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Oracle PLM Cloud: Innovate, Develop, Commercialize

How to Rapidly Transform Your Product Value Chain

Domenico Morone
Innovate to Commercialize Sales Specialist
Oracle Italia

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Safe Harbor Statement

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Agenda

- 1 Behind Innovation
- 2 Challenges & Constraints
- 3 Modern PLM
- 4 Cloud Solution Benefits
- 5 Your Invitation



Drive Growth

Satisfy Customers

Optimize ROI

INNOVATION



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Innovation is Changing Everything

Innovation has become the engine of growth



**Mobile
First**



**Business
Transparency**



**Customer
Retention**



**IP
Cyber Security**



**Continuous
Development &
the Circular
Economy**



**Cloud, Tech
Advancement
& Big Data**



**Internet of
Things & Social
Products**



**Demographic &
Economic Shifts**



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Return on Innovation

Most organizations are not very successful at this...



64%



Ineffective at converting ideas into development projects

50%



of product development and commercialization resources are wasted

Only

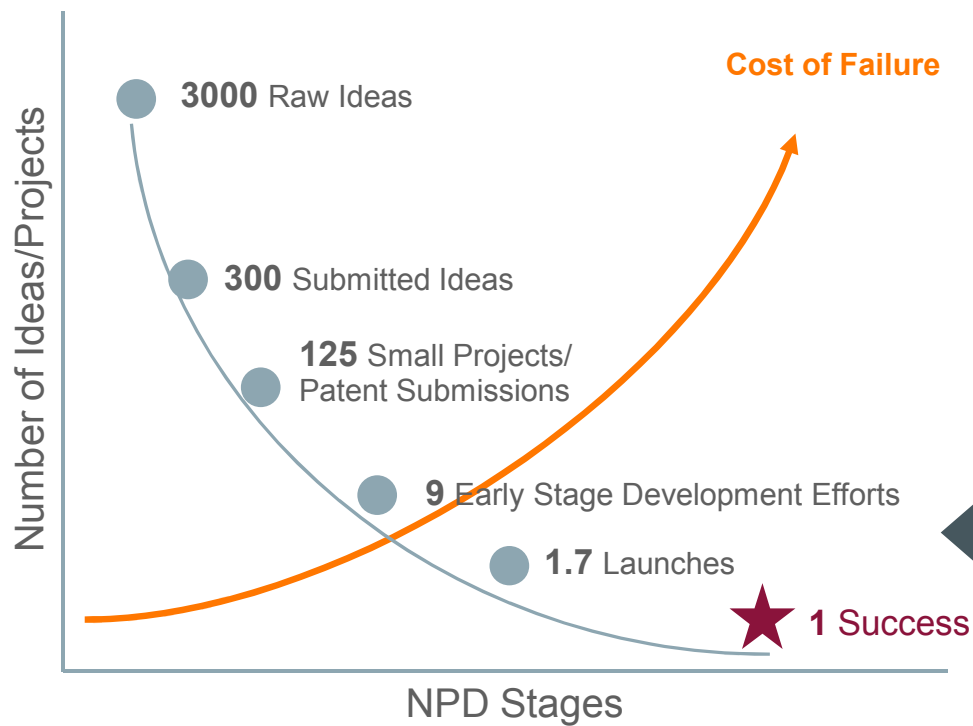
20%



Of CEOs are **happy** with their return on innovation

Sources: PwC. The Global Innovation Survey. 2013; IDC. Product Value Chain. 2012; Oracle, Kalypso. Manage Innovation as a Business. 2015

New Product Development is a very expensive process and companies need to increase its efficiency



Success curve for substantially new products, with success rates, idea to launch, stable for the past 40 years and across countries

(Research & Technology Management, May-June, 1997) (Replicated in numerous studies, PDMA 2004 and 2012)

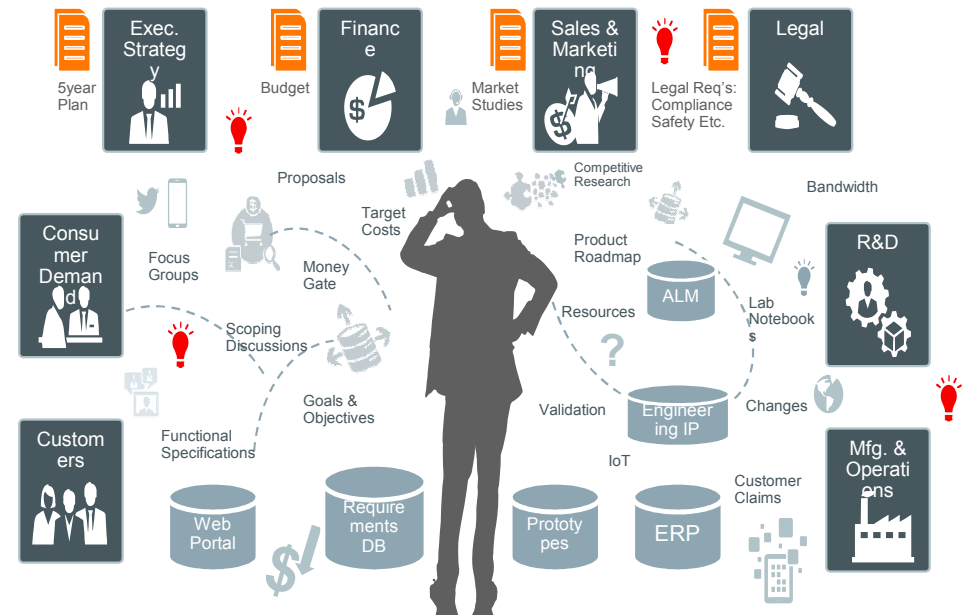
← Cycle compression increases likelihood of mistakes at each phase



Innovation involves many organizations and systems

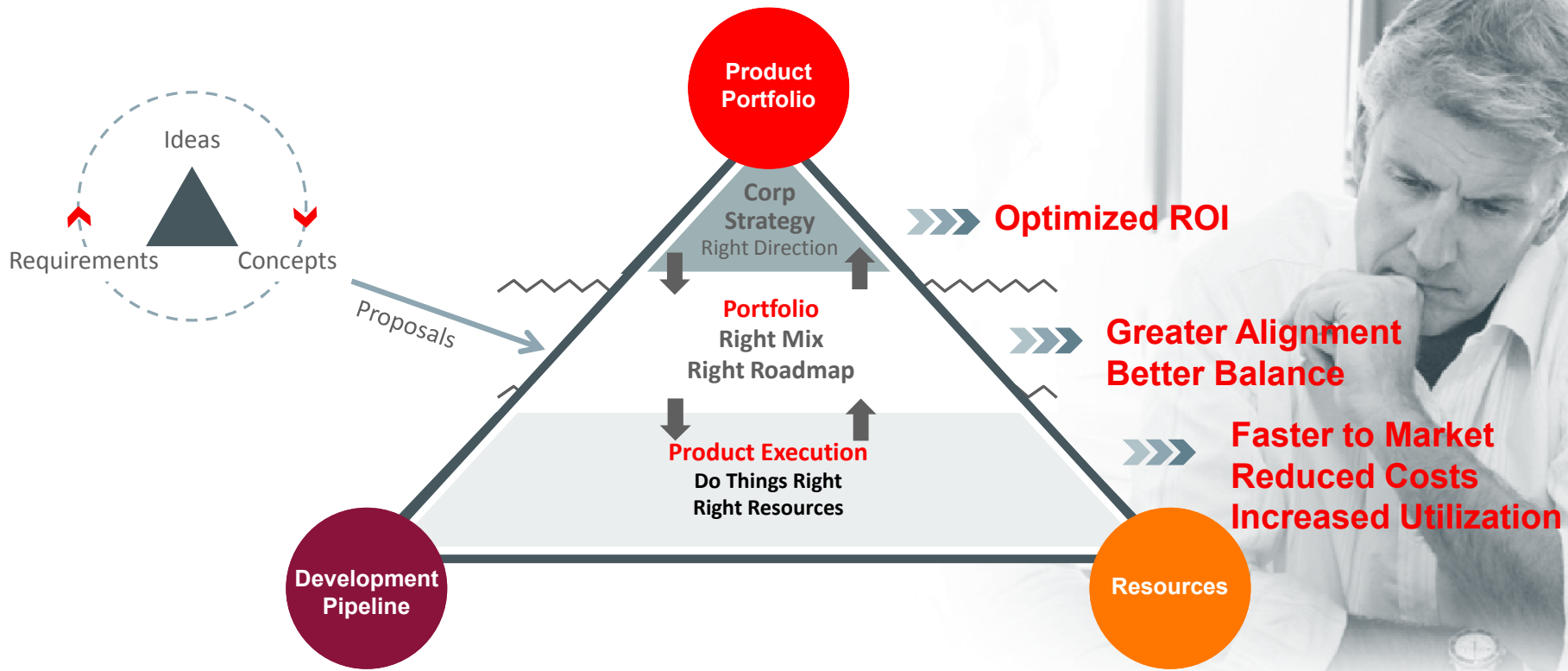
The key business drivers are:

- Voice of the customer
- Shorter product lifecycles
- Increased product complexity
- Global and outsourced design and supply chains
- Sales product SKU proliferation by geography
- Multi-channel commerce
- IoT and Industry 4.0



New Product Development processes are **disjointed and scattered** across several separate systems negatively affecting the **Return on Innovation**

To innovate, companies need to close the gap between strategy and execution





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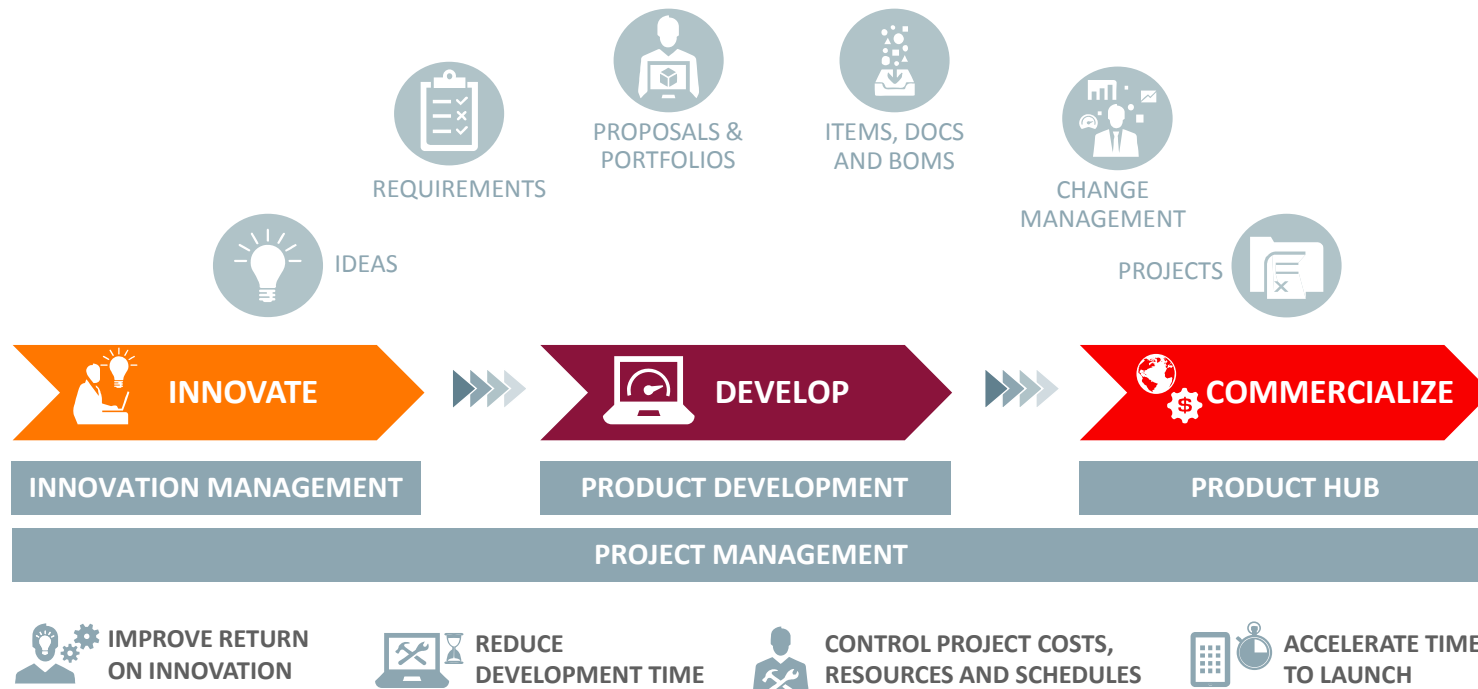
**PRODUCT LIFECYCLE
MANAGEMENT CLOUD**

ANY SIZE / ANY INDUSTRY

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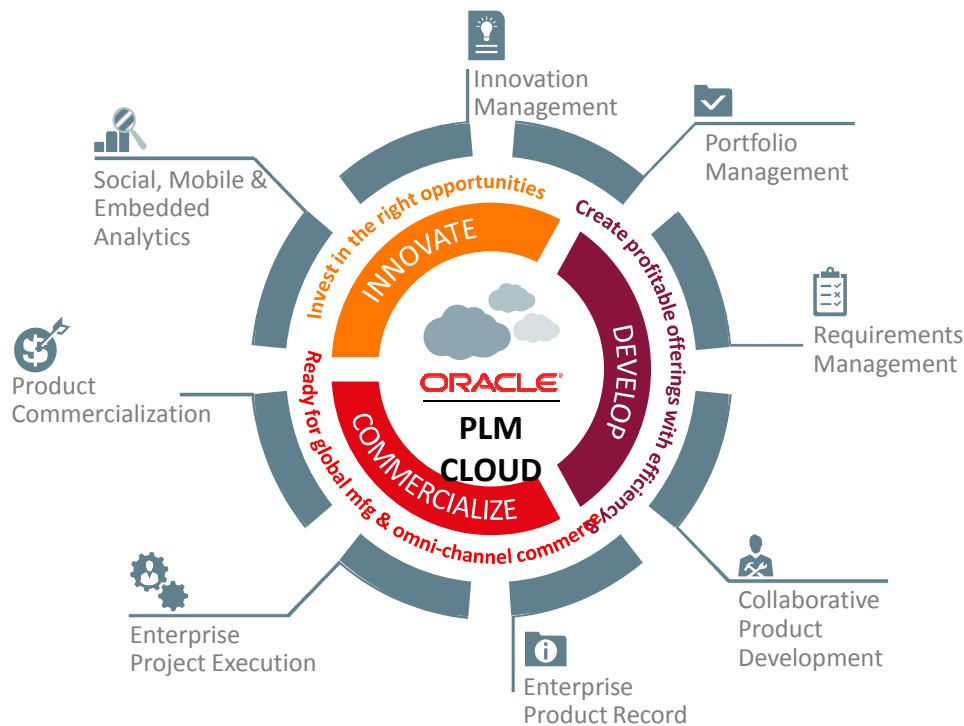
Oracle's Modern PLM Platform

Innovate, develop and commercialize the best mix of profitable products



Oracle PLM Platform for the Modern Business

Best-in-class capabilities Cloud Services



- **Innovation Management:**

- Build an innovation pipeline fueled by a steady stream of high-value ideas, requirements and product concepts

- **Project Portfolio Management**

- Integrated project management suite that is designed to automate, streamline, and synchronize project management and project execution

- **Product Development**

- Manage and synchronize your product development data and processes to accelerate time to market

- **Product Data Hub**

- Rapidly commercialize products for globalized manufacturing and multi-channel commerce

Innovate

Select the best ideas and transform them into profitable new products



Align Strategically to Drive Top-line Revenue



Repeatable



- Collect and identify best ideas & analyze the impact of alternate investment scenarios.
- Ensure final product will meet all requirements by evaluating concepts against constraints and goals

Scaleable



- Build an innovation pipeline that is fueled by a steady stream of high-value ideas that can be translated into profitable offerings

Strategic



- Increase utilization & lower development costs by strategic focus on fewer, better products



Idea Capture
to Business Case



Requirement Definition
to Optimization



Concept Formation
to Design



Product Proposal
to Go-to-Market

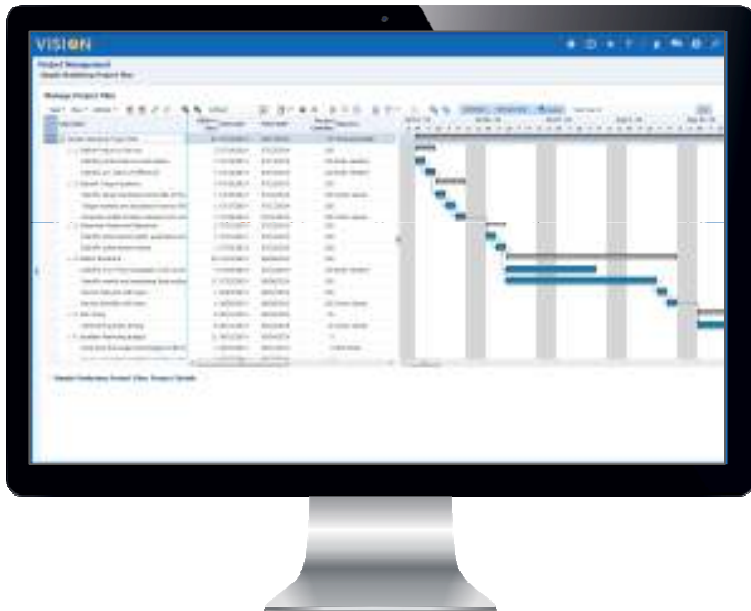
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Project Management

Coordinate Project Scheduling and Execution



Execute



Project Execution Management, Financial Management, and Analytics

Project Execution

- Integrated project resource management
- Collaborative project planning & scheduling
- Social task management for team members

Project Financials

- Unparalleled financial project management
- Innovative, real-time performance insight

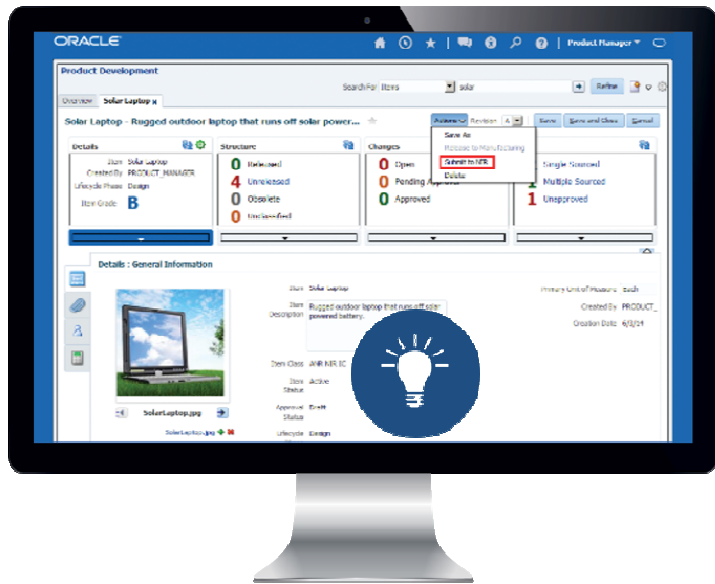
Project Insight

- Transactional Business Intelligence (OTBI)
- Project Performance Reporting

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Develop

Create profitable offerings with efficiency and speed



Modernize your Infrastructure to Compete Better

Controlled 

- Collaboratively and securely manage product data and changes
- Secure IP with extended control across globally outsourced design and manufacturing organizations, suppliers and partners

Balanced 

- Reduce cost & supply risk to improve margins & customer value with full, integrated cost visibility
- Minimize disruption & strengthen brand with closed-loop, enterprise quality management

Integrated 

- Fully integrate product data, processes, resources and schedules to improve productivity and speed New Product Development
- Maintain or accelerate the pace of innovation by proactively designing for regulatory compliance, reuse & sustainability



Engineering Change Order to Product Change



Item Management to Bills-Of-Material



Manufacturer Parts Management to Supply Risk Management



Create, Classify, Find, Grade, Analyze & Re-Use Items



Change Control to Product Readiness

Commercialize

Be ready for global manufacturing and omni-channel commerce



COMMERCIALIZE

Improve Market Performance and Predictability

Governed



- Enhance sales and supply chain readiness with consistent data attributes in marketing and operational descriptions, digital assets, configurations, and catalogs
- Achieve compliance by enforcing governance & business policies to manage product information

Accurate

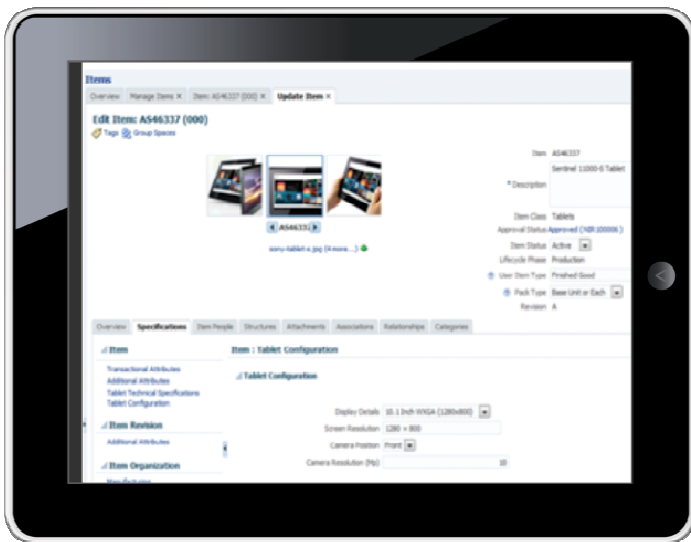


- Ensure superior customer experience by controlling the accuracy of product data across your enterprise and localizing product information for specific channels, stores, organizations and target markets

Timely



- Speed product launch times to hit targets by instantly providing all sales channels and extended supply chain with the right product data the first time



Product Definition to Consolidation



Product Categorization to Omni-Channel



Supplier Collaboration to Product Use



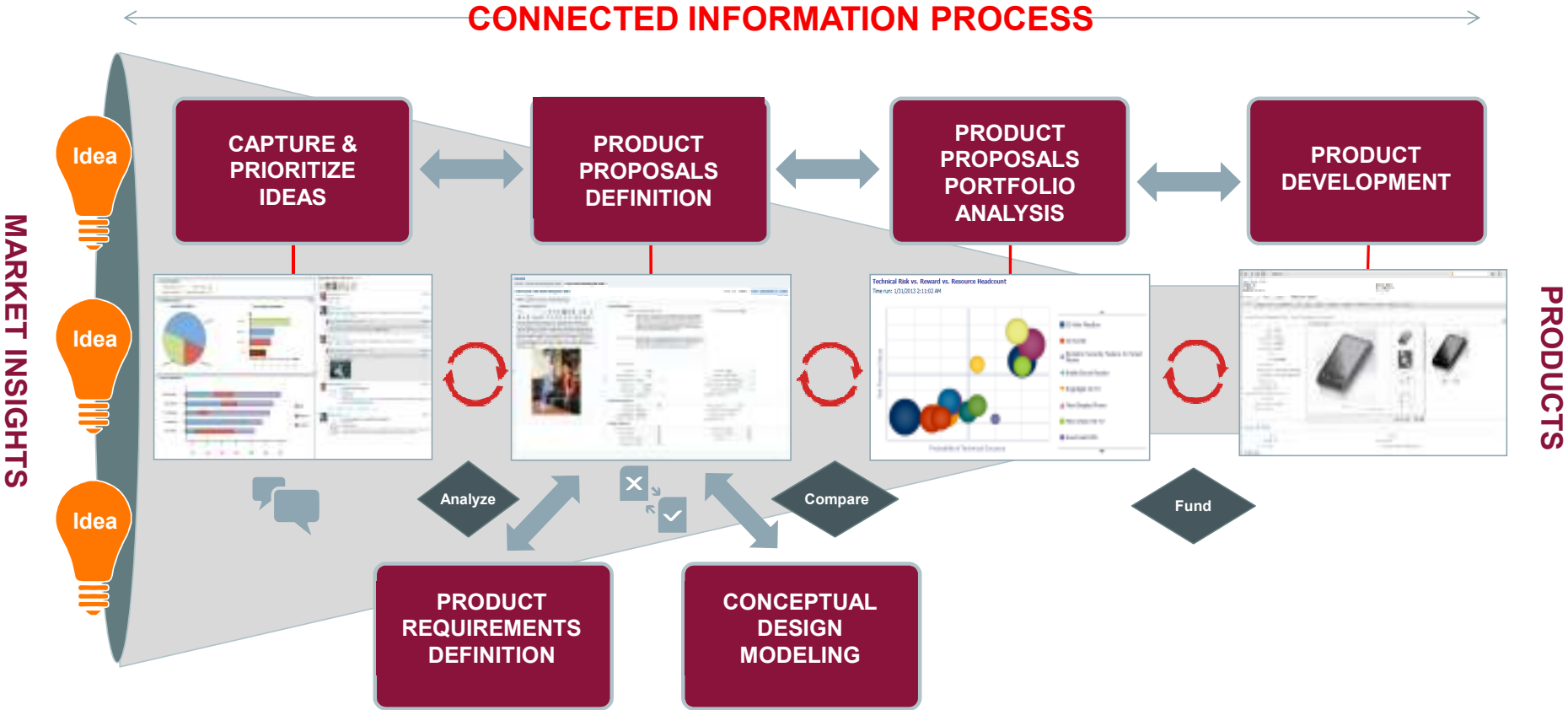
Data Quality to Enrichment & Governance



Product MDM to Sharing

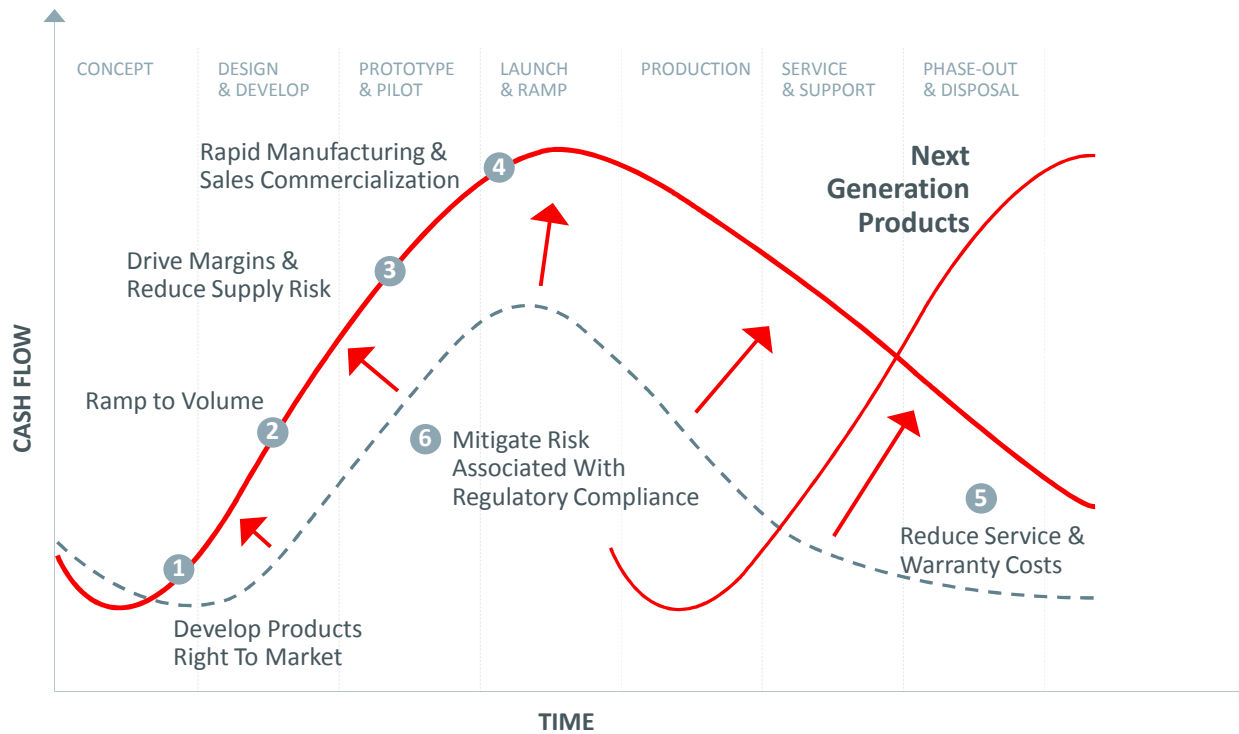
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Invest in the right Opportunities



Delivering Results to Raise Your Return on Innovation

Every phase of the product lifecycle & across the product value chain



Improve Return on Innovation



Reduce Development Time



Accelerate Time To Launch

LEGEND

- benefit of Oracle PLM
- Start for customer



Benefits of the Modern PLM Approach



Other PLM Solutions

Multiple repositories

Reports

Point to Point Integration

Text-Heavy User Interface

High Upfront Investment

On-Premise

Lengthy Deployments

Oracle's Modern PLM

Mobile, Social and Collaborative

Single Secure Repository

Embedded Intelligence

Pervasive Connectivity

Consumer-grade Experience

Subscription-based

Cloud

Co-exists with On-prem & Legacy

Benefits

Easier to Use

Quicker Adoption

Highly Adaptable

Improved Decisions

Greater Visibility

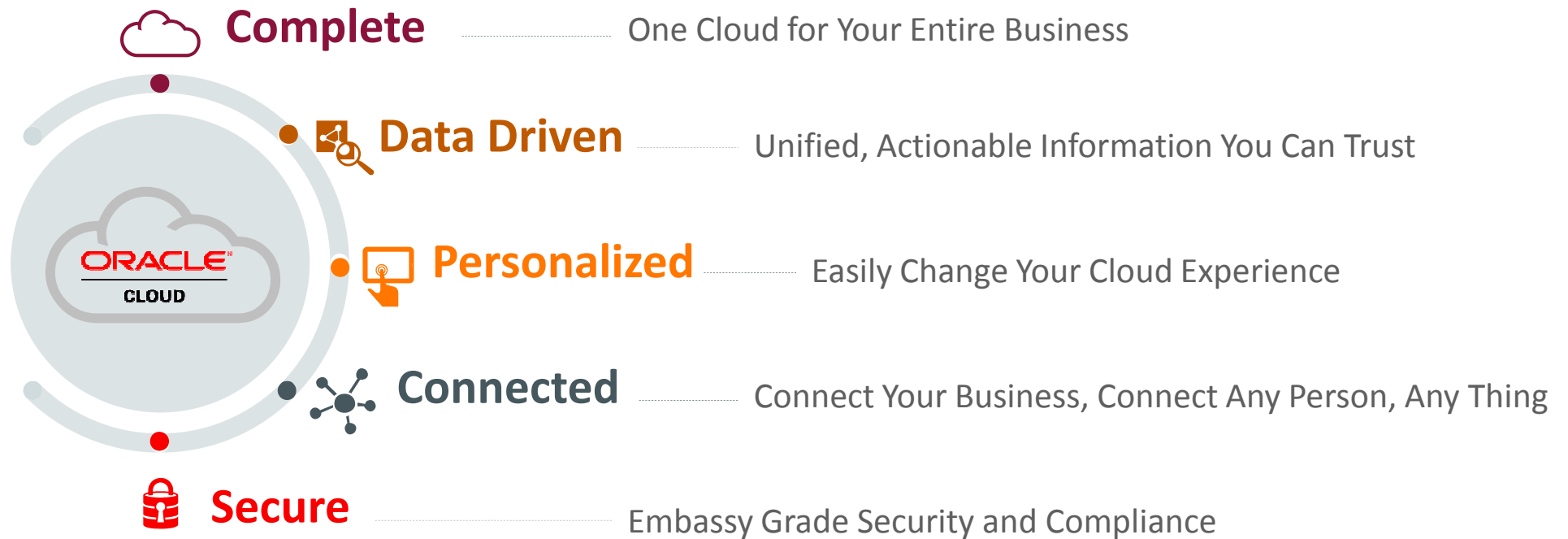
Higher Productivity

Low Risk

Faster Time to Value



Only Oracle Delivers a Modern Cloud



Your Invitation

Next step - explore what's possible with a modern PLM Cloud



- ▶ Visit www.oracle.com/plm
- ▶ Meet customers at the Modern Supply Chain Experience 2017
- ▶ Talk to us about developing a business case

Integrated Cloud

Applications & Platform Services

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