accurate and timely visibility into your supply chain, use machine learning 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

### How to get started:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price

### Oracle capabilities enabling strategic goals



## 3: Improve product innovation

Develop new, healthier, and more convenient products to meet evolving consumer demands in cereals, dairy, frozen foods, snacks, and sodas.

### Recommended actions:

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

### How to get started:

- Understand your current sources of product data and where there are gaps
- Learn how AI and automation can improve accuracy and efficiency

### Oracle capabilities enabling strategic goals



## 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.

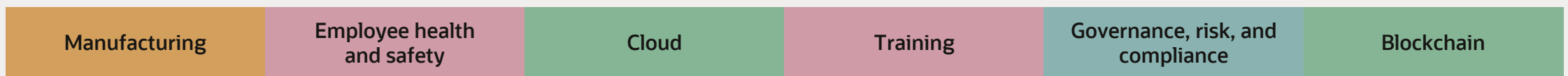
### Recommended actions:

- 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 how blockchain can help secure the food supply chain
- 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





## 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.

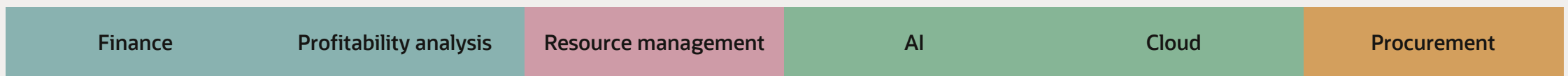
### Recommended actions:

- 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:

- Analyze existing financial, market, and operational data
- Use predictive analytics to improve profitability and forecasting

### Oracle capabilities enabling strategic goals



## 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

### How to get started:

- Analyze existing financial and operational data
- Use analytics to improve outcomes
- Identify the data siloes with the biggest impact on your business—and work to fix those first
- Learn about AI and how AI can drive better efficiency and optimization throughout the business

### Oracle capabilities enabling strategic goals



# 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

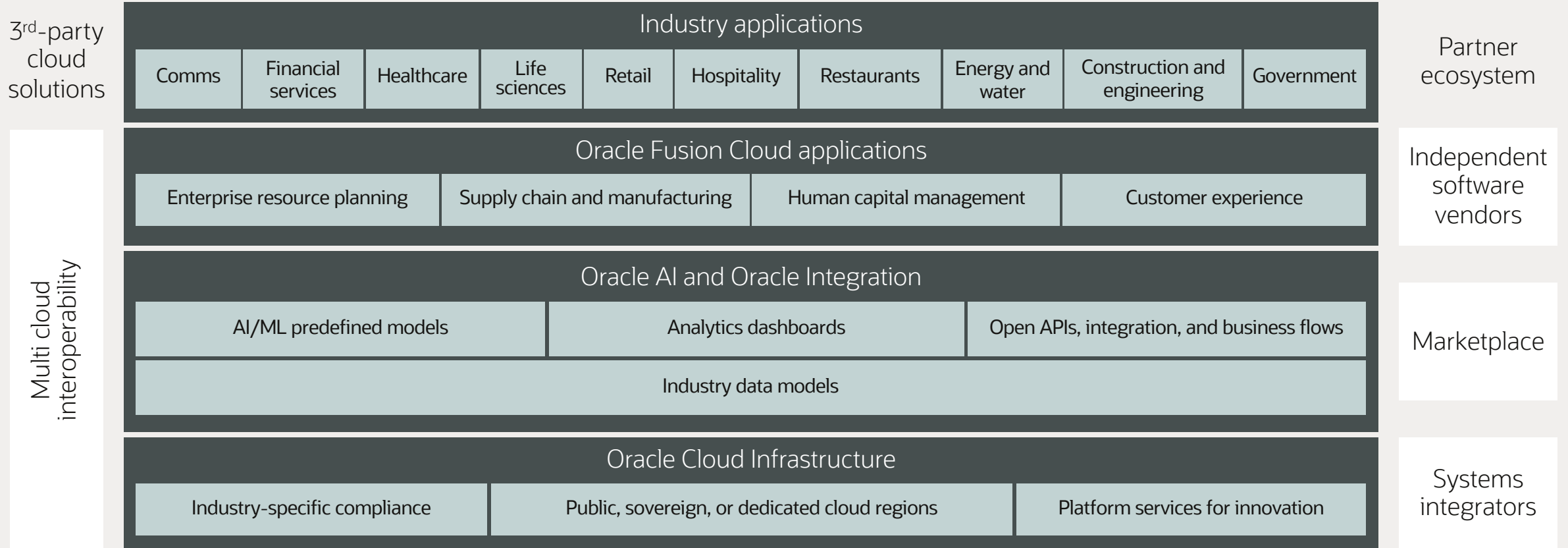
What kind of analytics and insights do we need on day one of going live?  
Do we have a clear understanding of our chart of accounts?  
Are we able to accurately measure product and customer profitability?

## Supply chain

What are the biggest regulatory and compliance risks we often face?  
Can we adequately manage complex supplier relationships?



# Oracle solutions for every industry



# Why Oracle?

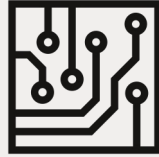


## Complete suite

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.

100s of new features each quarter.



## Best cloud technology

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

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# Extensive partner and ISV ecosystem

+20,000

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**Deloitte.**

  
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 **THOMSON REUTERS®**

  
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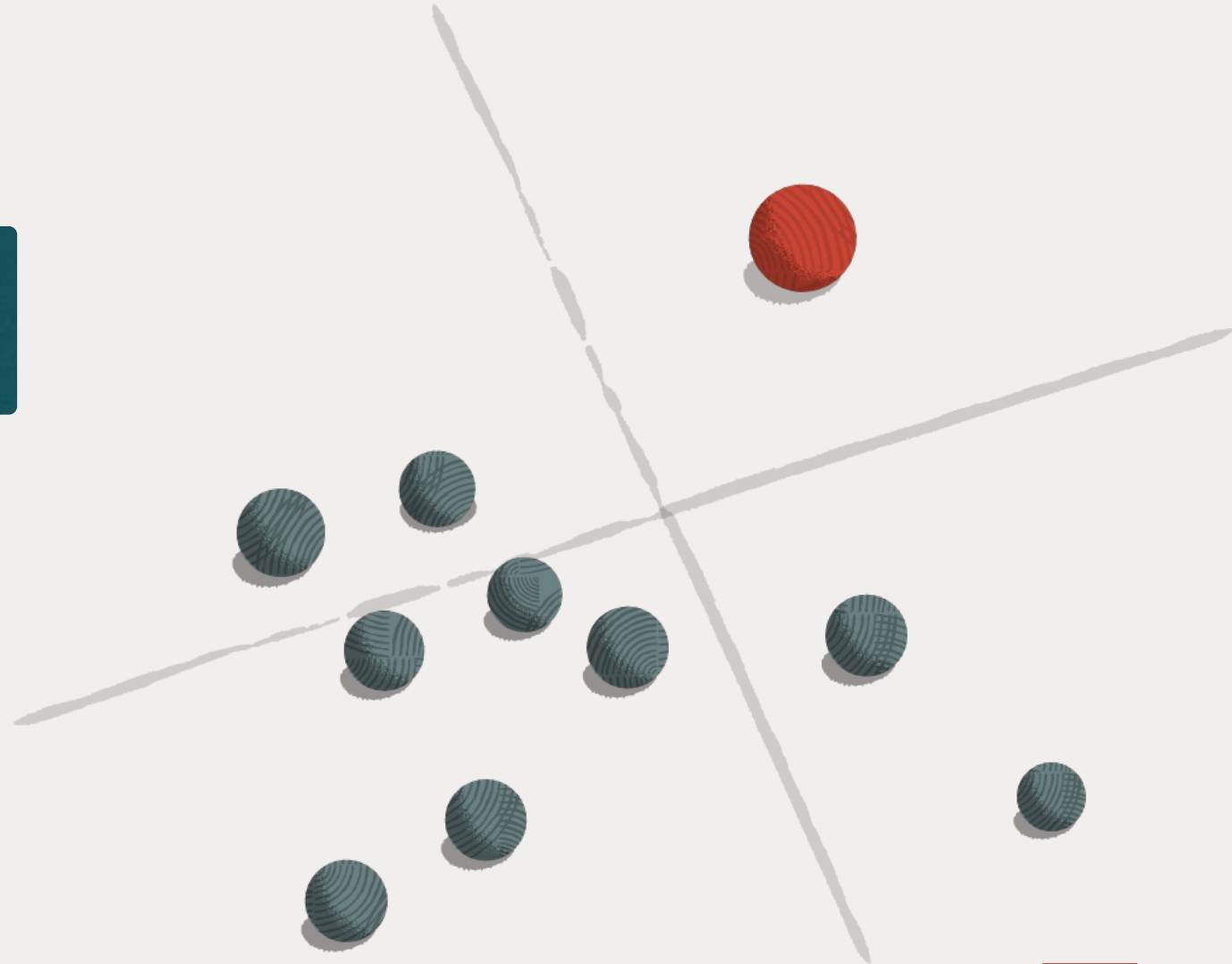
  
**NVIDIA®**

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28	10	8	22

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





# Thank you



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