

A man in a dark blue polo shirt and a bright yellow high-visibility safety vest is looking down at a tablet computer. He is standing in a large industrial warehouse or factory setting, with metal structures and equipment visible in the background. Another person in a similar vest is visible in the distance. The man is holding the tablet with his right hand, and his left hand is resting on a table covered with a clear plastic sheet. On the table, there are several documents, including a binder and some loose papers. The overall scene suggests a professional working in a manufacturing or logistics environment, possibly using technology for supply chain management.

Supply Chain Innovation Fuels Success SAP ERP and Oracle Supply Chain Management: A Case for Coexistence

An Oracle White Paper

ORACLE®

TODAY'S SUPPLY CHAIN CHALLENGES

These are challenging times for any business. Companies must find ways to reduce costs, eliminate inefficiency, deliver better service, mitigate risk, ensure compliance with standards and regulations and, perhaps most crucially, innovate continuously in order to achieve and maintain a competitive edge.

This paper illustrates how these goals are being achieved using best-in-class supply chain management applications from Oracle and is intended for supply chain executives whose organizations run SAP as their core ERP system but are interested in leveraging additional supply chain applications to foster even greater success. All around the world, SAP ERP customers of all sizes and industries have discovered that they are better able to run their business and be competitive by deploying Oracle supply chain applications. So if you run SAP ERP and are interested in proven alternatives to better run your supply chain practice, we invite you to read-on.

ORACLE'S COMMITMENT TO SAP CUSTOMERS

Oracle is committed to ensuring our applications deliver the same transformational business benefits when used by customers with non-Oracle ERP systems as they do for those who operate in an Oracle ERP environment.

Oracle also recognizes that many companies work with multiple ERP systems, and that upgrading your ERP shouldn't be a pre-requisite to gaining access to business-critical functionality.

This is why Oracle applications are built for rapid, simple deployment via the cloud or on-premise.

By implementing Oracle supply chain applications SAP ERP customers are:



Gaining new, modern, and valuable business capabilities



Enabling flexible and simple business processes that are implemented quickly



Leveraging existing technology investments in Oracle database and middleware technology to create faster systems that deliver better results

It's important to note that this paper is not about trying to persuade you to discontinue the use of SAP ERP. Your organization has made a strategic investment in SAP ERP for improved operational efficiency and margins.

But as a supply chain professional, you know there are still many opportunities to increase efficiencies in your operations. And knowing what options exist and evaluating these on their own merit is vital to your organization's success. The bottom-line is no software vendor has the best solution to every business problem. And companies are finding that the value delivered by the best solution is far greater than any purported costs to integrate or manage those applications. In fact, with the availability of supply chain cloud applications, many barriers to rapid and risk free adoption can now be largely mitigated if not completely removed.

Through our strategy of acquiring and integrating solution vendors with industry-proven and analyst-recognised best-in-class applications, Oracle's product portfolio includes a number of applications that deliver rapid, tangible and sustainable results to SAP ERP users.

In the next sections you'll learn how you can use Oracle supply chain applications to transform your business for success.

THE ORACLE DIFFERENCE



Organizations with a strategic investment in SAP need to be confident that any non-SAP application delivers significant business value. By choosing a best-in-class SCM application from Oracle, you gain the functional advantages of market-leading software, the broadest suite of applications across the entire value chain, as well as many other benefits:

- **Fast time to value and innovation:** Oracle applications are designed to be fast to implement, with extensive configuration options that enable the software to be tailored to your business processes with no expensive customization. Cloud-based deployment options can start delivering value in days or weeks, for a fraction of the set-up costs of an on-premise installation.
- **Rapid integration:** Oracle applications are built on open, standards-based middleware, enabling rapid integration with SAP and other third-party applications.
- **Built-in business intelligence:** Oracle applications not only offer modern operational functionality, but also have built-in dashboards for monitoring and reporting on performance and identifying and addressing exceptions.
- **Familiar, secure technology platform:** Oracle applications rely on the same secure, powerful Oracle Database platform that underpins the majority of SAP and other business application implementations, providing unrivalled security, performance and availability for your enterprise data.

AREAS OF TRANSFORMATION

There are three key areas where Oracle Supply Chain applications can deliver immediate and lasting business benefits to SAP ERP users: transportation and global trade management; product lifecycle management and product data quality; as well as demand and trade planning.

Transportation & Global Trade Management

In most large supply chain-intensive organizations, transportation and global trade are areas that require continuous and innovative improvement.

Fragmented systems and processes lead to serious inefficiencies in planning, sourcing and executing freight transport across logistics networks. In terms of freight spend, millions can be wasted through the inability to manage transportation in a holistic way across all business units, geographies and transport modes.

Oracle is an undisputed global leader in streamlining and consolidating transportation and logistics operations for organizations of all sizes and across all industries.

- **Reduce logistics costs** by streamlining transportation planning, execution, freight payment, and processes on a single application across all modes of transportation, from full truckload to complex multi-leg air, ocean, and rail shipments.
- **Ensure trade compliance** with all inbound and outbound movements, including denied party, license determination, customs declaration and documentation requirements.
- **Reduce implementation and start-up costs** through Transportation and Global Trade Cloud
- **Increase logistics operations efficiency** by collaboratively managing transportation networks on a global basis in terms of supply chain flows, modes of transport and geographic area.
- **Drive continuous improvement** with dashboards and analytics providing insight into transportation processes and exceptions, empowering transportation managers to make improvements where necessary.

Oracle Transportation Management and Global Trade Management easily integrate with existing ERP, order management and warehouse management systems. It's the transportation and trade management solution of choice for many of the largest SAP ERP customers.

ANALYST VIEW POINT



A Leader in Transportation Management Systems*

Gartner recognizes Oracle as a Leader in the Magic Quadrant for Transportation Management Systems (TMS) 2016 Report.

Gartner Magic Quadrants position vendors within a particular market segment based on their completeness of vision and ability to execute on that vision.

* Gartner does not endorse any vendor; product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Enterprise Product Lifecycle Management

One of the most complex challenges for product-oriented companies is finding ways to innovate profitably.

As product needs grow increasingly complex on a global scale, companies need new ways to manage products efficiently at every stage in their lifecycle, across the entire product value chain.

Oracle Agile Product Lifecycle Management is an industry leading, comprehensive enterprise PLM solution, and a key building block for optimising the design, development, launch, servicing and disposal of products of all kinds, from electronics and vehicles to pharmaceuticals and fast-moving consumer goods.

Innovation leaders and pioneers worldwide rely on Oracle Agile PLM together with a core SAP ERP environment.

With Oracle Agile PLM, SAP ERP customers have been able to:

- **Align innovation** through ideation management, product portfolio management and collaboration to capture and invest in the best product designs that are most likely to drive regular returns.
- **Accelerate development** by managing the enterprise product record and processes that balance cost, quality and compliance and increase productivity.
- **Rapidly commercialize** new products by synchronizing information across channels to ensure sales and supply chain readiness, data accuracy, and timely delivery.
- **Reduce costs** by enabling faster, closer collaboration and eliminating the need to enter and re-enter information into different systems across the product lifecycle.
- **Improve profitability** by tracking and enhancing the performance of individual product and product portfolios with richly-featured management dashboards.

ANALYST VIEW POINT



“CIMdata is impressed with the significant in-roads Oracle has made in enabling extended (i.e., outside the traditional engineering-centric domain of PLM) lifecycle management capabilities. Fortunately, many companies are taking notice and advantage of Oracle’s inherently broad and now increasingly deep PLM ecosystem.”

CIMdata, Commentary on progress of Oracle’s PLM vision at the Oracle Value Chain Summit- 2013

Product Data Quality

In most large organizations and supply ecosystems, product data is handled in an unstructured and inconsistent way. Inconsistencies and discrepancies in product data can waste serious amounts of time as organizations struggle to reconcile different product naming and numbering conventions, affecting everything from product assembly to re-stocking of shelves.

Unlike other data quality solutions that are primarily designed to manage 'person' records, Oracle Product Data Quality (formerly Silver Creek) was built specifically to address problems caused by inconsistent or unstructured product data. It enables organizations to define and apply standards to all types of product data, streamlining it for efficient and accurate use across the entire value chain.

Oracle Product Data Quality is an ideal solution for SAP ERP customers looking for a way to eliminate problems caused by erratic product data. It's designed to integrate easily with any other system – either in real-time or background mode – and is not dependent on any specific system of record.

Oracle Product Data Quality has been implemented by SAP ERP customers to:

- **Increase accuracy and efficiency** by standardizing item, asset, SKU, and other forms of product and product-like data across the enterprise and its value chain partners
- **Reduce operational costs** by reducing re-work and returns, and eliminating time spent manually cleaning data or trying to reconcile different methods of handling product data
- **Boost customer service and competitive advantage** by speeding up cycle times for product assembly, parts ordering, re-stocking and many other processes that rely on accurate product data

Demand & Trade Planning

Increased global competition, especially from emerging market manufacturers, is pressuring companies to simultaneously lower costs while shortening product lifecycles. Supply chain planning has evolved dramatically over the last decade – and continues to evolve – in response to changes in the manufacturing sector and broader global economy.

Oracle Supply Chain Planning solutions are global leaders in enabling companies to make informed and profitable decisions, by giving them the insight and tools needed to accurately predict demand and supply, align global operations, and achieve profitable revenue growth.

Oracle Supply Chain planning applications can be easily integrated with any ERP solution, delivering rapid ROI in all environments. As a leader in its category, it is the planning solution of choice for many SAP ERP customers, including Michael Foods.

Oracle Supply Chain Planning Solutions allow you to:

- **Sense demand more quickly and shape revenue for growth** by providing predictive insights from automated analytics that enable you to better sense, shape and respond to demand, provide higher levels of service, and reduce inventory and distribution costs.
- **Improve agility and quickly respond to** events with predictive insight into the most profitable actions, and instant assessment of the impact of change
- **Align your supply chain to meet business goals** by accurately predicting revenue and performance
- **Speed decision making and improve responsiveness** by analyzing supply chain processes and metrics in near real-time



“Oracle Supply Chain Planning has been instrumental in enabling our best practice based trade promotion management process, integrated with our SAP ERP systems.

The implementation has automated the promotion process, enabled us to gain better visibility and insight into our trade spend, and streamlined deductions management.”

Dan Madigan, IT Applications Manager, Michael Foods

ANALYST VIEW POINT



A Leader in Supply Chain Planning Systems*

Oracle is in the Leaders Quadrant and positioned highest in ability to execute in Gartner’s Supply Chain Planning System of Record Magic Quadrant 2015

Gartner Magic Quadrants position vendors within a particular market segment based on their completeness of vision and ability to execute on that vision.

*Gartner does not endorse any vendor; product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose

Summary

Companies that rely on complex value chains must find ways to reduce costs, improve collaboration and efficiency, enable innovation and deliver outstanding customer service – often on a global scale. By selecting the best and most functionally-rich supply chain management applications, companies can achieve all these things and many more competitive advantages.

Through its strategy of acquisition and integration, Oracle can offer SAP ERP customers a rich selection of market-leading SCM applications that complement and extend the value of existing investments in SAP ERP and Oracle database and middleware technology.

Hundreds of companies have already discovered the benefits of implementing one or more Oracle Supply Chain Management applications alongside a core SAP ERP environment, including many global category leaders.

To find out more about how your business could benefit from Oracle Supply Chain Management applications, access the resources below or contact your local Oracle representative.

Further Resources



Oracle.com

Blogs

Twitter

Facebook

LinkedIn

YouTube

Supply Chain
Management
Applications

Oracle SCM Blog
Oracle PLM Blog



Oracle Corporation, World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries
Phone: +1.650.506.7000
Fax: +1.650.506.7200

CONNECT WITH US

-  blogs.oracle.com/scm
-  facebook.com/OracleValueChain
-  twitter.com/OracleValChain
-  oracle.com/scm

www.oracle.com/scm

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. UNIX is a registered trademark licensed through X/Open Company, Ltd. 7/16