

ORACLE

# Oracle Industry Playbook

Travel and Transportation

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# Travel and Transportation

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Navigating the transportation and logistics industry has never been easy, but the past few years have pushed companies to their limits—even those accustomed to overcoming challenges. Factors such as global demand fluctuations, supply chain disruptions, labor shortages, rising operational costs, and increased customer expectations have made it more difficult than ever for logistics service providers to meet their commitments.

Resilience and agility are now more crucial than ever. By leveraging data more effectively, logistics companies can engage in scenario planning and develop contingency strategies to minimize disruptions. Additionally, they can gain deeper insights into customer preferences, enhance service offerings to stay ahead of competitors, attract and retain skilled talent, and maintain budget visibility and control—all of which are vital in a challenging economic environment.

# Key Imperatives for Travel & Transportation

- 1 Increased digitalization driven by the adoption of new technologies
- 2 Utilizing agile IT systems for rapid adaptation
- 3 Supply chain and logistics expertise as core competencies
- 4 Building supply chains that monitor and quickly respond to demand signals

# Forces Shaping the Travel and Transportation Industry

## INDUSTRY CHALLENGES

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### Supply Chain Volatility

Lack of resiliency exposed by geopolitical issues, capacity shortages, volatile demand, supply chain disruptions, and compliance.



### Labor Shortage

Labor shortage exacerbated by disruption, changing demographics, and an aging workforce.



### Embedding Sustainability

Difficulty developing plans and measuring success on environmental, social, and governance (ESG) initiatives. Increased public and regulatory demand for transparency and restrictions on CO2 emissions.



### Business Model Innovation

Increased competition due to new market entrants. Slow, disconnected systems make it difficult to rapidly develop and deploy new business models.



### Customer Service Excellence

Adapting quickly to changing requirements as customers decide when, where, and how they want to be served.



## VISION OF SUCCESS

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Improved resiliency through optimized transportation and logistics networks that quickly adjust to demand and supply changes in an efficient and sustainable way.

Strong recruiting, HR and talent management tools that elevate employee experience to attract, retain, and upskill, and reskill top talent.

Build sustainability into every part of the supply chain, from the transportation of products and warehouse resource optimization to the use of sustainable cloud computing. Drive customer loyalty and growth with improved transparency and reporting on ESG goals.

New business models through end-to-end visibility platforms, brokerage and procurement marketplaces, digitally connecting assets and workforce, and a sustainable and integrated business solution to outpace competition.

Maintain and exceed service-level agreements (SLAs) and achieve high customer satisfaction.



# Oracle Industry Suite for Travel and Transportation

Future-proof your business with a secure, scalable, high-performance cloud

## Oracle Applications

### ERP Enterprise Resource Planning

- Global Accounting
- Performance Management
- Procurement
- Projects
- Risk Management and Compliance

### SCM Supply Chain and Manufacturing

- Order Management
- Planning
- Trade and Transportation Management
- Warehouse Management

### HCM Human Capital Management

- Human Resources
- Payroll
- Talent Acquisition
- Talent Management
- Workforce Management

### CX Customer Experience

- Marketing
- Sales
- Commerce
- Service
- CX Platform

## Oracle Industry Applications / Solutions

Logistics Network Modeling

Transportation Operational Planning

Fleet Management

Global Trade Management

Intelligent Technologies

## Platform Services

### PS Platform Services



Compute



AI / ML



Integration



Security



Extensibility



Analytics



Data

Commercial and Industry Specific Clouds

Cloud@Customer

# Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation

## Customer Experience



Marketing  
Sales  
Service

## Supply Chain & Manufacturing



Supply Chain Planning  
Inventory Management  
Manufacturing  
Maintenance  
Product Lifecycle Management  
Procurement  
Order Management  
Logistics

## Enterprise Resource Planning



Financial Management  
Procurement  
Project Management  
Risk Management and Compliance

## Enterprise Performance Management



Planning, budgeting, and forecasting  
Profitability and Cost Management  
Financial Consolidation and Close  
Account Reconciliation  
Tax Reporting  
Enterprise Data Mgmt.

## Human Capital Management



Human Resources  
Talent Management  
Workforce Management  
Payroll

Data Intelligence

Revenue Transformation

Back-office Unification

Customer Experience

Supply Chain Unification

Financial Excellence

Empowered Workforce

Connected Planning





# Oracle Fusion Cloud ERP

## AI-Powered Finance



### Financials

- General Ledger
- Accounting Hub
- Payables & Assets
- Treasury & Payments
- Expense Management
- Receivables & Collections
- Bill & Credit Management
- Revenue Management
- CPQ / Subscription Management
- Joint Venture Management
- Lease Accounting



### Procurement

- Supplier Qualification Management
- Sourcing
- Procurement Contracts
- Self Service Procurement
- Purchasing
- Supplier Portal
- Spend Classification



### Project Management

- Cost Management & Control
- Billing & Revenue Mgmt
- Planning, Scheduling & Forecasting
- Project Asset Management
- Project Management
- Resource Management
- Program Management
- Grant Management
- Task Management



### Enterprise Performance Management

- Enterprise Planning
- Profitability & Cost Mgmt
- Narrative Reporting
- Financial Consolidation & Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management



### Risk Management

- Separation of Duties Reporting (SOD)
- Preventive SOD User Provisioning
- Security Monitoring
- User Access Reviews & Certifications
- Fraud & Payment Monitoring
- Configuration & Audit Monitoring
- Internal Control Assessments
- Risk & Controls Matrix
- Workforce Health & Safety

Touchless Operations

Predictive Insights

Connected Actions



# Oracle Fusion Cloud SCM

Deep Functional Integration Connecting the Digital Thread



## Supply Chain Planning

Demand Management  
Supply Planning  
Sales & Operations Planning  
Supply Chain Collaboration

Strategic Sourcing



## Supply Chain Execution

Inventory  
Costing  
Manufacturing  
Maintenance  
Quality  
Production Monitoring

Smart Operations



## Order Management

Order Management  
Product Configuration  
Order Pricing  
Global Order Promising  
Channel Revenue Management

Perfect Order



## Logistics

Transportation Management  
Global Trade Management  
Warehouse Management  
Logistics Network Modeling

Revenue Transformations



## Product Lifecycle Management

Innovation Management  
Product Hub  
Product Development  
Quality Management

Strategic Sourcing



## Procurement

Sourcing  
Contracts  
Purchasing  
Supplier Management

End to End Visibility



# Oracle Fusion Cloud HCM

Empowering Employee Success for Exceptional Business Outcomes



## Human Resources

- Benefits
- Core HR
- Work Life
- Workforce Modeling & Predictions
- Strategic Workforce Planning
- Advanced HCM Controls



## Talent Management

- Recruiting
- Onboarding
- Learning
- Career Development
- Opportunity Marketplace
- Performance Management
- Compensation
- Succession Planning
- Dynamic Skills



## Workforce Management

- Time & Labor
- Workforce Scheduling
- Workforce Labor Optimization
- Absence Management
- Workforce Health & Safety



## Payroll

- Payroll
- Payroll Core
- Payroll Interface



## Employee Experience

- HCM Communicate
- Journeys
- Connections
- Grow
- Touchpoints
- Celebrate
- HR Help Desk
- Digital Assistant

Intelligent & Automated People Processes

Hyper-Personalized Experiences

End-to-End Visibility

# Oracle Fusion Cloud CX

## Maximizing the Power of Your Enterprise Data and AI



### Marketing

Unity Customer Data Platform  
Eloqua Marketing Automation  
Responsys Campaign Management  
CrowdTwist Loyalty and Engagement



### Sales

Fusion Sales  
Sales Force Automation  
Configure, Price, Quote (CPQ)  
Subscription Management  
Commerce  
Incentive Compensation



### Service

Fusion Service  
Digital Customer Service  
Field Service  
Knowledge Management  
Service Logistics

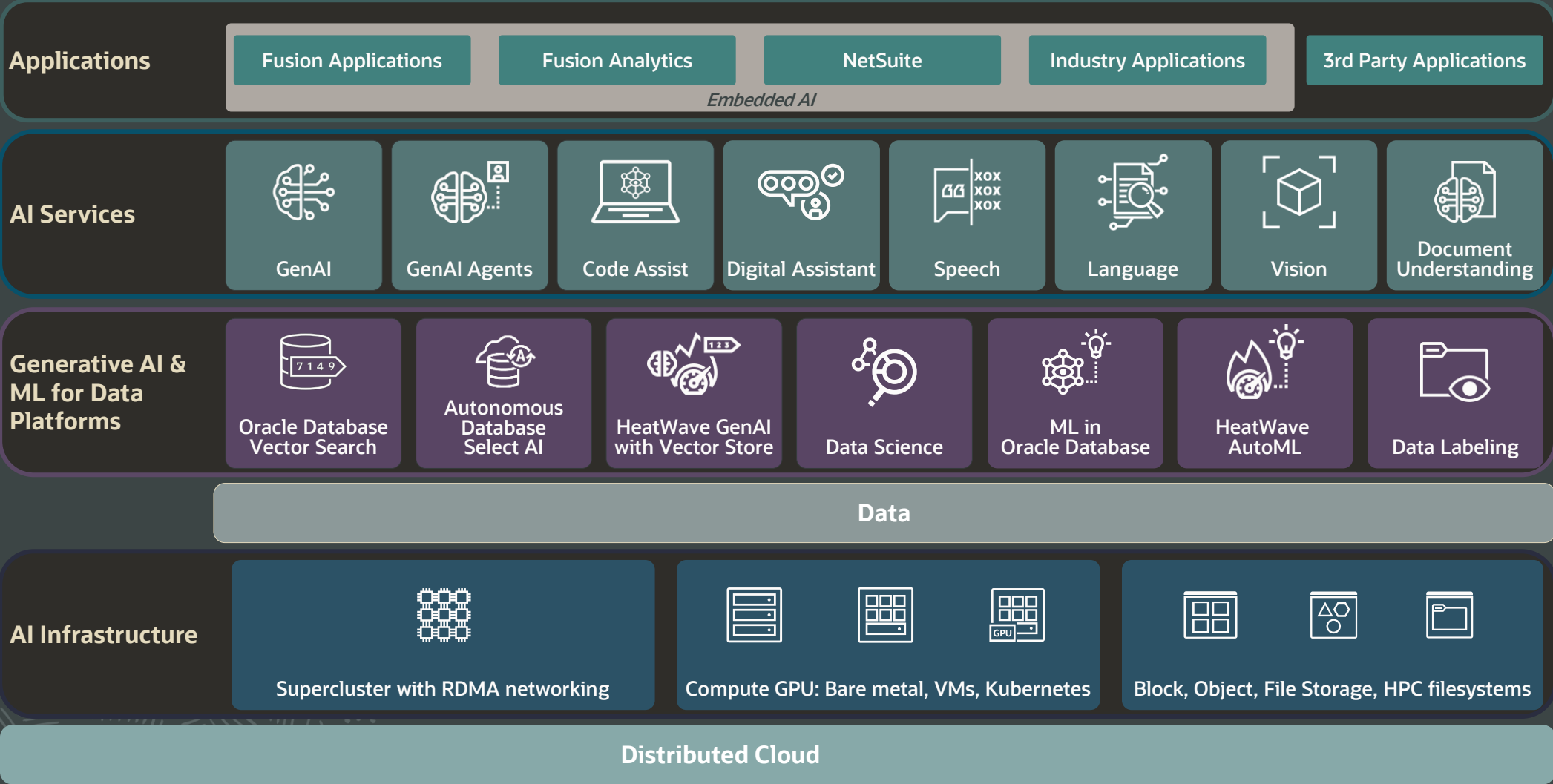
Revenue Transformation

Service Automation

Marketing and Sales Unification

Single Customer View

# The Oracle AI Stack



AI Partners and ISVs



# Extensive Partner and ISV Ecosystem

 **accenture**

**Deloitte.**

**IBM**

 **pwc**

**Infosys**

 **cognizant**

 **KPMG**

**tcs**

 **NVIDIA.**

 **wipro**

 **Informatica**

 **Palantir**

+20,000

Partners and ISVs

# More Industry and Leadership Awards Than Any Other SaaS Company

ERP	SCM	HCM	CX
<b>28X</b>	<b>10X</b>	<b>8X</b>	<b>22X</b>

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months

# Why Oracle?

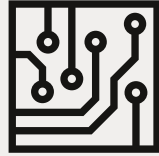


## Complete Suite

Best-of-breed apps designed and built for changing customer needs—with machine learning, process automation, and other customer-driven innovations.

Finance, HR, supply chain, manufacturing, marketing, sales, service and analytics built to work together.

100s of new features each quarter.



## Best Technology

Next-generation cloud infrastructure (OCI) designed for Fusion Applications.

The only public cloud with the performance, security and availability to run your mission-critical operations.

40 cloud regions worldwide for commercial and government with 9 more planned.



## Applications Platform

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend and build applications.

Self-learning and self-improving applications.



The logo icon is a red square with rounded corners. At the top, there are three horizontal white lines representing a book's pages. In the center, there is a white outline of the Oracle logo, which is a stylized letter 'O' with a horizontal bar through it.

# Oracle Playbook