Oracle
Playbook

INDUSTRIAL MANUFACTURING

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

Industrial manufacturing

Industrial manufacturers are the backbone of the global economy, supplying essential materials, components, and equipment that power industries worldwide. They drive innovation, employ millions, and fuel economic growth. However, rising costs, geopolitical instability, and supply chain disruptions pose ongoing challenges, demanding resilience and strategic adaptation to stay competitive.

Key imperatives for industrial manufacturing

1 Digitize the business

2 Build agile, resilient supply chains

3 Accelerate innovation and enhance quality with smart manufacturing

4 Upskill, reskill, hire, and redefine the employee experience

5 Adopt service-based business models and software-driven products

6 Sustain green manufacturing

7 Prepare for mergers, acquisitions, and growth

Forces shaping the industrial manufacturing sector

INDUSTRY CHALLENGES

Supply chain risks
Difficulty in recovering from shortages and supply chain disruptions due to geopolitical, economic, and environmental forces, while continuing to drive 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 margins.

Workforce retention and recruitment
Competition for talent, labor shortages, an aging workforce, and a lack of modern technology to shrink the knowledge gap.

Embedding sustainability
Difficulty developing plans and measuring success on environmental, social, and governance initiatives. New regulations and increasing demand for transparency.

Accelerating innovation and reducing IT complexity
Complex legacy infrastructures, large data volumes, and data silos create friction and inefficiency, making it difficult to innovate.

Adopting service-based business models
Difficulty pursuing growth opportunities and addressing customer needs as they transition from buying products to buying outcomes. Responsibility of owning and servicing assets is shifting from customer to manufacturer.

VISION OF SUCCESS

Click on a section to learn more.

1. Improve supply chain efficiency

2. Meet and exceed performance targets

3. Transform the workforce

4. Achieve sustainability excellence

5. Run a modern business on the cloud

6. Capitalize on new business models

7. Starting your journey

1: Improve supply chain efficiency

Gain visibility into supply and demand networks, create redundancy and alternatives for agile response, and reduce supply chain risk.

Recommended actions:

- Use AI, automation, and blockchain to improve the agility and efficiency of your supply chain.

- Build a supplier network with redundancy and resiliency.

- Create a more agile approach to sourcing so that you can more quickly adjust to issues.

- Use agentic AI to optimize routes.

How to get started:

- Use AI for answering general questions about procurement policies to help users make informed decisions.

- Use AI to help make better decisions about which suppliers to use.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Warehousing	Sustainability	Agentic AI	Blockchain

2: Meet and exceed performance targets

Achieve your targets in a volatile world. Focus on efficient execution, scenario planning, and advanced analytics that show where you are making and losing money.
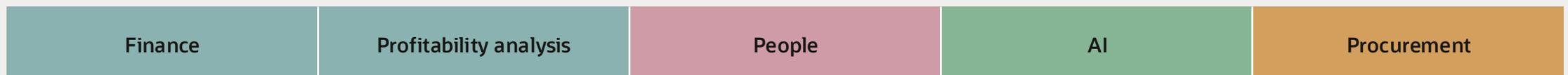
Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Get granular about profit margins and business results, such as by plant or region.
- 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:

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide "what if" simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.
- Get key pieces of data together that show real profitability—spanning procurement, human resources, travel, manufacturing, materials, and more.

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	People	AI	Procurement

3: Transform the workforce

Transform your workforce for modern needs.

Recommended actions:

- Enhance the employee experience, including in key areas such as health and safety.
- Position HR as a strategic partner rather than as a transactional function.
- 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.

How to get started:

- Use skills data to align resources to best roles.
- Use AI to answer HR questions faster and more consistently.
- Assess where next-generation technology can improve health and safety, such as AR/VR training or AR/VR manuals during task completion.
- Use data and AI to perform accident root cause analysis.
- Use agentic AI to automate routine HR tasks.

Oracle capabilities enabling strategic goals

Human capital management	Workforce health and safety

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:

- Create a complete picture of sustainability, from supply chain to manufacturing to employee travel and more.

- Stay ahead of emerging sustainability reporting requirements that align with regulations and also match your brand promise.

- Redesign packaging and production for improved environmental impact.

How to get started:

- Use AI to receive guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.

- Use generative AI to summarize sustainability efforts for stakeholder reporting.

- Measure customer sentiment to assess how important sustainability is to your customers.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Manufacturing	Analytics	Blockchain	Sustainability

5: Run a modern business on the cloud

Run a modern business using integrated systems that link operations, workforce management, supply chains, and more.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Link sales and marketing to operational realities.
- Use predictive maintenance to improve service and maximize asset availability.
- Use data and AI to optimize production and plant output.

How to get started:

- Analyze existing silos that are hindering a connected business.
- Learn about AI and how it can boost efficiency and optimization.
- Create a cloud modernization strategy.

Oracle capabilities enabling strategic goals

Finance	Planning and budgeting	People	AI	Sales, service, marketing	Inventory

6: Capitalize on new business models

Create new recurring revenue streams, new product innovation, and enhanced sustainability via connected assets and software-driven products.

Recommended actions:

- Experiment and explore new business models such as pay as you go.
- Offer new bundles and change the role of ecosystem partners.
- Determine pricing and billing needs for new business models.

How to get started:

- Build an innovation network to define and expand a suite of digital services.
- Analyze pricing models and prices for new product offerings.
- Assemble a list of key partners.

Oracle capabilities enabling strategic goals

Sales, service, marketing	Product management	Marketplace	Analytics	Accounting and finance	Subscription management

Internal questions to get going

Operations

Where can we reduce waste in our operations?

Are we able to manufacture at peak effectiveness?

Where can AI benefit us to improve efficiency and quality?

What challenges do we face trying to predict and meet changing demands
in a changing competitive environment with high volatility in the supply chain?

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 AI?

Can you risk losing 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 our employees use?

How modern are the technologies that increase product and customer engagement?

Are we slowed down by our technology?

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

Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

People

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.
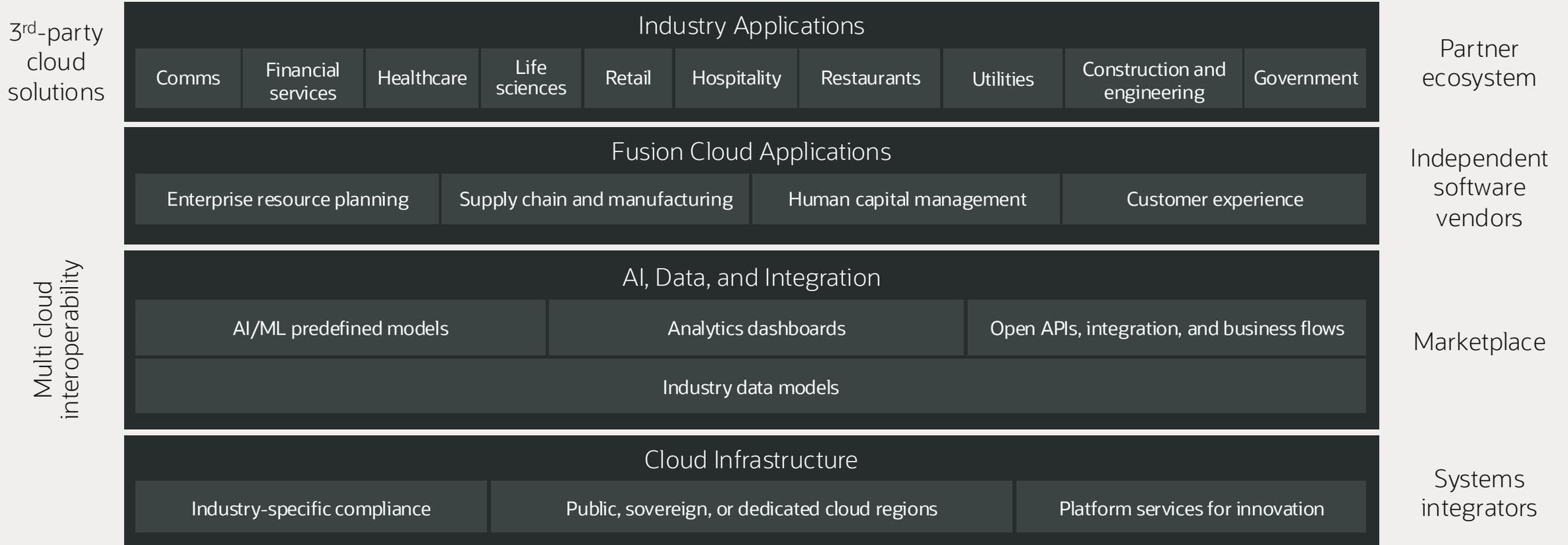
Processes

Oracle Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Systems
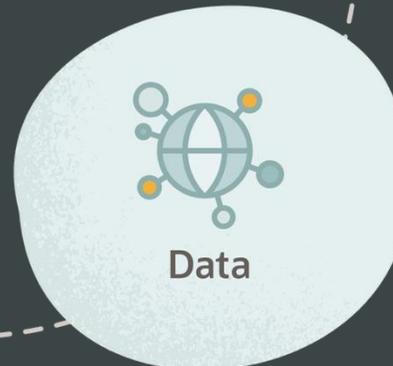
Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Data

Oracle solutions for every industry

3rd-party cloud solutions

Industry Applications									
Comms	Financial services	Healthcare	Life sciences	Retail	Hospitality	Restaurants	Utilities	Construction and engineering	Government

Partner ecosystem

Fusion Cloud Applications

Enterprise resource planning	Supply chain and manufacturing	Human capital management	Customer experience

Independent software vendors

AI, Data, and Integration

AI/ML predefined models	Analytics dashboards	Open APIs, integration, and business flows

Industry data models

Marketplace

Multi cloud interoperability

Cloud Infrastructure

Industry-specific compliance	Public, sovereign, or dedicated cloud regions	Platform services for innovation

Systems integrators

Additional ways Oracle serves Industrial Manufacturing

Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Why Oracle?

Complete Suite

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

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.
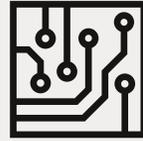
Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Committed to your success
Oracle Cloud Success Navigator

Achieve Cloud transformation objectives
Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations
Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey
AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration
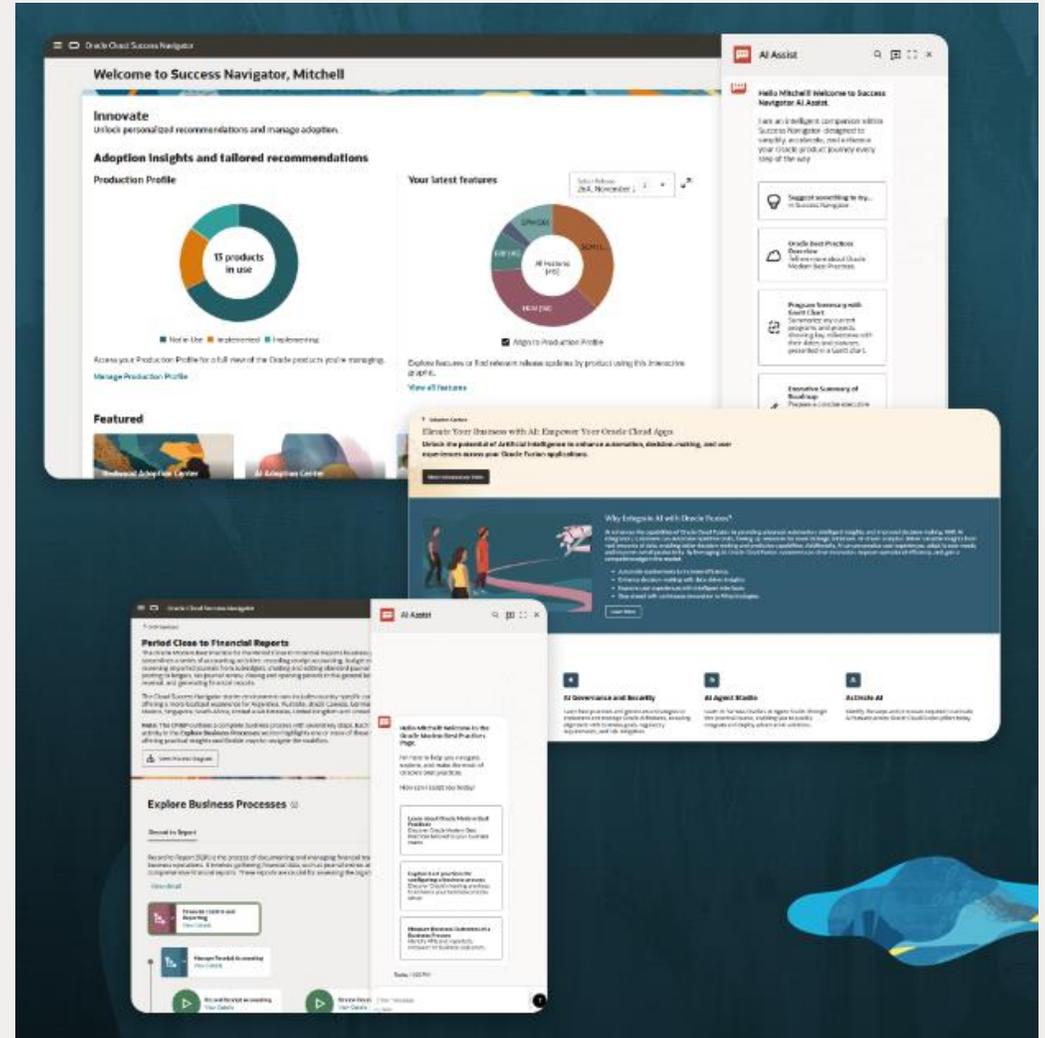
Extensive partner ecosystem

+20,000
Partners and ISVs

accenture

Deloitte.

KPMG

pwc

cohere

Palantir

Red Hat

THOMSON REUTERS®

VERTEX

aws

Google Cloud

Azure
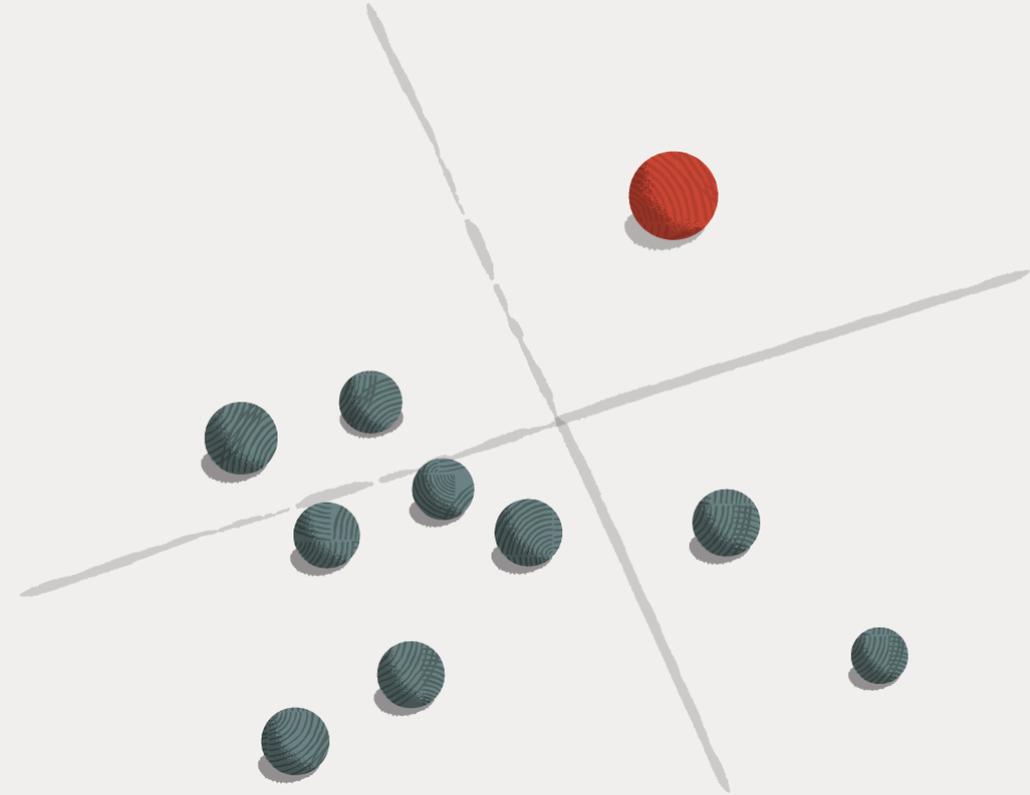
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