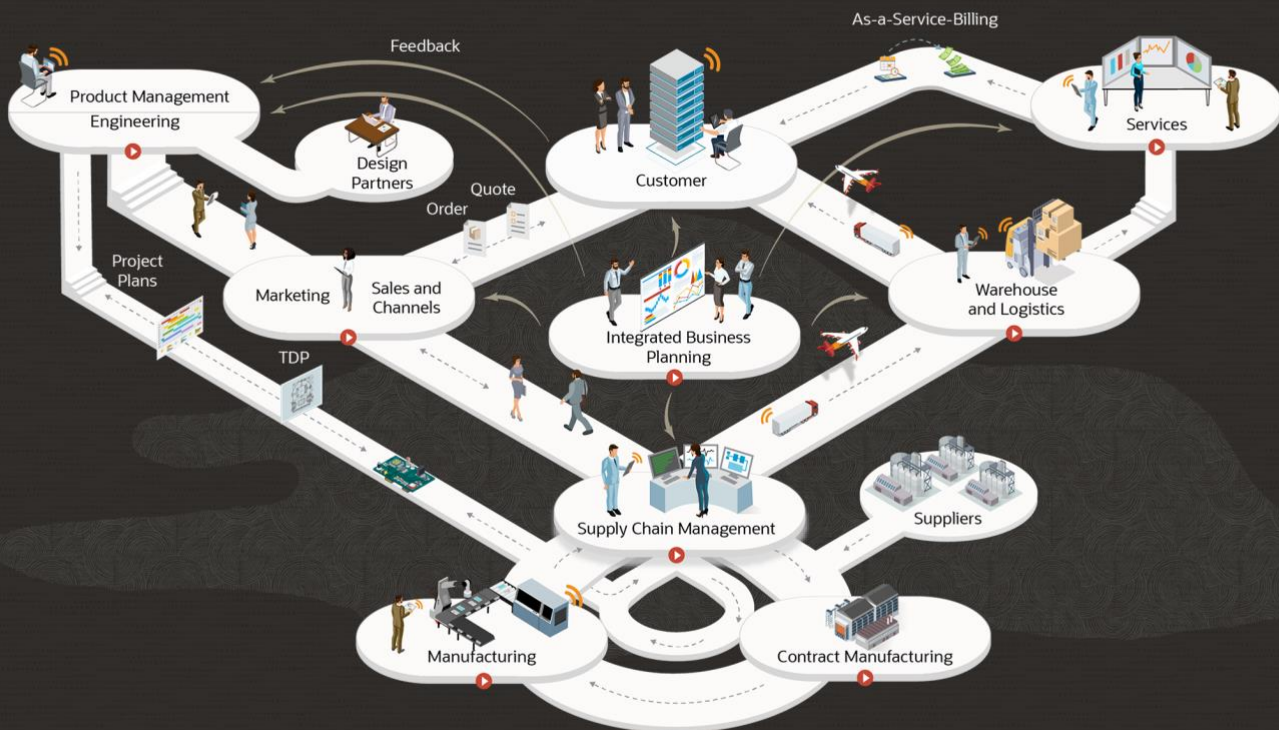


Oracle for High Technology OEM Industry



The high-tech industry is at the leading edge of an epochal transformation that is seeing a century's worth of progress crammed into every decade. Digitization is everywhere — in every process, in every product, in every machine, even in the factory itself — and it's changing the high-tech industry forever. Groundbreaking technologies including the internet of things (IoT), 3D printing, artificial intelligence, and cloud are redefining what's possible, putting businesses under pressure to increase their velocity of innovation and invest in developing new revenue models.

These disruptive digital technologies are creating opportunities for high tech companies to accelerate innovation, streamline operations, exceed customer expectations, and create new market opportunities and business models.

Oracle provides a range of industry-leading solutions to support the high-tech manufacturer in the digital age. Our solutions help drive operational excellence in all areas of product management and engineering, integrated business planning, marketing, sales and service, supply chain management and manufacturing, and warehousing and logistics. The solutions utilize a modern cloud platform that combines SaaS applications with IoT, social collaboration, analytics, and mobile services to enable accelerated innovation and streamlined operations.

Key Business Benefits

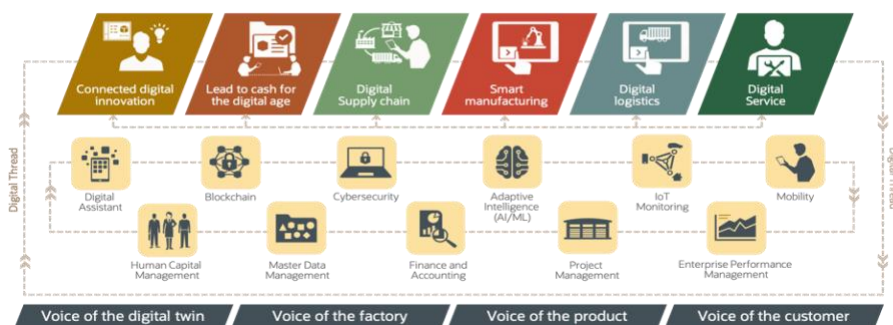
- Improve internal and external collaboration
- Accelerated innovation
- Improved customer engagement
- Streamlined operations
- Enable new market opportunities
- Quickly adapt to evolving business models

Digital Transformation with Oracle Cloud

High tech manufacturers are digitizing and accelerating business transformation. Businesses with the agility to embrace game-changing technologies such as artificial intelligence, IoT, and blockchain can capitalize on these opportunities for a distinct market advantage. Oracle's comprehensive cloud solutions with the industry's largest cloud footprint, enables you to have a digital thread across your operational and management information systems that maximizes the benefit of these advanced technologies. With blockchain, artificial intelligence, and machine learning built into your supply chain systems, you will have enhanced visibility and insights into you value chain, while the cloud-based architecture makes sure that your company is on the leading edge.

Enabling the Digitally Connected Enterprise

Leveraging technology to improve enterprise visibility, speed, and agility



Product Management and Engineering

Digitization and new disruptive technologies are shrinking product lifecycles and pushing the industry toward service-based business models. To stay ahead of the competition, leading companies need to digitally transform their innovation and product development processes. Oracle's [Connected Digital Innovations](#) industry solution is a cloud platform that enables you to digitally thread the complete lifecycle of your products—from initial idea through release, in-field use, and service. Comprised of an integrated suite of Oracle Cloud products that can be customized to meet specific needs, the Connected Digital Innovations solution provides a closed-loop innovation cycle that integrates quality data, user feedback, IoT-enabled product usage analysis, and collaboration.

Integrated Business Planning and Execution

High tech OEMs are facing increased competition, commoditization, and globalization. To survive, you need to ensure excellence in operational and strategic management, laying a foundation for continuous innovation. Oracle's [Integrated Business Planning and Execution](#) industry solution connects planning and execution with enterprise performance management to help you align finance, sales, and operational metrics to your strategic objectives. High tech companies that operate a well-run, monthly integrated business planning process are more efficient, more effective, and more profitable than those that don't.

Marketing, Sales and Service

Market forces are driving high tech companies to find new and creative ways to engage customers earlier in the sales cycle. At the same time, disruptive technologies are pushing them to shift from transactional- to service-based business models. As such, OEMs must continue to delight customers with a frictionless service experience across multiple channels. [Oracle Deliver Anything-as-a-Service](#) solution allows you to deliver an omnichannel customer experience while providing flexibility for new revenue models. [Oracle's CX Cloud](#) family of products helps you nurture customers and prospects through the lead-to-cash process across all your channels while using insights to predict new sales, services, and engagements. Monetization models available in [Oracle Subscription Management Cloud](#) enable new digital offerings, from basic recurring revenue to sophisticated usage-based services, to be deployed quickly to generate more predictable revenue streams.

“The greatest benefit of the cloud PLM implementation is it reduced our end-to-end EAD time from three-to-four weeks into three-to-five business days.”

- Dayakar Duvvuru

Director of IT Business Applications, Symantec

“We deployed Oracle SCM and ERP. Moving to the cloud will not only give us the agility, it will also help us decrease our cost model.”

- Chris Neff,

Senior Director, IT, NCR

Supply Chain Management and Manufacturing

High tech OEMs have highly complex supply chain networks. Streamlining, collaborating, and synchronizing supply chain and manufacturing processes—whether in-house or outsourced—is a high priority. [Oracle's Supply Chain and Manufacturing Cloud](#) solutions enable you to manage your supply chains with the scale, security, innovation, and agility that modern markets require. While [Oracle's Smart Manufacturing](#) industry solutions leverage IoT to help you better predict and resolve maintenance requirements, correlate quality issues to machine and environmental factors, reduce downtime, and improve quality.

Warehousing and Logistics

High tech OEMs have some of the most globally dispersed design, operations, and sales channels. [Oracle's Warehouse Management Cloud](#) combines the speed and savings of the cloud with best-of-breed warehouse management and fulfillment capabilities. With it, you can support complex fulfillment operations, improve inventory and shipment accuracy, and gain total inventory visibility—from the distribution center to the store shelf.

Innovate with Oracle Cloud

Oracle has the industry's most complete and integrated cloud suite, enabling high tech OEMs of all sizes to accelerate innovation, streamline operations, automate finance & HR, improve customer engagement, and create new market opportunities and business models. With built-in data-driven intelligence and leveraging advanced technologies such as machine learning, Oracle's industry-leading cloud applications are designed for you to be future-ready for the digital age. Leapfrog your competition and modernize your business with Oracle Cloud solutions for enterprise resource planning, enterprise performance management, supply chain management, human capital management, and customer experience.

[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](#)

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

[Oracle Named a Leader in Gartner Magic Quadrant for Manufacturing Execution Systems](#)

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