**Hardware and Software**
**Engineered to Work Together**

# Unlocking Your Product Potential and Profit with Oracle's Product Value Chain Solutions

**Herbalife Ensures Quality with Oracle**

"Oracle's Agile PLM applications are vital to our ability to achieve our number one goal—consistently delivering the best nutrition and weight management products in the world".
– Mark Schissel, CIO, Herbalife

**Harris Corporation Accelerates Time to Market with Oracle**

"Oracle's Agile PLM applications give us a 360-degree view, helping us make better decision s in product design and operations management, so we have fewer challenges in the field and can better serve our customers."
– Janice Lindsay, Vice President, Strategic Sourcing, Harris Corporation

It's no surprise business models in the Internet age are evolving quickly to stay competitive. What is interesting is how quickly the successful companies shed old schools of thought. The new ease by which we are able to create new partnerships and business relationships disrupts traditional methods and especially questions the wisdom of vertical integration. Focusing on what you do best has suddenly become a whole lot easier, and it's driving fundamental business redesign. These new networked business models mean that you can leverage your people's best skills by concentrating their brainpower on your most critical goals. Meanwhile, intelligent software with global reach can keep your product development processes running optimally, allowing you to decouple functions you always thought you would have to manage in-house. Welcome to a whole new way of adding bottom line value to your company.

**Defining the Product Value Chain**

Most companies struggle to measure their return on their R&D investment. It's time to examine your Product Value Chain – the entirety of all the processes, both inside and outside the company, that touch your products and product data from design, to supply chain, to production, to sales. Connecting these processes can help you effectively measure the cost and value of your innovation efforts, and discover where changes could improve results. To get the most from your innovation, it can't be something delegated to a few engineers in one corner. It's a system, and it needs to be effectively wired throughout your business to be fully understood, measured, and acted upon.

**Why You Should Consider Oracle's Product Value Chain Solutions**

Only Oracle can unlock the value of your Product Value Chain by leveraging the combined strength of our best-in-breed Product Lifecycle Mangement (PLM), Product Data Hub (PDH), and Product Data Quality (PDQ) applications to systematically manage the quality and profitability of your products across your entire extended enterprise, or Product Network.

**How Oracle Helps you Increase the Profitability of Your Innovation**

Let's face it: R&D is costly. Today's business models with outsourced engineering and contract manufacturing make getting input from everyone in the Product Value Chain expensive and time consuming. What if you could connect everyone to share seemlessly

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**Market America Sees a 35% Increase in Revenue by Enhancing Their Value Chain**

"Market America had a 35% increase in Web site sales during a down economy. Oracle Product Data Quality played an important role in our success by enabling us to onboard stores faster, improve data quality and site search, and support our cashback program."
– JR Ridinger, President & Chief Executive Officer, Market America

without losing control of your innovation processs or putting your IP in jeopardy? It's possible with Oracle's Product Value Chain solutions. Get your entire Product Network to collaborate as if they were part of one enterprise. Feel confident that they are working in a secure innovation process anchored with current product ideas, designs and insights from your supply and demand chains. Open innovation is about getting the best input from everyone in your Product Network. Oracle's Product Value Chain solutions are open innovation made easy with secure ideation and collaboration that allows everyone to participate easily, quickly, and without risk to your IP.

**How You Can Create a Nimble, Global Product Network**

As the best-selling author and business thought leader Geoffrey Moore says, you can't outsource a broken process. As organizations increasingly plan to outsource manufacturing processes that may not be core strengths of their companies, the overaching control processes must be in place before they can be successful. This means that a collection of companies now acting as one entity need to be able to collectively understand and manage core product intellectual property. Capabilities like contributing to new design revisions, incorporating customer feedback, identifying opportunities for reuse, and accessing up-to-the-minute Bills of Materials (BOMs) should become second nature to your Product Network enabling it to outperform vertically integrated companies. The core purpose of Oracle Product Value Chain solutions is to help companies understand and manage their Product Networks. Enabling this level of deep collaboration defines success and is unique to Oracle's solution.

**How Oracle Helps you Define and Optimize your Return on Products**

Most companies can't tell you whether or not their product functions are delivering a proper return on investment. Lacking this visibility, how can you appropriately invest further in R&D without the concern of stifling top line revenue growth? Oracle's Product Value Chain solutions provide the power to know your returns and simplify the decisions that keep your Product Network moving. And the impact is not limited to purely financial metrics; product quality, regulatory compliance, customer feedback, speedy audits, secure IP, and risk mitigation are cost related goals but can each be examined individually to quickly understand results in these areas as well. In most industries today, the speed at which you make decisions about the health of your product portfolio is the difference between success and failure. With Oracle's Product Value Chain solutions, you'll not only be able to accelerate the product decision cycle, you'll be able to immediately see, quantify and act upon your opportunities for improvement, while ensuring optimal productivity throughout your Product Network, unlocking your product potential and profit.

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http://www.oracle.com/goto/pvc

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