The New Digital Reality for the Automotive Industry

THE NEW DIGITAL REALITY FOR THE AUTOMOTIVE INDUSTRY

The automotive industry has never experienced a more exciting period of transformation. Vehicles are becoming more technologically advanced every day with autonomous vehicles, connected vehicles, shared ownership models, and electrified drivetrains opening the market to new competition and dramatic changes in the automotive landscape.

And as the pace of change accelerates, constant reinvention is the new normal. To better compete in this evolving marketplace while optimizing an increasingly complex value chain, you need to embrace new business models and leverage the latest technologies such as artificial intelligence and predictive analytics.

Some of the current innovation drivers for the automotive industry include:

- The majority of vehicles will be electrified by 2030

- Electric powertrains require 80% fewer parts than gas engines

- Most OEMs have announced plans for highly autonomous vehicles within the next decade

- In major urban areas, shared-mobility transportation is predicted to become the norm within a generation

- The customer experience is now influenced as much by the software in the car as it is by the car and the brands themselves

- Tariffs and taxes threaten integrated business plans and established supply chains

How do you keep pace with these changes and prepare yourself for the road ahead? The ability to continually shape and turn ideas into action requires a strong technology partner like Oracle. Oracle has the proven track record, industry expertise, and leading business solutions that will enable you to quickly modernize your business and prepare for a more agile future.

"By consolidating vehicle information, service histories, and customer profiles, we have a total picture of our customers and can provide fast and accurate service to them regardless of whether they contact us through the web, email, chat, our customer call center, or at the dealership."
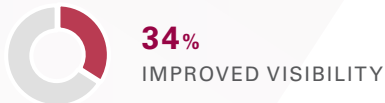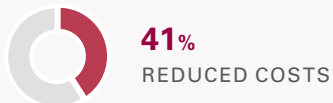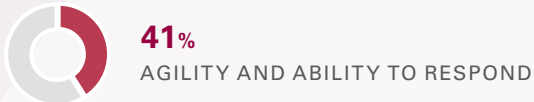
Aileen Sperber, Group Manager CX & Planning, Mazda

BENEFITS OF MOVING TO THE CLOUD

According to the 2018 IndustryWeek survey "The Road to Digital Transformation - A Progress Report for Manufacturers", manufacturers are seeing many benefits of moving to the cloud.

The top five expected or achieved benefits of cloud computing:

41%
AGILITY AND ABILITY TO RESPOND

41%
REDUCED COSTS

37%
SPEED

34%
IMPROVED VISIBILITY

29%
BETTER DECISIONS

"By developing a global sales system with Oracle Sales Cloud and Oracle Platform as a Service, we gained real-time insight into global pipelines and expanded new opportunities. Seamless integration with our ERP system also enabled us to process sales orders 3x faster and boosted customer satisfaction."

MJ Hyun, CRM Team Manager, Nexen Tire Corp.

NEXEN TIRE

"The strength of Oracle Transportation Management is that the system can simultaneously process large volumes of data and enable optimal routes—allowing us to achieve our goal: supply chain stability at low transport cost."

Anna-Karin Hjerpe, Solution Leader Atlas/OTMLeader Atlas/OTM

VOLVO

THE SMART CLOUD CHOICE

Top automotive companies around the world have benefited from moving their business applications to the Oracle Cloud. Eliminate the heavy lifting around configuring, patching and tuning your business applications and managing your own hardware.

Moving to the Oracle Cloud will be the last upgrade you will ever need to do, allowing you to focus on driving innovation and growing your business instead of keeping the lights on.

Get the combined benefits of modernizing your business applications and processes while also taking advantage of the unmatched security, scalability and agility of the Oracle Cloud. With the most complete set of integrated SaaS and PaaS applications, going with Oracle reduces the risks and complexities of modernizing your business.

Oracle is the smart choice for:

• Predictive analytics and business intelligence

• Accelerating product development and reducing time to market

• Optimizing supply chain management and logistics

• Enabling the smart connected factory

• Automating customer service applications

• Modernizing human resource management

"Oracle Sales Cloud simplified our sales processes and significantly improved our sales team's productivity, leading to higher efficiency, and faster closing of opportunities."

Pratap Patjoshi, CIO, Mercedes-Benz India

Mercedes-Benz
The best or nothing.

TRANSFORMATIONAL TECHNOLOGIES FOR THE AUTOMOTIVE INDUSTRY

Oracle is at the forefront of transformational technologies that will allow you to improve agility, reduce costs, and drive innovation. Oracle Cloud applications are continuously updated behind the scenes to leverage advanced technologies including:

ARTIFICIAL INTELLIGENCE
Self-learning applications that analyze business data to predict issues, suggest remedies, enhance productivity and improve results.

INDUSTRIAL INTERNET OF THINGS
Sensors and other connected services that improve visibility and enable digitization of the supply chain.

CHATBOTS
Intelligent digital assistants that provide faster, more personalized support to your employees, partners, and customers.

BLOCKCHAIN
Distributed digital ledger for improving transparency, IP protection, collaboration, compliance, and payment processes across your business.

EVERY CLOUD JOURNEY IS DIFFERENT

Whether you are just starting on your journey to the cloud or are already partway there, Oracle is here to help. Oracle has a variety of solutions tailored to make your cloud journey easier and allow you to move to the cloud at the pace that makes the most sense for your business.

LIFT AND SHIFT EXISTING APPLICATIONS
Migrate your legacy applications to the Oracle Cloud to take advantage of unmatched cost savings, security, availability and scalability.

CLOUD AT CUSTOMER
Leverage Oracle Cloud solutions delivered as a service behind your firewall.

BORN IN THE CLOUD
Quickly develop new applications in the cloud that connect seamlessly to your existing applications and systems.

MODERNIZE WITH SAAS
Leave behind the limitations and complexities of your legacy systems by transitioning to agile, best-in-class Oracle SaaS applications that drive business innovation.

Hear what other companies say about their experience in moving to the cloud: Lessons from the Cloud

Oracle is a Leader in the Cloud

- Oracle Recognized as a Leader in the Magic Quadrant for Supply Chain Planning System of Record

- Oracle Recognized as a Leader in Gartner Magic Quadrant for Warehouse Management Systems

- Oracle Named a Leader in Gartner Magic Quadrant for Transportation Management Systems

- Oracle ERP Cloud Recognized as the Only Leader in Gartner Magic Quadrant Report

- Oracle Again a Leader in Gartner Magic Quadrant for Enterprise Integration Platform as a Service

- Oracle Again Named a Leader in the Gartner Magic Quadrant for Multiexperience Development Platforms

- Oracle Again Cited as a Leader by Gartner in Data Management Solutions for Analytics

- Oracle Recognized as a Leader in Gartner Magic Quadrant for Cloud Financial Planning and Analysis Solutions for Oracle EPM Cloud

BENEFITS OF ORACLE CLOUD

Oracle has been offering applications in the cloud for over a decade and is committed to being the world leader in cloud solutions. Our customers' results speak for themselves:

Automotive OEMs and Suppliers are seeing benefits in moving to the Oracle Cloud

Success Stories

50%
average cost reduction realized in moving to the cloud

90% faster
deployment of applications in the cloud

77%
say they are getting better insights from moving data to the cloud

GET STARTED TODAY

Partner with a company that has deep expertise in the automotive industry and a track record of helping leading automotive companies develop industry 4.0 strategies to increase agility and accelerate innovation.

Oracle is committed to helping you succeed. We invite you to contact us to discuss your requirements and learn more about how Oracle can transform your business.

For more details about our solutions for automotive, visit oracle.com/industries.
To contact Oracle directly, call 1-800-633-0738 or visit the Oracle Global Contacts page to find the phone number for your country.

Industry 4.0 is Transforming the Automotive Industry

Industry Viewpoint

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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment

ORACLE®