# Manufacturers and High-Tech Companies Need to Transform to Digital

**ORACLE**

**Solution Overview: Oracle CX for Manufacturing and High Technology**
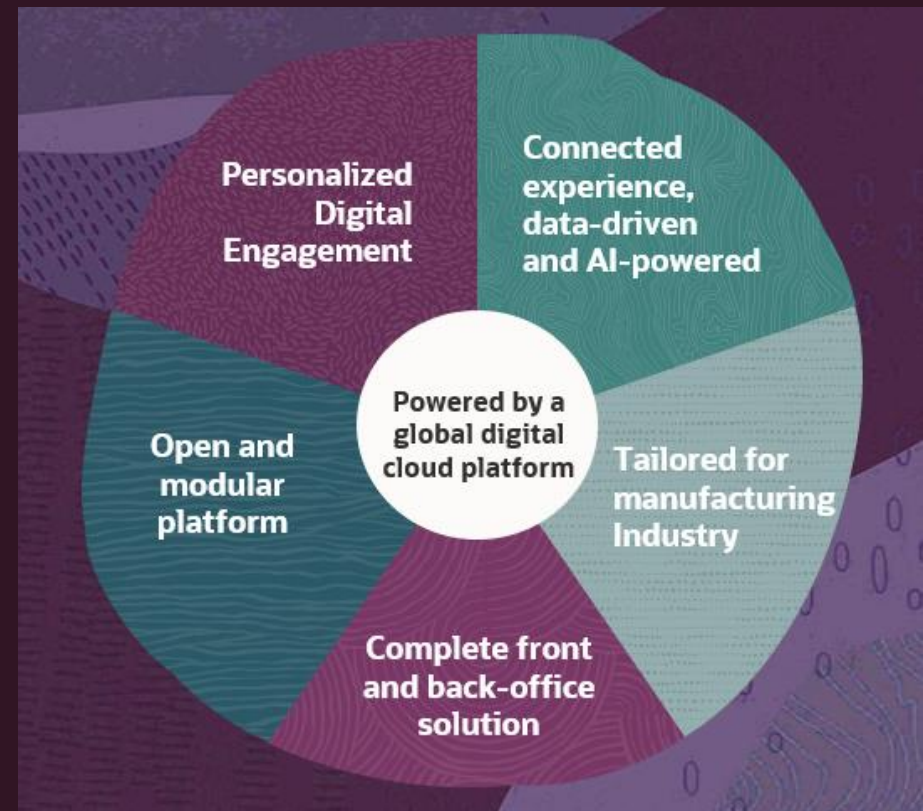
---

**The world has changed, and companies need to implement advanced digital capabilities to win.**

Connecting and unlocking the value of data in real time to fully understand the customer is the foundation for success in the experience economy. Digital innovation allows manufacturers to reconcile customer and asset data, to anticipate customer needs in the moment, drive efficiency, and increase value. Connected intelligence enables companies to surface relevant, contextual customer data and content to create the proper blend of sales and service that gives them the competitive advantage. Manufacturing and tech executives who want to succeed must focus on digital implementation and a frictionless customer experience in the current landscape.
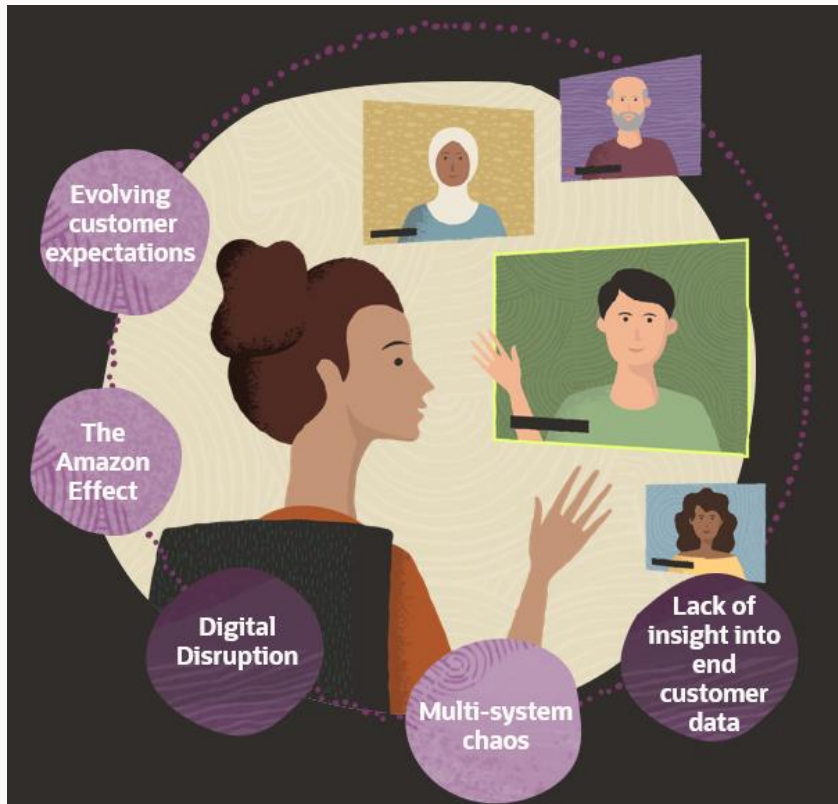
## Solution Overview

Oracle has decades of leadership in meeting the manufacturing and high tech industries' most stringent requirements at scale, activating the core requirements of the industry to be forward thinking and innovative for the transition to digital. All of this is deployed on Oracle Cloud Infrastructure with next-gen data centers and a global reach- this means a single platform for global, multi-country requirements. Oracle provides a multinational hierarchy to map out global organizations in terms of the processes and complexity that results.

Oracle's data-driven unified platform helps manufacturers have a complete 360- degree customer view and the data connected to asset sales resulting in the ability to increase customer digital interactions with a frictionless experience enabling cross and up sell opportunities. This results in an enhanced renewal rate, greater rate of transitioning customers to subscription models, and driving new revenue as a service. With the connected front and back office as well as the extended supply chain, Oracle's industry-tailored solution gives companies the competitive advantage needed to fully transition to digital and win wallet share.



Personalized Digital Engagement

Connected experience, data-driven and AI-powered

Powered by a global digital cloud platform

Open and modular platform

Tailored for manufacturing Industry

Complete front and back-office solution

# Manufacturing and High Tech Companies Compete on CX in the Digital Age



**Evolving customer expectations**

**The Amazon Effect**

**Digital Disruption**

**Multi-system chaos**

**Lack of insight into end customer data**

## Challenges

Companies lack a unified experience needed in order to create a proper 360 customer profile and link to the sale of assets, so they don't fully understand the customer.

Companies have grown rapidly and expanded through acquisitions with multiple brands and as a result they have multi-system chaos- fragmented processes, multiple systems to track, and legacy systems which decrease productivity.

Companies are faced with demands for new business models and figuring out how to make the transition and leverage their investments like IoT and managed services.

## Solution Highlights: *CX Manufacturing Platform Capabilities*

### Digital Sales and Marketing

**Customer centric** digital engagement

**Digital Omni-channel** marketing, promotions and recommendations

**Net new and Install base** sales and marketing execution

**Sales Planning, Optimization and Execution**

**Channel partner** revenue and compensation management

**Deal Negotiation,** configurations, quote and contract

### Enterprise Services Management

**Digital Omni-channel** service and engagement

**Manufacturing Industry** user experience, processes and data model

**Contract, warranty, subscription and renewal** management

**Field service** and partner resource optimization

Service inventory, returns, depot and **logistics management**

**Order management**, fulfillment, billing and payment

*Connect with us!*