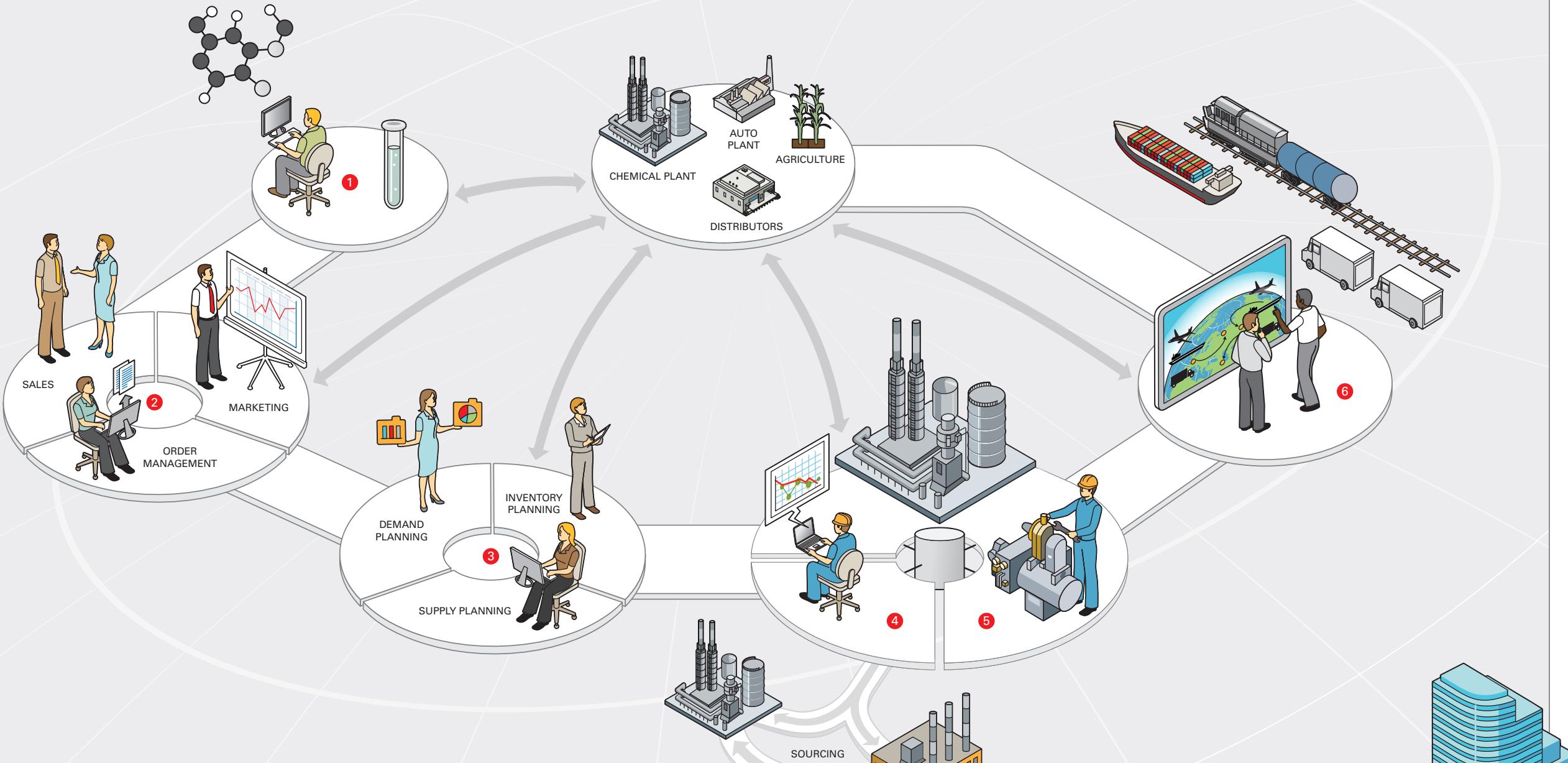


# How Oracle Solutions Help Manage the Chemicals Lifecycle

Oracle provides a complete, integrated set of solutions to meet the complex needs of the chemical industry and their customers. In addition, we provide the access to information and flexibility to effectively anticipate and respond to rapidly changing market conditions. Here's a look:



## 1 PRODUCT LIFECYCLE MANAGEMENT

Develop and deliver differentiated products targeted at unique customer requirements. Lower innovation costs, control risks, reduce complexity and cycle times, and improve the value delivered by new products.

## 2 CUSTOMER RELATIONSHIP MANAGEMENT

Optimize customer relationships by integrating sales and marketing processes to transform sales operations, thereby improving consumer loyalty, trade relationships, promotions, retail execution, and brand and category management.

## 3 SALES AND OPERATION PLANNING

Predict cyclical demand by incorporating external market factors. 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 globe.

## 4 PLANT OPERATIONS

Improve maintenance effectiveness. Streamline services procurement, collaborate with vendors, optimize inventory, and reduce holding costs for maintenance, repair, and overhaul materials.

## 5 ASSET MANAGEMENT

Optimize chemical production and formulation costs. Minimize production variance to produce consistent product quality and improve yields.

## 6 LOGISTICS AND TRANSPORTATION MANAGEMENT

Plan, optimize, monitor, execute, and deliver chemical products and goods through the global supply chain, delivering improved performance and reduced transportation costs while meeting customer and production timelines.

## STRATEGIC PLANNING AND BUSINESS INTELLIGENCE

Align operational planning with financial planning and facilitate high-value planning processes, including capital and operational expenditures. Gain greater visibility and insight with best-in-class business intelligence and predictive analytics.



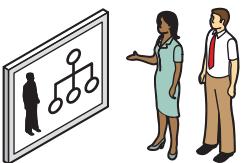
## FINANCIAL MANAGEMENT AND CONTROL

Manage global financial, tax, and audit operations across multiple lines of business and diverse geographies. Provide end-to-end support for governance, risk, and compliance processes.



## HUMAN RESOURCES

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



## ENTERPRISE ARCHITECTURE

Integrate business processes. Link business intelligence insights to actions. Leverage real-time signals from event-driven monitoring. Protect sensitive enterprise data. Manage the complex, real-time, and computing-intensive IT environment.

