For Midsize High Technology Companies
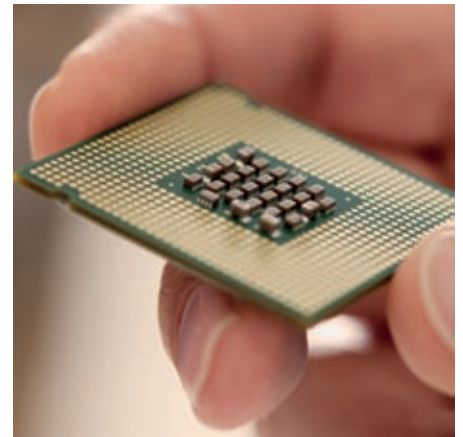
Oracle Industry Brief

Oracle Accelerate Industry Solutions for High Technology Companies

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INFORMATION DRIVES PROFITS – PRODUCT DEVELOPEMENT. OPTIMIZATION. SERVICE.

Designs are becoming more complex while product lifecycles are shortening. Planning and fulfillment is running amok in the global supply chain. Intense competition is driving you to enhance your customer service strategy. The answer? Oracle solutions for midsize high technology companies.

"Our ERP system may not have as high volume as a large enterprise, but it is just as complex. With Oracle On Demand and the Oracle Accelerate program, we were able to quickly launch an industry-leading ERP and almost immediately realize new efficiencies."
SK Mohanty, Senior Director of Information Systems, OpenTV

"Oracle Business Accelerators allowed us to implement an integrated ERP application suite across our entire business quickly and effectively."
Brad Bush, Chief Information Officer, GENBAND Inc.

FACT: 20 of the top 20 high technology companies and more than 20,000 midsize high technology companies get better results with Oracle.

Today's midsize high technology companies face a hotbed of operational and market challenges. Lengthy order-to-delivery cycles for customized and complex configurations are impacting revenues. Order accuracy is tough to maintain with regular configuration changes. Product lifecycles are shortening, putting new pressures on midsize companies to improve product management processes.

Midsize companies see tremendous growth opportunity in post-sales services, yet many don't know how to strategically – and logistically – expand their services offerings. And too many high technology organizations lack the integrated manufacturing environment to effectively collaborate with global manufacturing partners.

FLEXIBLE, AFFORDABLE, END-TO-END SOLUTIONS FOR MIDSIZE COMPANIES
To adapt to changing high technology market conditions, pull up the slack in manufacturing processes, and keep customers happy, you need a technology environment with all the right pieces. Oracle offers the integrated technology platform and robust tools to standardize best practices, reduce costs, and deliver new opportunities for business advancement. By leveraging Oracle's flexible, affordable, secure solution set,

you can automate and integrate operations in key business areas. With Oracle, IT becomes a strategic advantage that helps differentiate your midsize high technology business in the marketplace by

- Accelerating profitable and responsible innovation
- Optimizing the opportunity-to-order flow
- Enhancing order-to-delivery processes
- Improving outsourced operations
- Helping you expand your service offering

ACCELERATE PRODUCT DEVELOPMENT AND LIFECYCLE MANAGEMENT
Midsize high technology companies devote significant resources and budgetary spend on managing and differentiating products from conception to delivery. When every dollar counts, you need the tools that will enable rapid product innovation. Then, during development and manufacturing, you need the capabilities to improve quality management, meet compliance demands, and efficiently manage configuration changes. You also need a product lifecycle management strategy that offers superior visibility for intelligent decision-making every step of the way.

Oracle solutions for midsize high technology companies empower you with best practices for portfolio-based product lifecycle management. Oracle helps you reduce development time and costs. It also facilitates multi-party

design efforts and helps maintain design integrity, even with increasingly complex designs. Most importantly, you can capture, track, and manage all product and change information via a single, scalable model – that offers secure, Web-based internal and external access to all product information.

OPTIMIZE THE OPPORTUNITY-TO-ORDER FLOW, ELEVATE MARKETING AND SALES
Your opportunity-to-order flow should allow your marketing and sales teams to reach the right prospects and capitalize on opportunities when they arise. Yet when you lack the tools and processes to successfully identify customers and then develop and implement ineffective marketing campaigns, program ROI – as well as company profits – are impacted. Additional challenges, such as highly specialized products requiring customization during the order process, leave your sales teams struggling while customer commitments and margins go awry.

Oracle offers midsize companies fact-based, collaborative campaign planning to maximize marketing effectiveness. With Oracle, you can segment customers by current and potential value to improve response rates. The capability to deliver targeted offers can help strengthen and differentiate your brand and build loyalty. Plus, you can significantly improve your field sales management, even with complex global accounts. Oracle lets

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you automate routine selling tasks and efficiently manage sales execution. It also delivers online product configuration and ordering, for targeted selling and empowered customers.

ENHANCE THE ORDER-TO-DELIVERY CYCLE, IMPROVE PLANNING AND FULFILLMENT

Your competitive landscape is driving the need to leverage technology for operational improvements across the extended enterprise, including outsourced partners and channels. Oracle simplifies typically complex, multi-tier supply chain planning and streamlines manufacturing execution. With an integrated platform, you can synchronize plans for reduced lead times. Oracle analysis tools help you determine optimal inventory quantities, staging locations, postponement strategies, and more. Oracle's configure-to-order capabilities offer automated, accurate order promising, material sourcing, and flow manufacturing. And with integrated manufacturing and logistics, you can efficiently move products from assembly to customers.

GROW A PROFITABLE SERVICES BUSINESS

To grow your business, you need innovative ways to service customers. With integrated customer care and field service, including spare parts management, Oracle enables you to seize new post-sales opportunities. Oracle consolidates all customer data and provides a complete, 360-degree view of customer interactions across multiple channels. You'll equip your reps with current information on products, options, issues, and upgrades. With new efficiencies, you can offer a wider range of services, expand revenue streams from your installed base, and increase the potential for new sales.

POWERFUL YET AFFORDABLE: THAT'S ORACLE

Oracle offers flexible solutions that are easy to buy, install, and maintain, but still deliver the power, security, and functionality of enterprise-class systems. With Oracle, you can grow your midsize high technology company – even on a limited budget.

BUSINESS AGILITY – FROM ORACLE

With more than 30 years of experience delivering technology solutions to more than 180,000 businesses and government entities, Oracle incorporates industry best practices and business processes into its high technology applications. Oracle works with the most-experienced implementation partners, who devote their industry expertise to midsize companies in high technology running Oracle Applications. With Oracle solutions for high technology, businesses such as yours can improve business performance, reduce costs, enhance margins, and increase revenues. Oracle provides fully integrated, best-in-class solutions – that are easy to deploy and maintain – for all of your high technology needs.

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BUSINESS AGILITY FOR MIDSIZE ORGANIZATIONS

ORACLE ACCELERATE

Oracle Accelerate leverages Oracle's enterprise class applications, business accelerator implementation solutions, and an extensive partner network to deliver complete, industry-focused solutions. These affordable solutions help midsize organizations deliver streamlined, effective, and flexible business processes – reducing implementation risk and delivering rapid time to value. Solutions include customer relationship management, financial management, supply chain management applications and business intelligence and enterprise performance management.

Oracle and its network of partners have been working with midsize companies for more than 30 years, providing powerful and integrated enterprise-class solutions that are industry focused and deliver rapid time to value. Together, we provide industry knowledge and local expertise in information management, to help you achieve stronger performance and greater profitability.

You know as much as anyone about the challenges faced by midsize companies. Competitors have deeper pockets, customers are demanding more for less, and suppliers are giving preferential terms to larger organizations. However, your company's size does give you one key advantage: business agility. You can respond more quickly to changing market and economic conditions, but only if that agility is founded on valuable data, meaningful information, and adaptable processes.

Data. When you protect and effectively manage your valuable data, you can:
- Leverage data as a strategic asset
- Protect against internal and external threats
- Enable efficient and controlled access to relevant information
- Comply with legal and industry requirements
- Employ a stable and available information infrastructure

Information. With a solid information insight strategy in place, you can:
- Create insight from diverse data sources
- Ensure visibility of business operations and performance
- Improve decision making to deliver competitive advantage
- Develop closer relationships with customers
- Protect data against any eventuality

Processes. By enabling flexible, adaptable processes, you can:
- React to changing conditions and requirements
- Differentiate in a competitive market
- Improve time to market for competitive advantage
- Maximize customer satisfaction for current and future success
- Ensure operational efficiency at all times

Why Oracle?

Your company needs solutions that are quick to implement, easy to use, and inexpensive to maintain. Oracle Accelerate solutions for midsize organizations deliver rapid time to value by providing functionality you can implement quickly to improve business operations, reduce your IT costs, and become more competitive.

The core values and benefits that underpin Oracle's IT solutions for midsize high technology companies:

Helping Ensure Data Protection
- Integrated technology platform
- Facilitate multi-party design efforts & maintain design integrity
- Secure, Web-based internal & external access to all product information
- Use a common data model that offers a single source of truth

Optimizing Information Insight
- Accelerate product development and lifecycle management
- Meet compliance demands
- Optimize online product configuration & ordering
- Integrated customer care & field service

Improving Process Flexibility
- Improve quality management
- Configure-to-order capabilities
- Automate routine selling tasks & efficiently manage sales execution
- Offer a wider range of services, expand revenue streams from your installed base, & increase the potential for new sales

CONTACT US
LEARN MORE ABOUT ORACLE ACCELERATE INDUSTRY SOLUTIONS FOR HIGH TECHNOLOGY PRODUCTS

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/solutions/mid/accelerate/accelerate-high-tech-manufacturing.html OR oracle.com/accelerate.
Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.
Control your costs with flexible payment options from Oracle Financing. Visit oracle.com/financing.

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