

AUTOMOTIVE

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Automotive

The automotive industry is in the midst of a tech-driven revolution. Sales of electric vehicles are surging, fueled by the push for environmental sustainability, while AI is steering autonomous driving forward. 5G connectivity is transforming in-car experiences, enabling smart vehicle communication. Meanwhile, mobility-as-a-service is disrupting the traditional car ownership model. These shifts present ripe opportunities for tech companies to innovate in software, data analytics, and integrated mobility solutions.

Key imperatives for automotive

- 1 Build supply chains that monitor and quickly respond to demand signals.
- 2 Integrate planning and execution across business and operations.
- 3 Use data insights from connected supply chain, finance, sales processes.



Forces shaping automotive industry

INDUSTRY CHALLENGES

Innovation and Electrification

Ability to navigate transition from combustion engines to electric vehicles with rapid research and development to hit revenue and profit targets.

Mobility Ecosystem Opportunity

Driving growth through new ownership models and cloud-based digital services such as in-car purchasing and advertising.

Regulatory And Compliance Changes

Evolving regulatory and compliance mandates require operational and reporting changes.

Labor Shortage

Intense competition for talent amid shortages of skilled labor to support digital manufacturing.

Supply Chain Management and Sustainability

Disconnected processes and data silos limit agility to respond to fast-changing demand signals, to make process and quality improvements, to adhere to sustainability requirements and goals.

VISION OF SUCCESS

Click on a section to learn more.



1: Innovate profitably in the EV shift

The shift to electric and hybrid vehicles presents both a challenge and an opportunity for auto manufacturers. That shift demands not only new products and services, but also partnerships with government entities to navigate regulations and financial incentives. Manufacturers must also consider the expansion of charging infrastructure, including public stations and home installations, potentially forging new collaborations with utility companies.

Recommended actions:

- Understand customer demand to find the right balance.
- Implement smarter ways of planning and manufacturing.
- Test and innovate.

How to get started:

- Understand demand and regulatory changes by region.
- Identify data sources for accurate profitability analysis.
- Determine the right KPIs to measure investments and outcomes.

Oracle capabilities enabling strategic goals



2: Capitalize on new business models

Use technology to drive and execute new business models in a connected world. Build a marketplace of partner solutions that consumers can buy on their phones and in their vehicles.

Recommended actions:

- Experiment and explore new business models such as pay-as-you-go and subscription models
- Identify key partners for the modern automotive world
- Determine pricing and billing needs for new business models
- Align marketing and sales teams to drive repeat business, cross-sell, and upsell

How to get started:

- Build an innovation network to define and expand suite of digital services
- Analyze pricing models and prices for new product offerings
- Assemble a list of key partners in areas such as in-car advertising and 5G
- Connect disparate customer data to identify high-value opportunities

Oracle capabilities enabling strategic goals



3: Keep up with safety and compliance needs

Protect systems from security threats. Keep up with changing sustainability and other regulatory requirements. Help ensure customer and worker safety and immediately respond to any issues.

Recommended actions:

- Leverage secure cloud technology for always-current compliance and threat protection.
- Implement modern employee health and safety systems.
- Track and measure adherence to changing regulations.

How to get started:

- Understand key regulatory requirements for consumers and workers.
- 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 are security risks.

Oracle capabilities enabling strategic goals



4: Transform the workforce

Transform hiring, training, and corporate culture through AI-driven human capital management.

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 a transactional function.

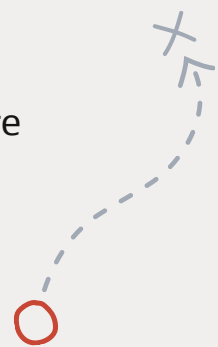
How to get started:

- Identify ways to reduce employee turnover, which may include technology to make employees' jobs easier
- Leverage data analytics for informed human capital 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

Optimized talent retention



5: Achieve supply chain and sustainability excellence

Create a more agile supply chain, efficiently track sustainability KPIs, generate stakeholder-friendly reports, help ensure audit compliance, and swiftly react to demand signals and supplier problems.

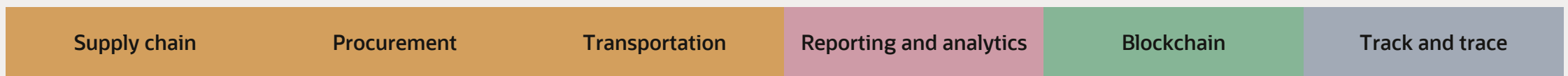
Recommended actions:

- Use AI, automation, and blockchain to create an agile and resilient supply chain with sustainability goals in mind.
- Build a supplier network with redundancy and resiliency.
- Improve accuracy of profitability analysis by collating all relevant data sources and factor profit into supply chain choices.

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



Internal questions to get going

Workforce readiness

Is our workforce taking advantage of modern technologies such as AI, automation, drones, and digital twins?

Do we have issues with an aging workforce and the need for new skills?

How strong is our track record on employee health and safety?

Business model shift

Are we keeping up with new business models in our industry, such as self-driving cars and electric vehicles?

Have we determined the optimal way to sell, service, price, and bill in the new economy?

Are we building the right partnerships, such as with 5G providers and advertisers?

Finance, planning, and profitability

Which kinds of analytics and insights do we need?

Are we able to accurately measure profitability?

Is our profitability analysis holistic and accurate?

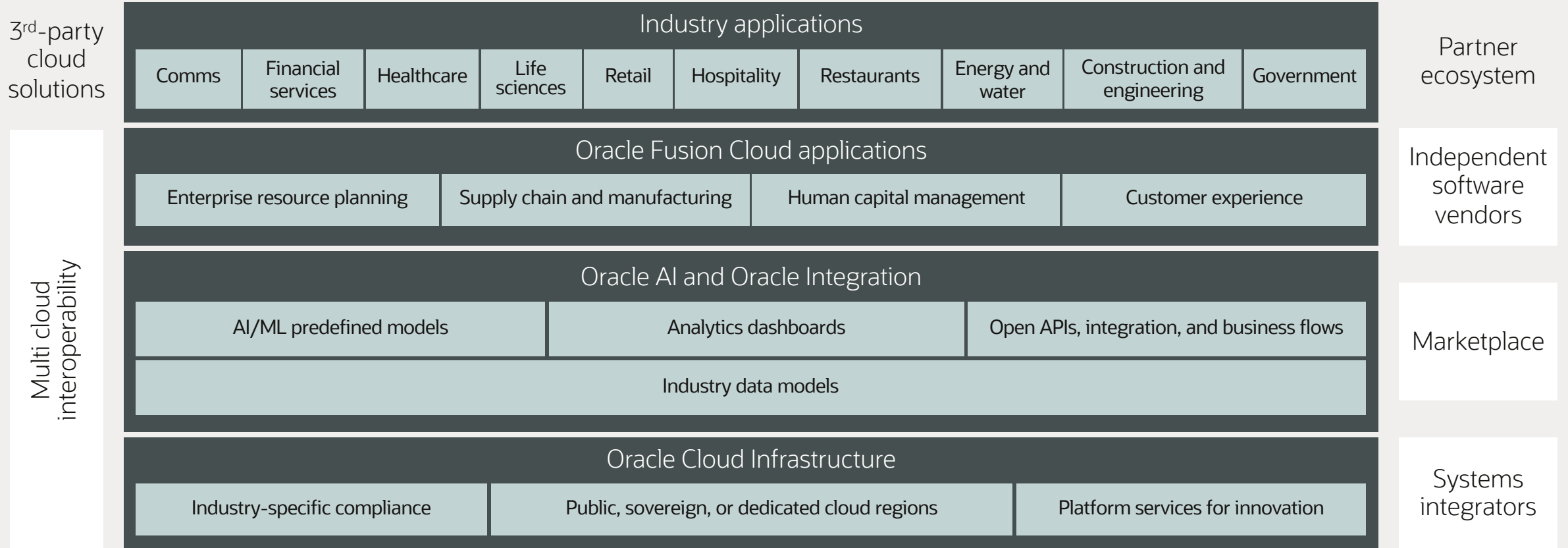
Supply chain

Can our supply chain adapt to unforeseen disruptions?

Have we started to track and measure sustainability and integrity within our supply chain?



Oracle solutions for every industry



Why Oracle?

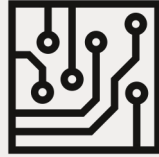


Complete suite

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

A wide range of industry-specific apps, as well as apps for finance, HR, supply chain, marketing, sales, service, and analytics. Built to work together.

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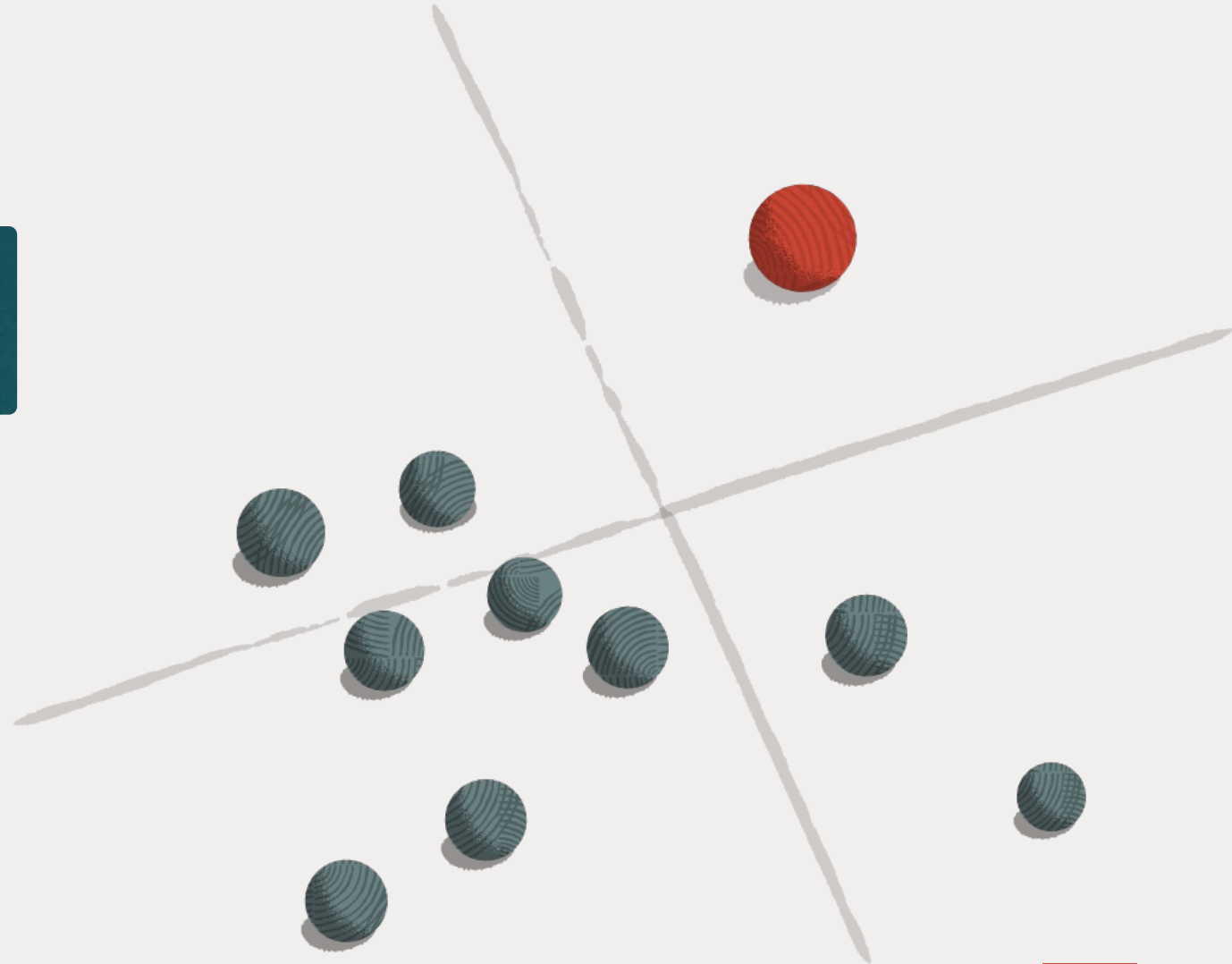

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