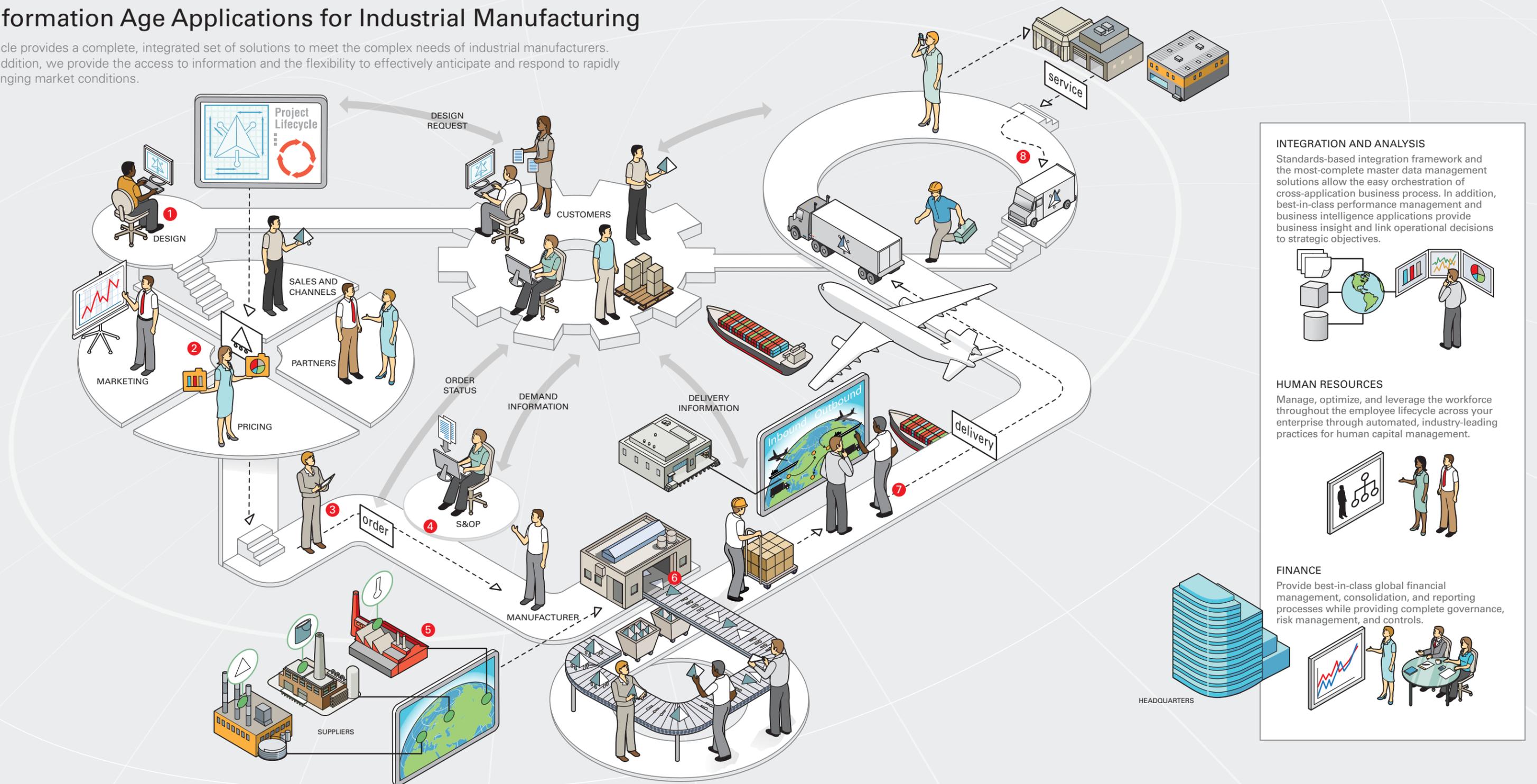


# Information Age Applications for Industrial Manufacturing

Oracle provides a complete, integrated set of solutions to meet the complex needs of industrial manufacturers. In addition, we provide the access to information and the flexibility to effectively anticipate and respond to rapidly changing market conditions.



**1 PRODUCT LIFECYCLE MANAGEMENT**  
Accelerate innovation, reduce costs, enable design collaboration with customers, partners, and suppliers, and control all product information from concept to end of life.

**2 SALES AND MARKETING**  
Provide brand consistency, track opportunities, and optimize channel strategies through an integrated and unified view of the customer.

**3 ORDER MANAGEMENT**  
Ensure complete and accurate capture and execution of orders across all channels for increasingly complex products and services.

**4 SALES AND OPERATIONS PLANNING**  
Integrate the sales and operations planning process across sales, marketing, manufacturing, and logistics to synchronize demand and supply, improve forecast accuracy, and respond to actual customer demand.

**5 SUPPLY CHAIN PLANNING AND EXECUTION**  
Provide visibility and enable collaboration with suppliers and contractors to optimize material and resource constraints across a global supply chain.

**6 PRODUCTION**  
Maximize efficiencies, product quality, and responsiveness to demand fluctuations through lean, flexible manufacturing processes.

**7 LOGISTICS AND TRANSPORTATION MANAGEMENT**  
Reduce inventory and transportation costs while meeting customer delivery expectations.

**8 AFTERMARKET SALES AND SERVICE**  
Optimize product performance and expand service revenue through comprehensive, efficient service offerings.

**INTEGRATION AND ANALYSIS**  
Standards-based integration framework and the most-complete master data management solutions allow the easy orchestration of cross-application business process. In addition, best-in-class performance management and business intelligence applications provide business insight and link operational decisions to strategic objectives.

**HUMAN RESOURCES**  
Manage, optimize, and leverage the workforce throughout the employee lifecycle across your enterprise through automated, industry-leading practices for human capital management.

**FINANCE**  
Provide best-in-class global financial management, consolidation, and reporting processes while providing complete governance, risk management, and controls.