Three Tenets of Modern Product Lifecycle Management Cloud

Innovate, Develop, and Commercialize Profitable Products and Services

ORACLE®

Return on Innovation

The pressure is on. Your company's year-to-year viability depends on your ability to innovate and deliver successful, profitable products to the market on time. Global competitive pressures and the current pace of change has created a growing challenge to produce a steady stream of successful new products. Innovation waits for no one. Harness your product development and innovation processes and you will be on the road to new profitable products, increased market share, and ultimately, sustainable growth.

Companies face greater complexity and challenges competing in today's environment with:

- Shorter product lifecycles
- Fewer resources
- Global and outsourced design and supply chains
- Voice of the customer transparency
- Dispersed product portfolio rationalization
- Product proliferation
- Design anywhere, build anywhere

The result? New product development and introduction processes are disjointed and scattered across several, if not dozens, of separate systems negatively affecting their return on innovation.

64% of the companies are ineffective at converting ideas into development projects

50% of product development and commercialization resources are wasted

Only 20% of CEOs are happy with their return on innovation

1

ORACLE®

Introduction

Product Lifecycle Management is a strategic, systematic approach to managing the entire lifecycle of a product: from selecting and translating the best ideas, requirements, and concepts into development portfolios and projects, to the product development and release process, and through to the supply chain and manufacturing commercialization processes.
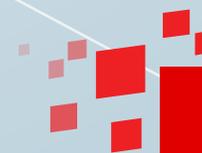
Oracle's Product Lifecycle Management (PLM) is a suite of solutions that provides a single integrated product record across the three tenets of a modern product value chain; Innovate, Develop and Commercialize. These solutions help you transform fragmented product development processes into information-driven product value chains with full visibility into product information, real-time social collaboration, and cross-functional enablement across the entire product network.

INNOVATE	*DEVELOP*	*COMMERCIALIZE*

Build an innovation pipeline that is fueled by a steady stream of high-value ideas that can be translated into profitable offerings.

Manage and coordinate your product development data and processes to accelerate time to market- while balancing cost, quality and compliance.

Rapidly commercialize products with synchronized manufacturing across global manufacturing sites, and partners.

ORACLE®

Align Innovation

Capture and invest in the right ideas

Repeatable

Consistently sort through the noise of crowdsourcing, big data, and so on to identify the best ideas to commercialize.

Scaleable

Establish a single repository and connected process for the collection, collaboration, enrichment, and traceability of each innovation.

Systematically approach the evaluation of each product investment across a 360-degree view of cost, design reuse, resource availability, ability to meet requirements, and the business case.

Strategic

Enhance organizational participation in innovation decisions. Enable a bottoms-up approach so that all stakeholders might contribute to the product ideation and definition processes. Simultaneously support executive decision-making with a top-down approach to analyze financial impact and strategic alignment before, during, and after investment decisions.

KEY CAPABILITIES

Innovation ideation

- Capture ideas from many different sources

Innovation definition

- Translate into detailed requirements
- Develop product concepts that achieve requirements, cost, and supply risk tolerance

Innovation portfolio

- Develop financial business cases
- Analyze portfolio strategy to determine best commercialization opportunities

ORACLE®

Accelerate Development

Manage development product record and processes

Managed

Collaboratively and securely manage product data, Item, BOMs, documents, AMLs.

Secure IP with extended control across globally outsourced design and manufacturing organizations, suppliers, and partners.

Controlled

Manage the product change process to improve time to market and reduce rework and scrap.

Maintain or accelerate the pace of innovation by proactively reusing existing parts and designs.

Integrated

Fully integrate product data and processes to improve productivity and speed new product development.

Monitor and evaluate product data for design and supply readiness.

KEY CAPABILITIES

Item management
- Create, classify, find, and reuse items

BOM management
- Securely manage and control the development product record

Change management
- Collaboratively manage engineering change orders to capture design iterations

Product readiness insight
- Analyze and grade Items and BOMs for supply chain, release, and sourcing readiness

ORACLE®

Synchronize Commercialization

Orchestrate launch to hit your targets and capture best ROI

Governed

Collaboratively and securely enhance sales and supply chain readiness with consistent data attributes in marketing and operational descriptions, digital assets, configurations, and catalogs.

Achieve compliance by enforcing governance and business policies to manage product information.

Accurate

Ensure superior customer experience by controlling the accuracy of product data across your enterprise and localizing product information for specific channels, stores, organizations, and target markets.

Timely

Speed product launch times to hit targets by instantly providing all sales channels and extended supply chain with the right product data the first time.

KEY CAPABILITIES

Manufacturing commercialization
- Accelerate manufacturing readiness with site-specific structures and operational attribute values

Data governance
- Achieve compliance by enforcing governance and business policies to manage product information
- Increase operational efficiency by sharing accurate and clean data to downstream consuming systems

ORACLE®

Let Oracle Help

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 strategically invest in new product development without the concern of stifling top-line revenue growth?

Oracle's Product Lifecycle Management solutions provide the power to measure your returns and simplify the decisions that keep your product network moving.

In most industries, the speed at which you make decisions about the product portfolio is the difference between success and failure. With Oracle's Product Lifecycle Management 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 correction or improvement, while ensuring optimal productivity throughout your product network, unlocking your product potential and profits.

ORACLE®
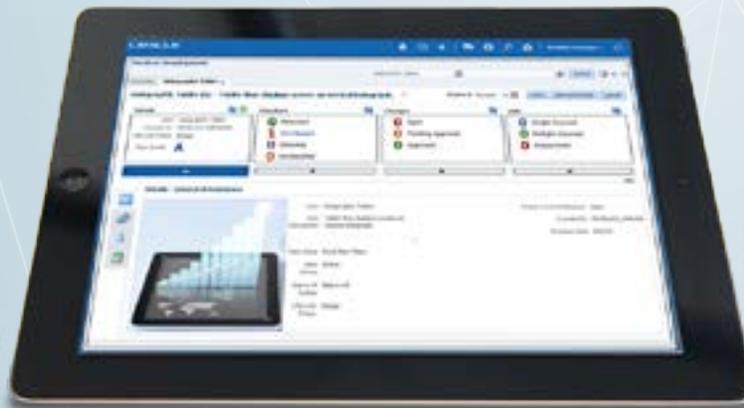
Get Started

Only Oracle has the complete set of integrated applications to help you harness the opportunities modern PLM provides, which you can adopt at your own pace and will support you as you grow your business. Understand how Oracle's PLM solutions can drive growth in your business, equipping you for the new realities of developing products in a global and outsourced Product Value Chain.

The Oracle PLM Cloud is an aligned, accelerated, synchronized, and transformative solution to keep your product development functions vibrant, productive, ultra-efficient, and controllable. These are the ingredients that help our customers deliver the outstanding user experiences and business results their companies demand.

FOR MORE INFORMATION:

- **Oracle Product Lifecycle Management**

- **Oracle Cloud Documentation**

- **Oracle Applications Customer Connect**

☎ **1-800-633-0738**

ORACLE®

ORACLE®

Follow us at:

Oracle Cloud Community

Oracle Cloud Product Lifecycle Management

f Oracle Cloud on Facebook   🐦 Oracle Cloud on Twitter   ▶ Oracle Cloud on YouTube