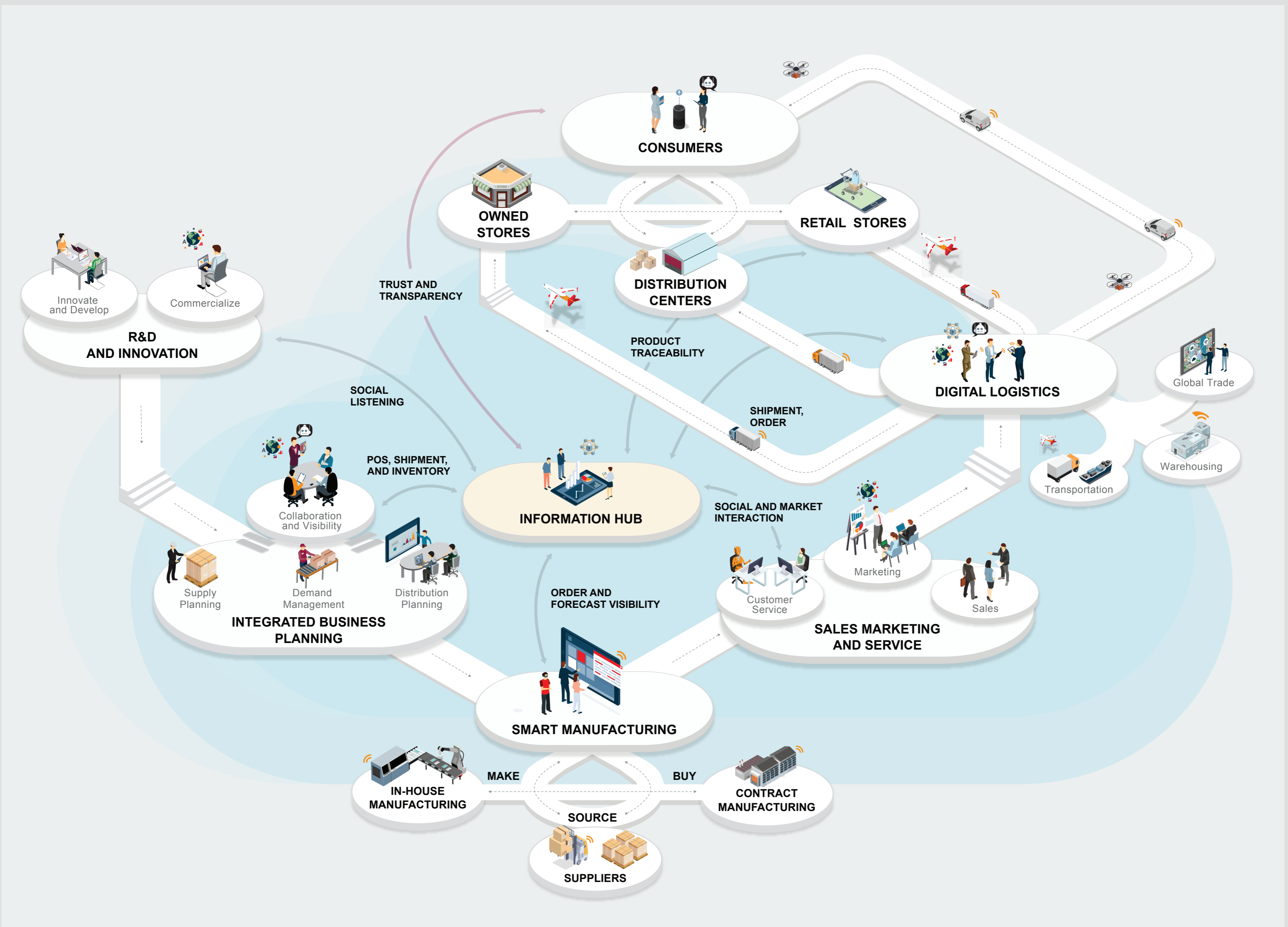# INDUSTRY VALUE MAP— CONSUMER GOODS

Today's consumer goods industry is operating in an era defined by global, digitally connected shoppers, who are demanding personalization and innovation. In response, Oracle offers an adaptable cloud-based model for accelerated technology realization across the enterprise.



CONSUMERS

OWNED STORES

RETAIL STORES

DISTRIBUTION CENTERS

TRUST AND TRANSPARENCY

PRODUCT TRACEABILITY

DIGITAL LOGISTICS

Global Trade

R&D AND INNOVATION
- Innovate and Develop
- Commercialize

SOCIAL LISTENING

SHIPMENT, ORDER

Warehousing

POS, SHIPMENT, AND INVENTORY

Collaboration and Visibility

INFORMATION HUB

SOCIAL AND MARKET INTERACTION

Transportation

Supply Planning

Demand Management

Distribution Planning

INTEGRATED BUSINESS PLANNING

ORDER AND FORECAST VISIBILITY

Customer Service

Marketing

Sales

SALES MARKETING AND SERVICE

SMART MANUFACTURING

IN-HOUSE MANUFACTURING

MAKE

SOURCE

BUY

CONTRACT MANUFACTURING

SUPPLIERS

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### CUSTOMIZED SHOPPING[1]
Analyzing customer traffic and intersections with loyalty schemes to offer 1:1 experiences, recommendations, and personalized services

**62%**
of consumers said the primary motivation for shopping in stores is to see/try products before purchasing.

### VIRTUAL ASSISTANTS[2]
Combining AI with human interfaces to help customers get answers to their questions easier and faster

**85%**
of customer interactions will be managed without humans by 2020.

### REAL-TIME, CUSTOMER-DEMAND PREDICTION[3]
Learning/analyzing customer buying, browsing, search, and consumption data to predict purchasing decisions

**95%**
of customer experience applications will be driven by AI by 2025.

### SMART FACTORIES[4]
Connecting the production processes, which enables efficient and flexible batch scheduling, and bespoke manufacturing

**US$225B**
is the predicted spend in advanced robotics by 2021, with the largest growth in consumer, manufacturing, and healthcare.

### PRODUCT AUTHENTICATION[5]
Ensuring consumers are buying authentic goods, tracking products from origin to the shelf

**US$461B**
worth of fake goods are imported annually worldwide.

### PRODUCT TRACEABILITY AND RECALL[6]
Tracing contaminated products in the food supply chain and accelerating product recalls

**48M**
Americans get sick from food-borne pathogens each year.

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**Contact us at consumergoods_us@oracle.com to learn how Oracle is enabling the consumer goods industry of tomorrow, today.**

[1] https://www.retaildive.com/news/why-most-shoppers-still-choose-brick-and-mortar-stores-over-e-commerce/436068/
[2] http://www.cxotoday.com/story/how-artificial-intelligence-is-transforming-contact-centers/
[3] https://www.forbes.com/sites/blakemorgan/2018/02/08/10-customer-experience-implementations-of-artificial-intelligence/#4efa21902721
[4] https://www.forbes.com/sites/louiscolumbus/2018/04/15/the-future-of-manufacturing-technologies-2018/#b2f61ae29955
[5] http://www.oecd.org/industry/global-trade-in-fake-goods-worth-nearly-half-a-trillion-dollars-a-year.htm
[6] http://fortune.com/food-contamination/

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