ORACLE

Oracle Industry Playbook

Automotive

Automotive

The automotive industry is in the midst of a tech-driven revolution. Electric vehicles are surging, fueled by a push for sustainability, while AI is steering autonomous driving forward. Connectivity, powered by 5G, is transforming in-car experiences and enabling smart vehicle communication. Meanwhile, mobility-as-a-service is disrupting traditional car ownership. These shifts are ripe opportunities for tech companies to innovate in software, data analytics, and integrated mobility solutions.

A sustainable automotive ecosystem that delivers connected, electrified vehicles and services requires rapid, continuous innovation. Technological transformation can help you drive growth with mobility services that can reshape the customer experience, while attracting—and retaining—top talent to take your business further, faster.

Key Imperatives for Automotive

1 Build supply chains that monitor and quickly respond to demand signals

2 Integrate planning and execution across business and operations

3 Use data insights from connected supply chain processes, finance, sales

Forces Shaping the Automotive Industry

INDUSTRY CHALLENGES

VISION OF SUCCESS

Innovation and Electrification
Ability to navigate transition from combustion engines to electric vehicles with rapid research and development to achieve revenue and profit targets.

→ Plan and optimize portfolio transition based on innovation and consumer demands. Create a consistent pipeline of advanced features and functions.

Mobility Ecosystem Opportunity
Driving growth through new ownership models and cloud-based digital services to reshape the business and infrastructure.

→ Resilient and sustainable supply chain from raw materials through n-tiers to components, production, and distribution utilizing smart manufacturing.

Regulatory and Compliance
Geopolitical issues, shortage of micro-chips, and rising costs stress extended supply chain.

→ Maintain consistent standards based on real-time data from finance and supply chain systems. Ensure customer safety and immediate respond to any issues.

Labor Shortage
Competition for talent with labor shortages and aging workforce to support digital manufacturing.

→ Attract and retain a modern workforce enabled with advanced technologies that replace tedious processes for important tasks.

Supply Chain Management
Disconnected processes and IT and OT data silos limit pace of innovation, process and quality improvements, and explosive growth in velocity of data from operations, customers, and vehicles.

→ Continuous innovation using AI and integrated IoT data with connected finance, sales, operations, and service processes. Improved resiliency through optimized transportation and logistics networks that quickly adjust to demand and supply changes in a sustainable way.

Oracle Industry Suite for Automotive

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

Oracle Industry Applications / Solutions

Supply Chain Command Center

Integrated Business Planning and Execution

Anything as a Service

Oracle Applications / Business Capabilities

ERP — Enterprise Resource Planning
- Global Accounting
- Performance Management
- Procurement
- Projects
- Risk Management and Compliance

SCM — Supply Chain and Manufacturing
- Maintenance
- Manufacturing
- Order Management
- Planning
- Product Lifecycle Management
- Service Logistics
- Trade and Transportation Management
- Warehouse Management

HCM — Human Capital Management
- Human Resources
- Payroll
- Talent Acquisition
- Talent Management
- Workforce Management

CX — Customer Experience
- B2B Marketing
- B2C Marketing
- Commerce
- Configure, Price, Quote
- Field Service
- Partner Relationship Management
- Sales Automation
- Service
- Subscription Management

EPM — Enterprise Performance Management
- Planning and Budgeting
- Forecasting
- Narrative reporting: ACFR & Budget Book
- Reconciliation
- Allocations
- Data management

Platform Services

PS — Platform Services

Content | Chatbots | IoT | Extensibility | Data | Integration | Security | AI/ML | Redwood UX
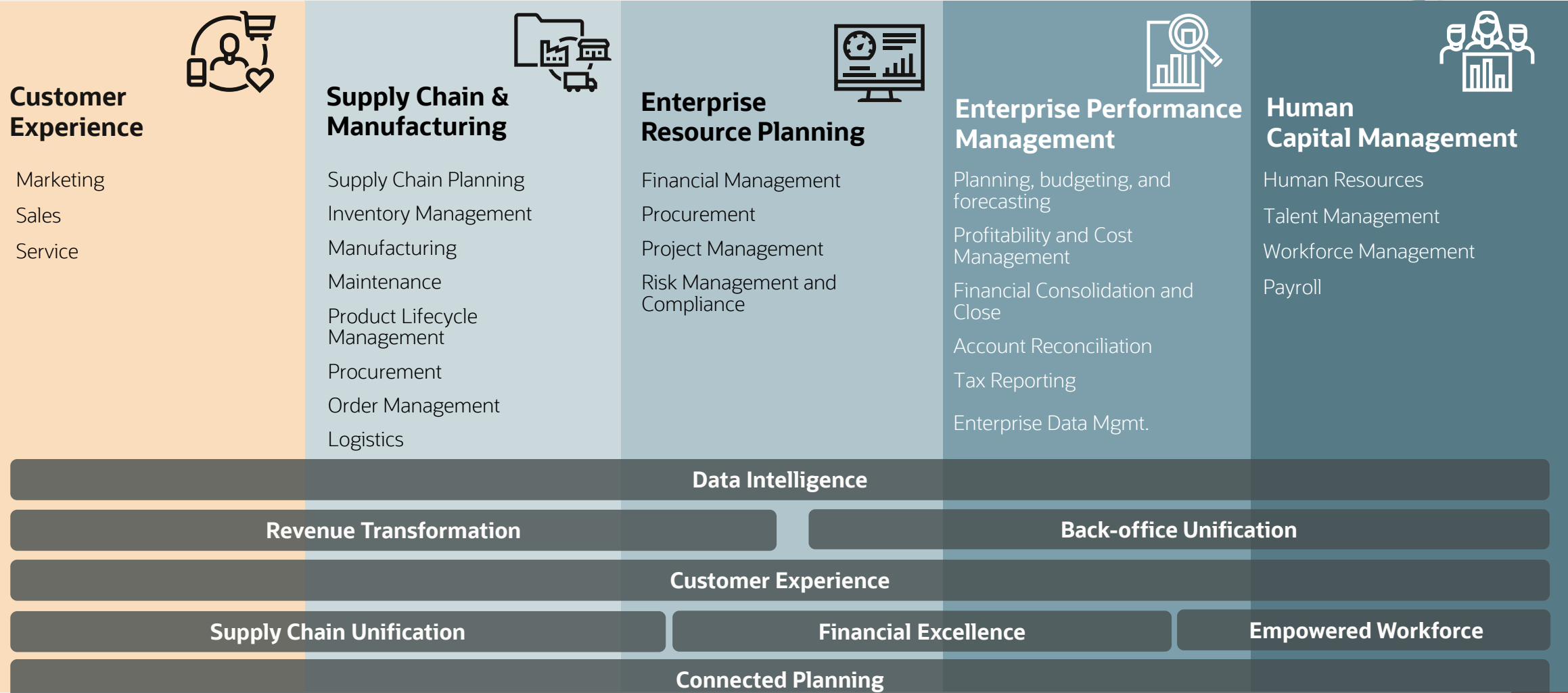
Oracle Cloud Infrastructure (OCI)

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

Supply Chain Execution

Inventory

Costing

Manufacturing

Maintenance

Quality

Production Monitoring

Order Management

Order Management

Product Configuration

Order Pricing

Global Order Promising

Channel Revenue Management

Logistics

Transportation Management

Global Trade Management

Warehouse Management

Logistics Network Modeling

Product Lifecycle Management

Innovation Management

Product Hub

Product Development

Quality Management

Procurement

Sourcing

Contracts

Purchasing

Supplier Management

Strategic Sourcing

Smart Operations

Perfect Order

Strategic Sourcing

Revenue Transformations

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

Revenue Transformation

Service

Fusion Service

Digital Customer Service
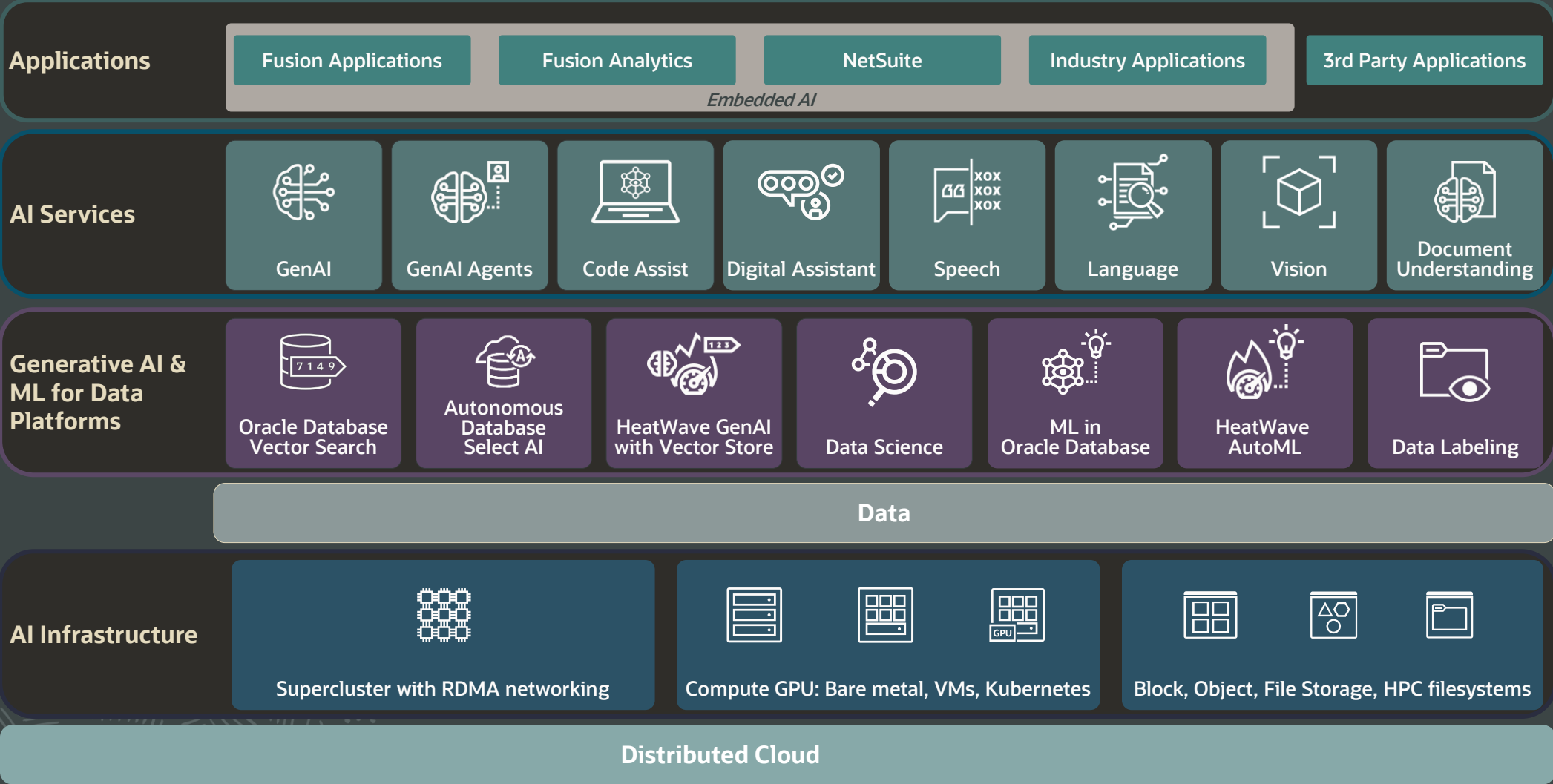
Field Service

Knowledge Management

Service Logistics

Service Automation

Marketing and Sales Unification

Single Customer View

The Oracle AI Stack

Applications	Fusion Applications	Fusion Analytics	NetSuite	Industry Applications	3rd Party Applications
		Embedded AI			

AI Services

GenAI	GenAI Agents	Code Assist	Digital Assistant	Speech	Language	Vision	Document Understanding

Generative AI & ML for Data Platforms

Oracle Database Vector Search	Autonomous Database Select AI	HeatWave GenAI with Vector Store	Data Science	ML in Oracle Database	HeatWave AutoML	Data Labeling

Data

AI Infrastructure

Supercluster with RDMA networking	Compute GPU: Bare metal, VMs, Kubernetes	Block, Object, File Storage, HPC filesystems

Distributed Cloud

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
28X	10X	8X	22X

Gartner, Forrester, IDC, Omdia

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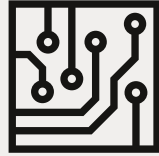
Why Oracle?

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.