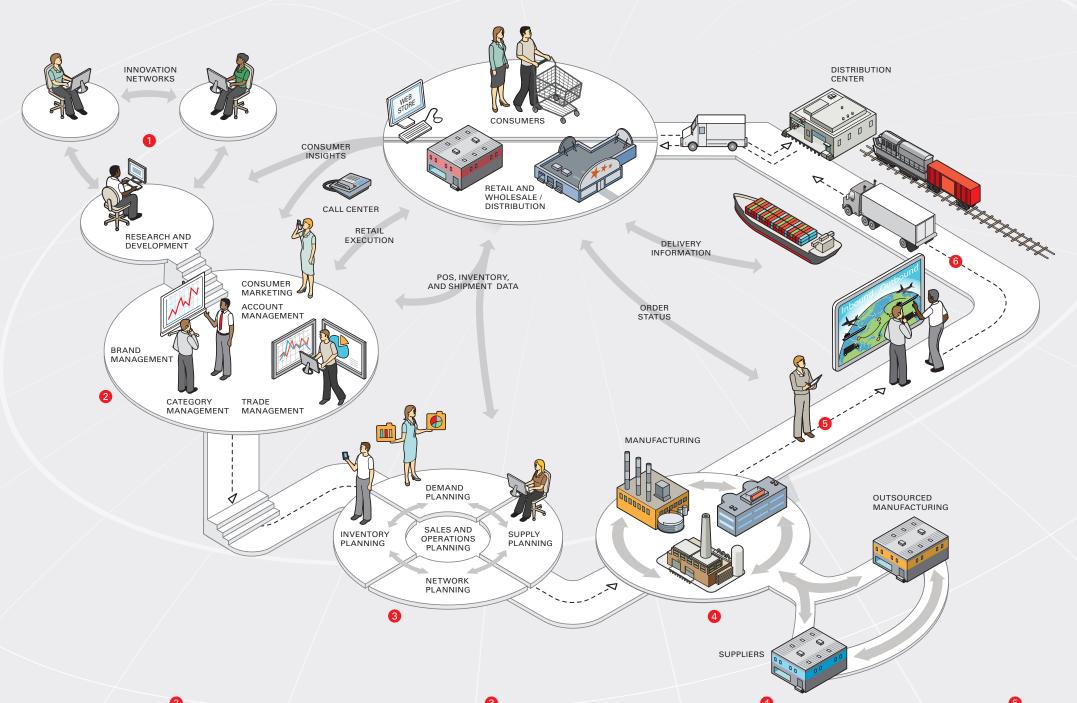
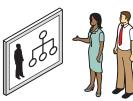
Information Age Applications for Consumer Goods

Oracle provides a complete and integrated set of solutions to meet the complex needs of consumer goods companies. Oracle is focused on delivering value through innovation, integrated sales and marketing, and demand-driven operations, thereby enabling companies to achieve a sustainable competitive advantage based on product superiority, customer intimacy, and operational excellence.



HUMAN RESOURCES

Manage the entire workforce and employee lifecycle across the enterprise, including recruiting, talent, and employee performance management along with benefits, time and attendance, and payroll management.



FINANCE/GOVERNANCE/COMPLIANCE

Provide complete governance, compliance, risk management, and controls for global financial management, consolidation, and reporting.



PERFORMANCE MANAGEMENT

Improve business performance by aligning plans across the enterprise, analyzing enterprise performance, linking business insights to operational decisions, and allowing the organization to react in real time to performance deviations.



APPLICATIONS INTEGRATION

Integrate applications into end-to-end business processes, thereby driving speed and effectiveness of decision-making and execution, reducing cost, and unlocking value.

HEADQUARTERS

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PRODUCT LIFECYCLE MANAGEMENT

Lower innovation costs, control risks, reduce complexity, reduce cycle times, and improve the value delivered by new products while leveraging partners included in the innovation network.

SALES AND MARKETING

Optimize the ROI of consumer and trade investments by leveraging consumer and retail insights, integrating sales and marketing processes, and transforming sales operations, thereby improving consumer loyalty, trade relationships, promotions, retail execution, brand management, and category management.

VALUE CHAIN PLANNING

Drive profitable revenue growth by integrating the business planning process, synchronizing demand and supply, improving demand accuracy, and dynamically responding to demand by optimizing company resources across the global network.

MANUFACTURING

Reduce manufacturing costs, increase yield, improve quality, and effectively respond to demand fluctuations by implementing lean manufacturing, leveraging supply, and outsourcing partners.

CUSTOMER ORDER MANAGEMENT

Enhance customer satisfaction, improve service levels, and reduce out-of-stocks by creating, validating, managing, and fulfilling orders across multiple channels and order-taking processes.

TRANSPORTATION AND LOGISTICS MANAGEMENT

Plan, optimize, monitor, and execute the flow of goods through the supply chain, delivering improved performance and reduced costs.

