

Oracle Fusion Cloud Innovation Management

Within most enterprises there is a widening “Innovation Gap”—a misalignment of top-line corporate portfolio strategies against tactical project execution. This often results in tremendous inefficiencies and finite, non-refundable cost, time and budget loss. As access to data expands, new ideas emerge just as frequently and from an exploding number of sources. Today's innovators need more than crowdsourced ideas to drive faster, higher-quality innovations that customers want. Yet, disconnected innovation processes are trapped in departmental silos and legacy tools, leading to poor collaboration. Oracle Cloud Innovation Management provides enterprise class capabilities to systematize the selection and translation of the best ideas and inventions into profitable offerings for customers. It's a uniquely results-oriented approach to innovation that rapidly identifies high-value opportunities and drives them forward to help speed time to market, achieve more predictable results, and generate more revenue.

Seed the Innovation Pipeline with the Right Ideas

Innovative ideas come from many internal or external influences. With so much input, filling the innovation pipeline with ideas isn't a problem for most companies – feeding the pipeline with a balanced and steady stream of good ideas that are both achievable AND align with product, business and company strategies presents the greatest challenge. Innovation leaders need to leverage teams of cross functional expertise to analyze the feasibility, achievability and potential value of each idea to identify the right ideas to move forward into the process. Oracle Cloud Innovation Management helps companies capture ideas and enables teams to socialize, vote on, and enrich each one with videos, documents, and other reference content to determine whether the idea should advance into the innovation funnel. Even if an idea is not selected, a full history of each idea and the related collaborative content remains available for downstream reference and reuse.



Key business benefits

Overcome departmental silos and unleash the power of innovation to:

- Improve visibility and executive alignment across new product and service investments
- Better prioritize investment strategies while operating within constraints
- Identify and respond faster to opportunities and risks
- Improve productivity
- Increase visibility into the fulfillment status of requirements
- Reduce cost and risk through 'right sizing' concepts
- Trace ideation to offerings and all the decisions in between
- Enhance social collaboration
- Deliver quantifiable business impact

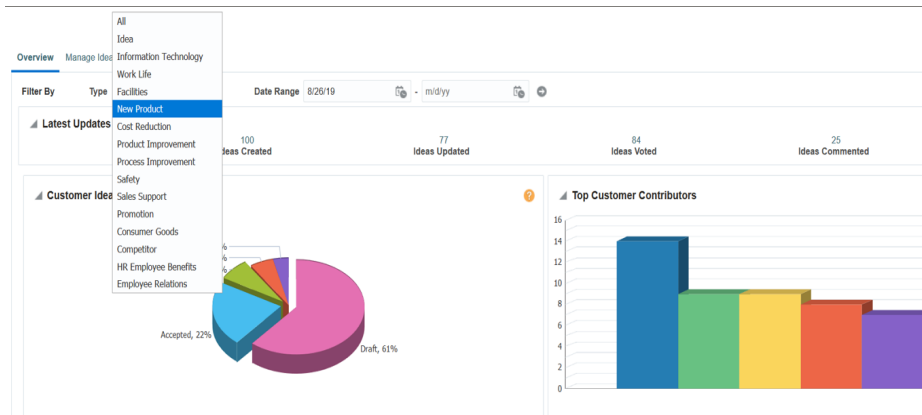


Figure 1. Collaborate on the repository of ideas

Quantify Strategic Impact with the Business Case

Oracle Cloud Innovation Management standardizes the approach to developing a business proposal for each requested idea which can be translated into quantifiable business impact and business value. This solution enables decision makers to take a consistent process when evaluating proposals across a wide variety of factors such as cost, resource needs, and expected value or revenue impact, all within the context of portfolio objectives and constraints. This approach aligns each idea to a business strategy, correlates the value of each idea to the strategy and demonstrates the total impact so portfolio decisions are data-driven, and results-oriented.

PLM Dashboard

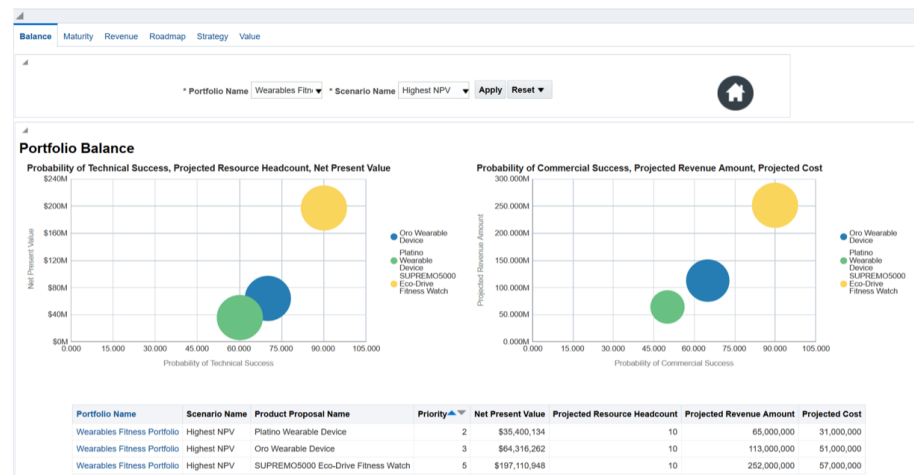


Figure 2. Evaluate proposals consistently against a wide variety of factors, objectives and strategies

Translate Ideas into Successful Products

Releasing new products ahead of the competition often delivers a powerful market share and monetary advantage but only if the delivered product meets or exceeds customers' expectations for quality, functionality and price. The most innovative companies tightly manage the delicate balance between speed and delivering great customer experiences. Oracle Cloud Innovation Management provides unique capabilities to capture requirements and trace the entire translation as they transition through the innovation lifecycle starting from ideation through to concept and test case(s). With built-in real-time analytics, requirements feasibility measurement, effort and fulfillment status all on a single platform, teams can quickly identify and resolve at-risk requirements and manage scope change impact.

Key features

- Single repository and connected process for innovation
- Ideation management
- Requirements management
- Business proposals
- Portfolio analytics
- What-if scenarios for concepts, requirements and proposals
- Embedded analytics
- Social collaboration
- Decision traceability
- Data publication
- Tight integration with Project Management and Product Record

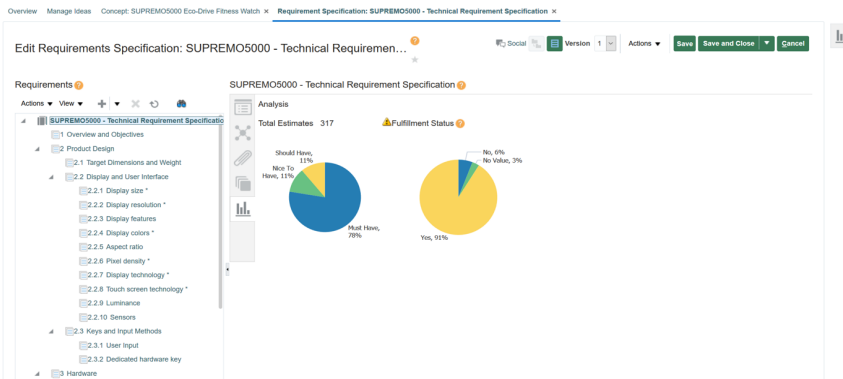


Figure 3. Single source of requirements and achievability

Equally important to achieving innovation success is delivering a product that meets the defined business case constraints. Oracle Cloud Innovation Management provides capabilities to re-use or transform existing items and model alternative approaches to delivering a concept. Concept alternates can be evaluated against configurable metrics to determine how best to deliver a product that achieves its expectations of cost, risk and meets the specified requirements. The result is improved time-to-market with a product that delivers against both business and technical expectations.

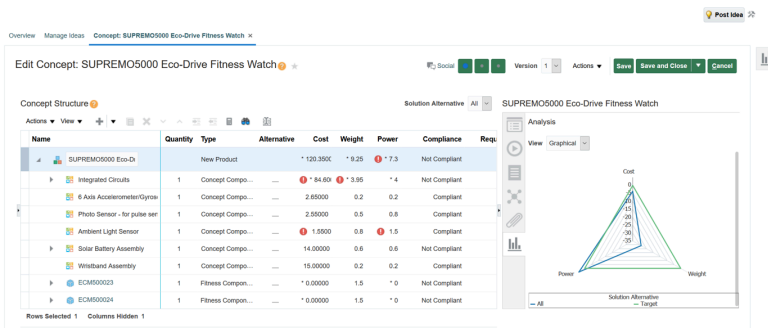


Figure 4. Analyze alternate concepts against metrics

Enhance Collaboration among Cross-Discipline Stakeholders

Oracle Cloud Innovation Management enables social collaboration among stakeholders. Through an easy-to-use interface, users can upload attachments for review, link multiple related innovation artifacts, maintain a history of related conversations, or broadcast hash tags to explore topics and virtually connect experts. Through rich cross-functional collaboration, organizations have an ability to more quickly identify, refine, and advance the innovations that deliver the highest business value.

Either Go or Hold Decisions

With role-based dashboards and embedded analytics, decision makers can monitor the evolution and health of each idea as it transitions through the innovation funnel and product lifecycle. As ideas are translated into requirements, concepts and respective business case, Oracle Cloud Innovation Management monitors progress toward objectives and enables what-if scenarios to model corrective impact. Go vs. hold decisions can happen earlier in the Innovation lifecycle enabled by real-time visibility into ideas that are over budget, unable to achieve the desired business case, and/or miss customer needs.

Seamless Integration to the Product Record

One of the main reasons many companies struggle to quickly launch products is due to fragmentation and disconnect between design and development. Often, these processes and systems are desperate from the supply chain, production and ERP software. The hand-off between fragmented engineering and supply chain related data is prone to error and reinvention. With Oracle Cloud Innovation Management, upstream and downstream processes are connected, so the full traceable history of the ideas, requirements, concepts, business case that resulted in the product remains intact. With this pre-built integration, a well-coordinated transfer from Oracle Cloud Innovation Management to downstream PLM product change and commercialization processes are aligned in preparation of product launch.

Related Products

Oracle Cloud PLM

- Product Master Data Management
- Product Development
- Quality Management
- Configuration

Oracle Cloud Project Portfolio Management

Oracle Cloud SCM

The screenshot displays the 'Edit Concept: SUPREMO5000 Eco-Drive Fitness Watch' interface. It features a table with columns: Name, Quantity, Type, Alternative, Cost, Weight, Power, Compliance, Requirements, and Status. A dialog box titled 'Convert to Item' is open, showing fields for Name and Description, and radio buttons for 'All', 'Selective', and 'Attachments' content options.

Name	Quantity	Type	Alternative	Cost	Weight	Power	Compliance	Requirements	Status
SUPREMO5000 Eco-Dr		New Product		* 120.350K	* 9.25	* 7.3	Not Compliant	4 / 4	
Integrated Circuits	1	Concept Compo...		* 84.60K	* 3.95	* 4	Not Compliant	0 / 0	
6 Axis Accelerometer/Gyrosc	1	Concept Compo...						0 / 1	
Photo Sensor - for pulse ser	1	Concept Compo...						0 / 1	
Ambient Light Sensor	1	Concept Compo...						0 / 1	
Solar Battery Assembly	1	Concept Compo...						0 / 2	
Wristband Assembly	1	Concept Compo...						0 / 2	
ECM500023	1	Fitness Compon...						0 / 0	Production
ECM500024	1	Fitness Compon...						0 / 0	Production

Benefits of Oracle Cloud Innovation Management

Oracle Cloud Innovation Management is specifically designed to accelerate idea evaluation, selection, and execution. It provides a highly collaborative innovation platform with embedded analytics to align your organization and speed the decision process. With it, companies gain a single source of truth for innovation projects, early visibility into idea success or failure, the ability to pivot from failing projects to higher value opportunities, and deep insight to optimize the innovation portfolio. With a rich, differentiated set of capabilities to create, develop and manage the end-to-end innovation processes from ideation through to product development and project execution, Oracle Cloud Innovation Management is a best-in-class solution which enables organizations to achieve:

- A disciplined, repeatable and scalable approach to innovation
- A stronger ideation pipeline
- Better alignment of product portfolio to corporate strategy
- Accelerated time to market/commercialization
- Improved innovation decision with real-time analytics
- Optimized resources/higher productivity
- Minimized waste associated with inefficient innovation processes
- Elimination of duplication and promotion of reuse
- Increased new product success rates
- Improved product launch performance
- Reduced developmental costs
- Increased shareholder wealth

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