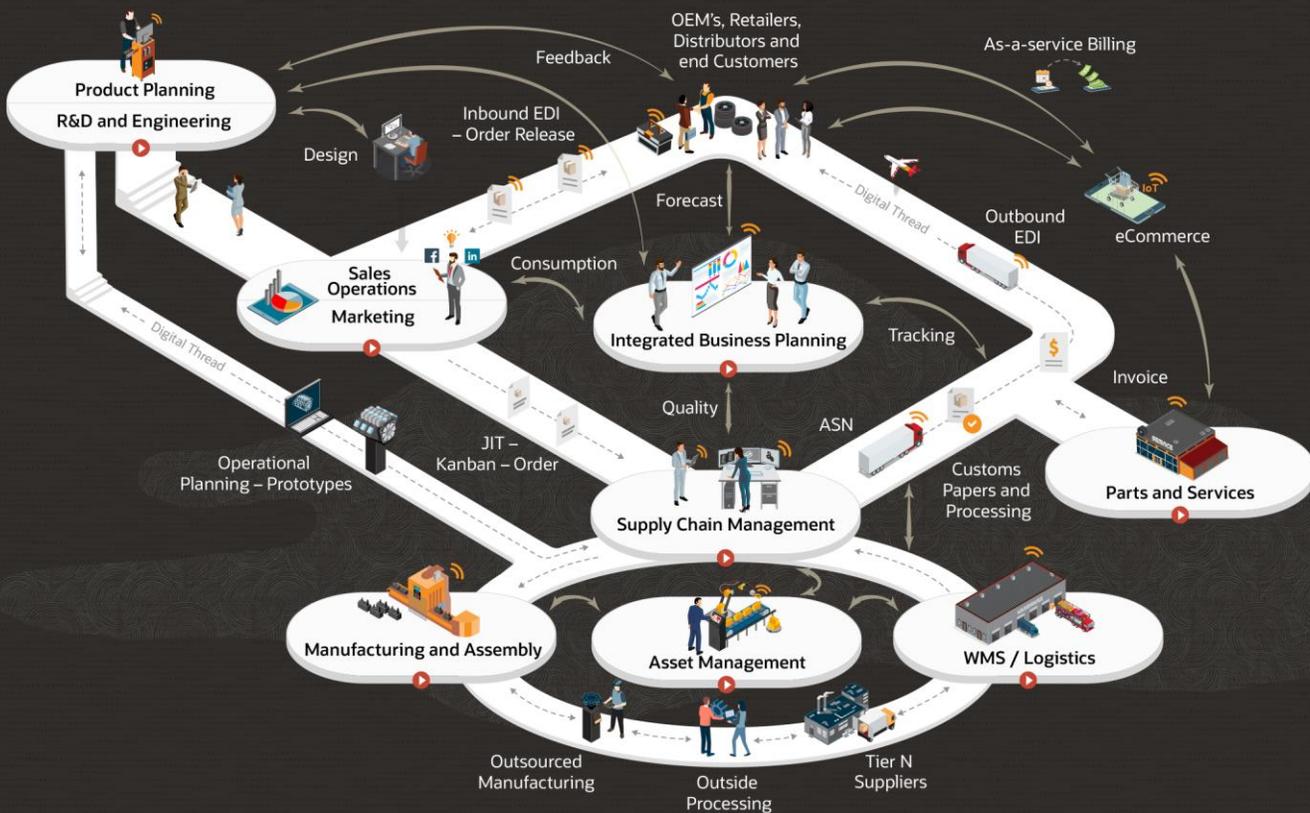


# Oracle for the Automotive Supplier Industry



From electric drivetrains to autonomous vehicles, automotive suppliers are facing unprecedented changes in today's evolving automotive industry. Never before has the automotive supplier been under as intense pressure to innovate faster, embrace new technology, and retain a competitive edge while managing rising supply chain costs.

Expectations are high as they must be able to align operations to real-time fluctuations in customer demand, including digitizing their front and back office. Suppliers are already well versed in the value of collaboration, real-time data acquisition and overall execution. However, the larger trend affecting this industry is the redesign, collaboration and process execution of autonomous vehicles. It is a struggle for suppliers to support these expectations since ideally processes need to be simplistic, transparent and easily understood.

Some of the challenges affecting the automotive supplier include:

- Tariffs and taxes are forcing a rethink of how products are made and sourced
- Advanced technologies and connected products are opening up new revenue streams, but near-term profit is questionable
- How to attract and retain skilled manufacturing talent
- Model year changeovers require faster time to market and synchronized product lifecycles
- Cost pressures are prevalent while quality remains non-negotiable
- New compliance, accounting and sustainability regulations are adding complexity.

The automotive supplier must transform their business as the original equipment manufacturers (OEM's) are rewriting the rules on how cars are manufactured. This has a profound effect on the global automotive supplier industry as they adapt their business in this evolving market.

You can count on Oracle to provide a comprehensive industry solution that enables automotive suppliers to gain a competitive advantage in this fast-changing market. With industry-leading, AI-powered business solutions, Oracle drives operational excellence from engineering and PLM to configuration management and PDM, integrated business planning, supply chain, warehouse and transportation management.

## Digital Transformation with Oracle Cloud

Automotive suppliers are embracing Oracle Cloud solutions to drive real-time operational efficiencies across the extended supply chain in the front and back office. To innovate and enhance the traditional supply chain, you can leverage Oracle's industry-leading solutions to enable the most comprehensive digital thread through the value chain by connecting OEMs, tier-n suppliers, retailers, distributors, partners,

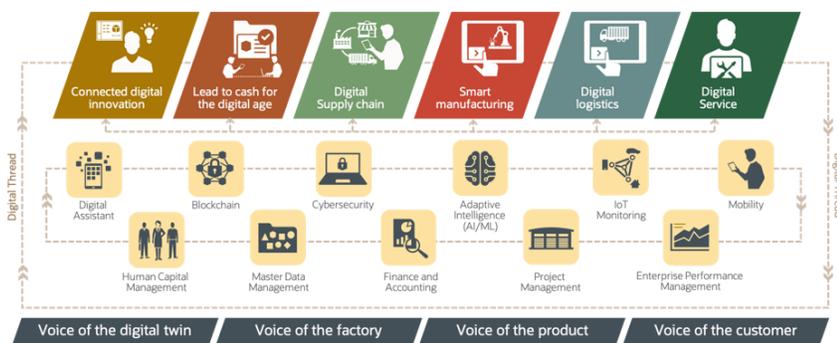
## Oracle Cloud Benefits

- Improve OEM engagement
- Align the supply chain
- Accelerate innovation
- Proactive risk management
- Drive operational and productivity efficiencies
- Recruit and retain key talent
- Enable strategic, data-driven decisions

and customers. The digital thread provides a single, seamless strand of data that stretches from the initial design concept to the finished part, constituting the information from design, model, production, use, and monitoring of the manufactured part. Innovating with Oracle Cloud enables you to improve visibility into your business and drive efficiencies while leveraging advance technologies such as blockchain, artificial intelligence, and machine learning. By incorporating the digital thread with digital twin, voice of the factory, voice of the product and the voice of the customer, Oracle helps with new product development and new process innovation by modernizing and streamlining business processes. For more information on these solutions, please visit [Oracle Automotive Industry Solutions](#).

## Enabling the Digitally Connected Enterprise

*Leveraging technology to improve enterprise visibility, speed, and agility*



## Engineering and PLM

Automotive suppliers need to quickly improve their product development functions and integrate them across the end-to-end supply chain. Oracle's [Product Lifecycle Management \(PLM\)](#) provides this capability by enabling a digital thread to coordinate information, processes and people associated with the lifecycle of a product. Oracle PLM cloud provides this digital thread across the entire product lifecycle and value chain for accelerated time to market, cost reduction, and improved quality. The solution is designed to connect your entire organization by establishing a single source of truth for product information and processes. By accessing data in real time from anywhere at any time, Oracle PLM provides a tight linking of business processes, aligns product development and NPI, and eliminates the complexity of gathering information across supply networks. Oracle PLM cloud leverages internet of things (IoT), digital twins, artificial intelligence, and quality assessment to close the information gaps between your product and your customer.

## Configuration and Product Management

Automotive suppliers need to effectively manage product data to ensure it drives product marketing and commercialization but also the back-end operational data that is required for order fulfillment, supply

“Oracle is helping us make it easy for customers to do business with us and for us to understand them and identify legitimate prospects. We passed our telemarketing team’s qualified leads goal by 76% and increased revenue through tighter internal rep-partner collaboration.”

**- Bill Blausey**

Senior Vice President and CIO  
Eaton

chain execution and product reporting. With a central data repository and a real-time 360-degree view of product data in Oracle [Product Master Data Management](#), you can accelerate new product introductions, improve product data quality, and reduce data management and reporting costs.

## Integrated Business Planning and Execution

Oracle's [Integrated Business Planning and Execution \(IBPX\)](#) provides end-to-end planning capabilities for you to achieve your short-, medium-, and long-term performance goals. IBPX combines best in class [Enterprise Performance Management \(EPM\)](#) and [Supply Chain Planning \(SCP\)](#) with IoT, AI and prescriptive analytics to adapt to the demanding needs of automotive suppliers. IBPX enables you to quickly move from planning to execution and allows you to adjust plans in near real time in response to unexpected events. Automotive suppliers that leverage Oracle IBPX are able to conduct a well-run, integrated business planning process that is more effective and profitable with a single holistic view of the supply chain.

## Digital Customer Experience (CX)

[Oracle Customer Experience \(CX\)](#) provides the ability to manage core digital engagements with OEM's, suppliers and customers. It offers a 360-degree digital view across marketing, sales, service, finance, supply chain, and operations so you can improve your sales, marketing and support operations to better address the needs of your business partners. With support for a variety of engagement channels (web, mobile, chatbots, social media), Oracle CX delivers consistent, modern interactions to reinforce your messaging and strengthen your brand. By breaking down organizational silos across channels and leveraging real-time customer data, you can provide a more personalized customer experience, leading to improved customer relationships and increased revenue.

## Supply Chain Management

Automotive suppliers support highly complex supply chain networks. With multiple siloed plans, it can be hard to achieve end-to-end visibility across global supply chains. Without the right technology, it can be challenging to analyze and predict customer behavior, accurately forecast demand, and optimize inventory while responding to market changes. Oracle [Supply Chain Management \(SCM\)](#) enables automotive suppliers to manage their entire supply chain operations covering all aspects of the business. Oracle SCM is designed for flexibility so it can support your unique business requirements and better connect your supply chain needs through people, processes, and technology

“Through the use of Oracle’s Global Trade Management solution, we have achieved new heights of product classification accuracy, consistency, and compliance efficiency in all Cummins locations globally.”

- Dante Monroy,

Director Global Trade  
Operations Cummins Inc.

## Warehousing and Transportation

Automotive suppliers have some of the most globally dispersed design, operations, and sales channels in any industry. They must deal with fluctuating demand, constant inventory adjustments, and the influx of inbound and outbound freight. With the use of Oracle's industry-leading [Warehouse Management \(WMS\)](#) and [Transportation Management \(TMS\)](#) solutions, you can combine the speed and savings of the cloud with best-of-breed warehouse management, fulfillment and logistic capabilities. These Oracle solutions enable you to support complex fulfillment operations, streamline your warehouse needs, improve inventory and shipment accuracy, and gain total inventory visibility.

## Innovate with Oracle Cloud

Oracle has the industry's most complete and integrated cloud suite, enabling automotive suppliers to accelerate innovation, streamline operations, and improve visibility across the business. With transformational technologies, modern best practices, and data-driven intelligence built into every application, Oracle Cloud is designed for you to be future-ready for the digital age. Modernize your business with Oracle solutions for enterprise resource planning, enterprise performance management, supply chain management, human capital management, and other critical business needs.

[Oracle Named a Leader Again in Gartner Magic Quadrant for Digital Commerce](#)

[Oracle ERP Cloud Recognized as the Only Leader in Gartner Magic Quadrant Report](#)

[Oracle Recognized as a Leader in Gartner Magic Quadrant for Cloud Financial Planning and Analysis Solutions](#)

[Oracle Recognized as a Leader in the Magic Quadrant for Supply Chain Planning System of Record](#)

[Oracle Recognized as a Leader in Gartner Magic Quadrant for Warehouse Management Systems](#)

[Oracle Named a Leader in Gartner Magic Quadrant for Transportation Management Systems](#)

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