



WHOLESALE DISTRIBUTION

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Wholesale distribution

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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.

# 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

# 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

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# 1: Create an agile and sustainable supply chain

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, 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

## How to get started:

- Analyze existing supplier network and supplier data
- Identify the biggest risks to your supply chain and prioritize those with biggest impact

## Oracle capabilities enabling strategic goals



## 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:

- Analyze existing supplier network and supplier data
- Use predictive analytics to improve demand forecasting
- Gather key pieces of data that show real profitability—spanning procurement, human resources, shipping, and more
- Learn about AI and how it can boost efficiency and optimization

### Oracle capabilities enabling strategic goals



## 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
- Enhance employee experience
- Use data to identify critical roles to drive business value
- Position HR as a strategic partner rather than as a transactional function
- Use generative AI to streamline and personalize tasks such as job descriptions

### How to get started:

- Eliminate sources of turnover for employees such as adopting workplace technology that will make their jobs easier
- Use data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals
- Prioritize employee retention by fostering a corporate culture that aligns with your workforce's values and work-life balance needs

### Oracle capabilities enabling strategic goals

Human capital management

AI and automation



## 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.

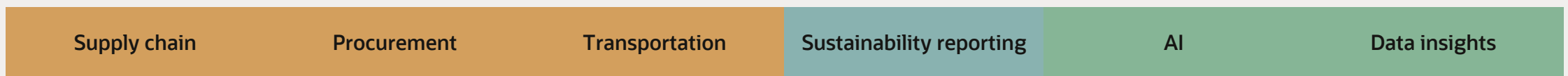
### Recommended actions:

- Strengthen sustainability efforts to meet stricter regulations
- Minimize waste and ensure compliance with import laws
- Track environmental footprint and packaging recyclability
- Foster better supplier collaboration for sustainable operations

### How to get started:

- Analyze existing gaps in your sustainability practices versus goals and regulations
- Set up sustainability measurements that matter
- Learn how generative AI can enhance reporting and other communications related to sustainability

### Oracle capabilities enabling strategic goals





## 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
- Learn about AI and automation to look for low-hanging areas of opportunity
- Invest in change management to foster new ways of working in an AI-driven world

### Oracle capabilities enabling strategic goals



## 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
- Explore how generative AI can enable hyper-personalized offers and communications for customers

### Business capabilities enabling strategic goals



# 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?

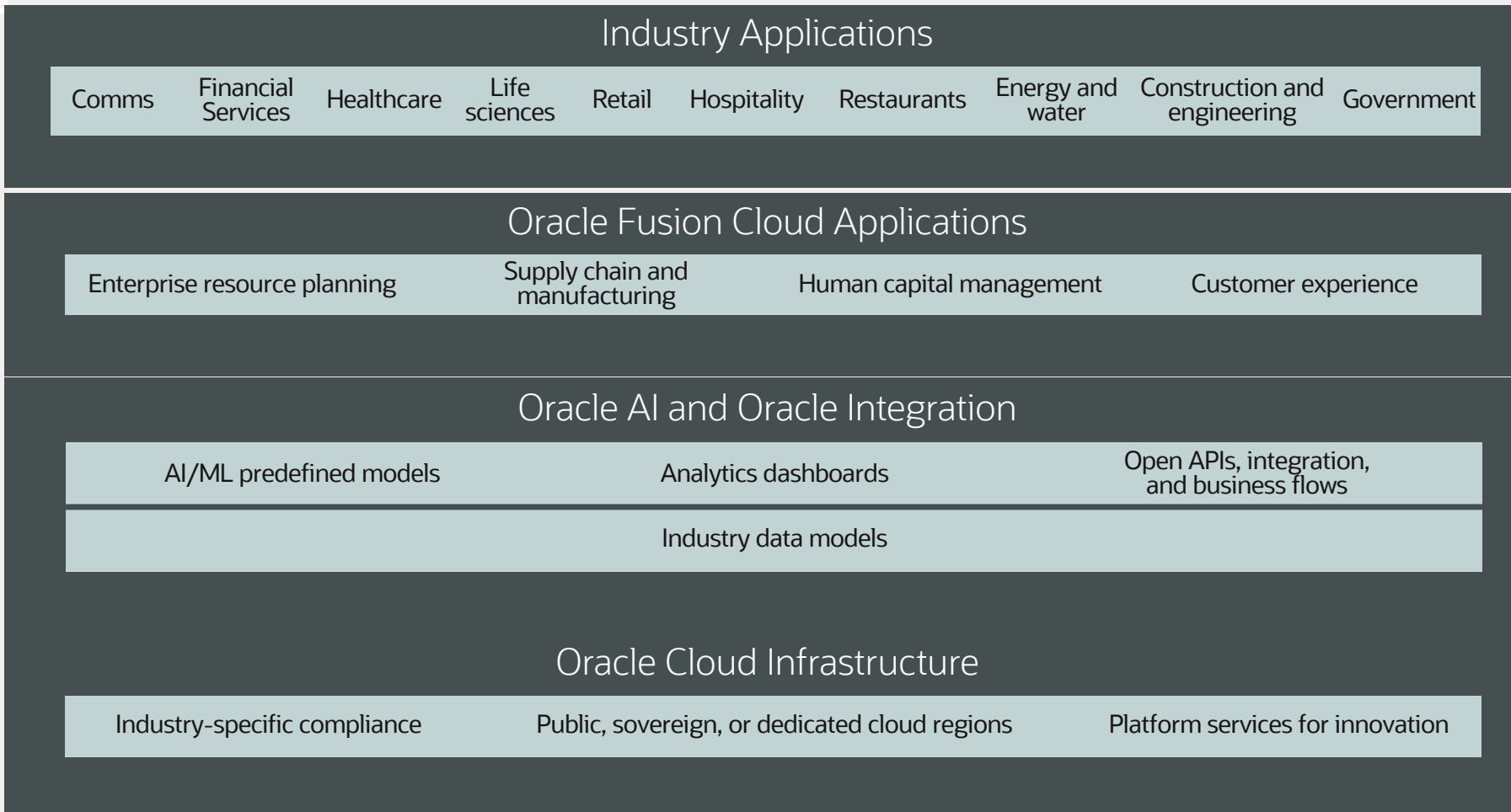
Are you slowed down by technology?

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



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vendors

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interoperability



# Why Oracle?

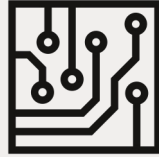


## Complete Suite

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

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Hundreds of new features each quarter.



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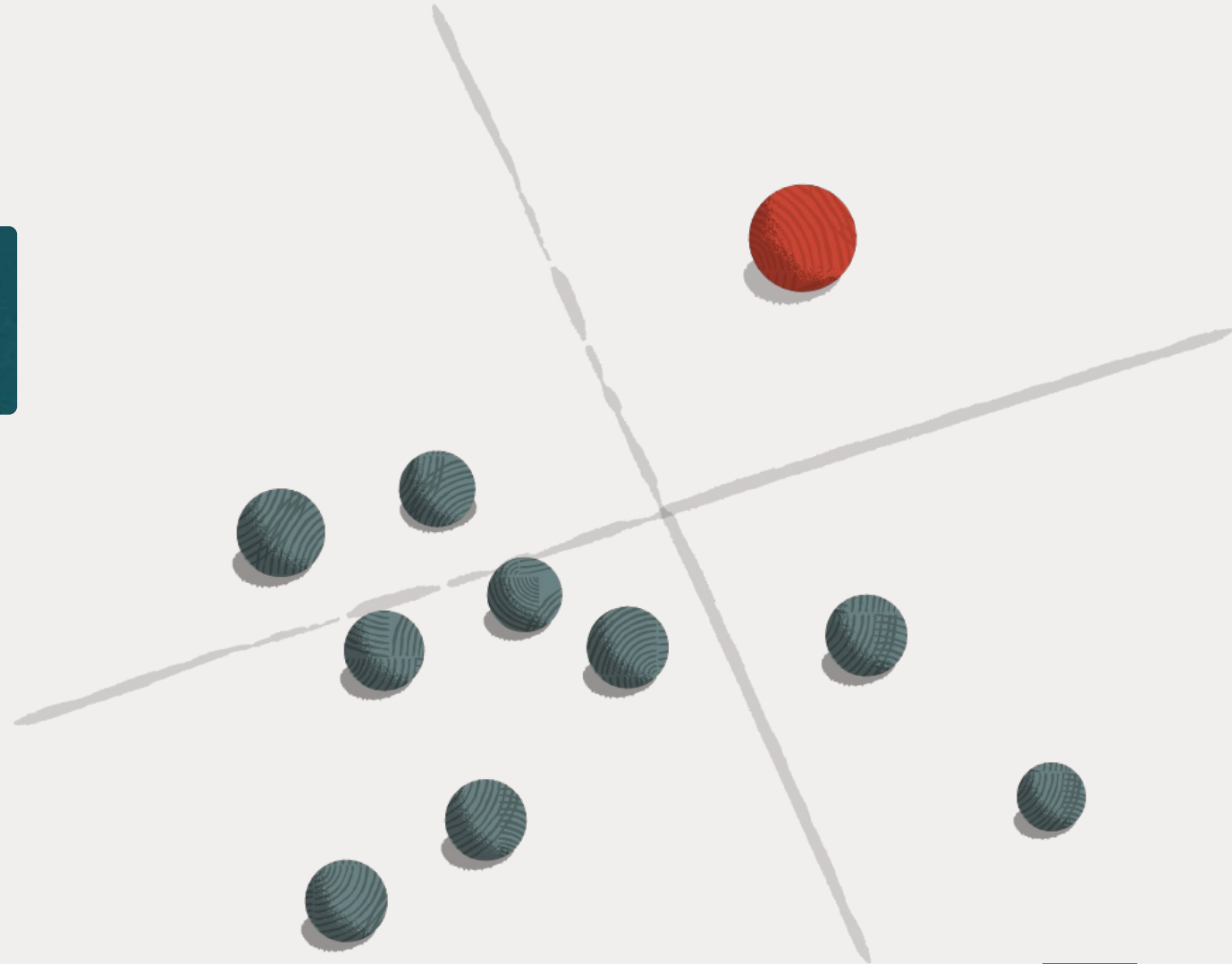
  
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