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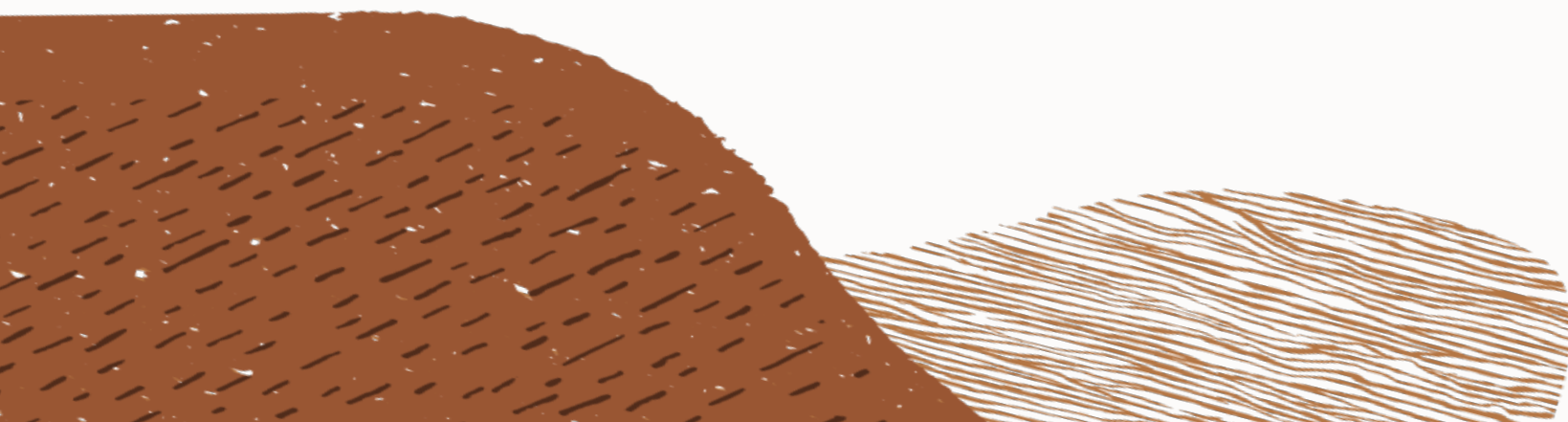
**UNLOCK CONTINUOUS
INNOVATION**

A perspective for Head of Product Development



Table of contents

| | |
|--|----------|
| Better decisions and faster time to market share | 3 |
| Enable continuous innovation on a unified platform | 4 |
| Challenges hindering successful product development | 5 |
| How Oracle can help? | 6 |
| Get started | 7 |



Better decisions and faster time to market share

Innovation has become the battleground for many companies. Disparate and legacy systems no longer meet the digital requirements for today's development processes.

Outdated systems are engineering-centric, unable to manage complex global product launches and are not built to support complete service offerings such as 'product-as-a-service'. When lacking the right technology, how can you strategically invest in new product developments to better ensure top-line revenue and profitability growth?

Successful development teams are customer-focused and leverage technology to efficiently capture new ideas from any source, then select the best ones to invest in while ensuring they're aligned with the overall business strategy.

Oracle Cloud Applications enables you to integrate processes and effectively document, prioritize and agree on the requirements needed to develop successful innovation concepts. This helps you reduce latency, meet global compliance standards, and eliminate supply chain risk throughout the product life cycle.

<50%

of development teams believe they are efficient at passing data between steps throughout the product lifecycle¹

2/3

product development teams lack the tools needed for collaboration¹

¹ The Digital Transformation of Product Design: [How are design teams using and planning for design technology fueled by data?](https://www.oracle.com/engineering.com), engineering.com.



Customer insight

“You want a system that will enable R&D to do their job efficiently. I now have a solution that can handle the complexities from high-volume semiconductor chips to complex devices. With the Oracle solution in place, we are positioned to scale successfully.”

– **Hock Leng-Lee**, Director of IT Applications at Broadcom



Your opportunity

To make innovation a growth engine for your business you need a single, standardized enterprise product record and bill of material on a unified cloud platform. Now you can leverage built-in capabilities such as IoT, AI, and digital twins that tie together customer, product, and factory feedback across the value chain to maximize efficiency so that innovation becomes your company's differentiator.

Enable continuous innovation on a unified platform

As a product development leader, your goal is to define and drive a successful product strategy that meets customer requirements and delivers on their expectations to increase your market share.

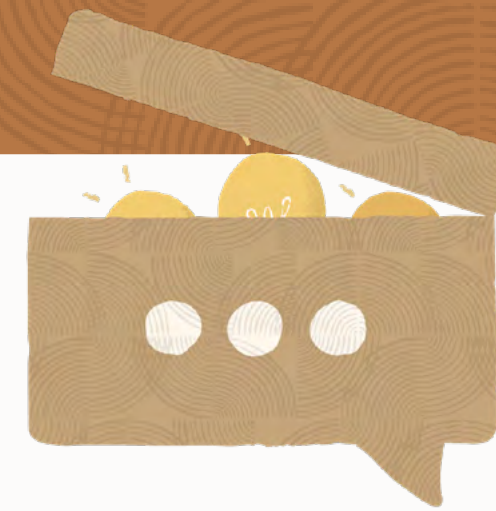


To do this successfully, the silos isolating Product Lifecycle Management (PLM), Supply Chain, Manufacturing, and Customer Experience (CX) have to dissolve and be ready to support the velocity and resilience needed for new business models and continuous innovation.

By doing so, you can:

- ✓ Work collaboratively across functional organizations to agree on development strategies that are achievable, meet your customer requirements and match your strategic business objectives.
- ✓ Capture and analyze feedback from voice of the customer, the voice of the product, the voice of the factory, the voice of the digital twin and make faster, more informed decisions.
- ✓ Identify roadblocks that inhibit your development teams from seamlessly delivering new products and services, making product enhancements or phasing out a product.
- ✓ Detect supply and manufacturing risks, manage part preferences and drive re-use throughout each design stage by maintaining a single view of qualified parts and suppliers across the entire product structure.
- ✓ Efficiently manage regulatory compliance and proactively track changes throughout your product's life cycle so you can streamline global product launches.
- ✓ Ensure the long-term focus on driving business growth through innovation and identify opportunities for continuous product improvements that lead to better business outcomes.

Challenges hindering successful product development



The speed of innovation is accelerating and customers are demanding more fulfilling experiences and personalized products. As globalization, regulation, cost, quality expectations, and product complexity all continue to increase, many companies mistakenly think that they can establish additional manual processes and build heavy customizations on top of their on-premise product development systems to keep up. This has only led to mounting technical debt and leaves thousands of places where errors can propagate throughout the business, leading to costly scrap, excessive rework, and latency.

Yet, 54% of product development teams are using 30+ year-old systems or have no formal solution to track data across the entire product development process. Legacy systems that were implemented to support an internal, engineering-centric view of product and service innovation, now struggle just to manage CAD files and documents through the entire design-to-release process. The cost and effort required to get basic capabilities in place using these outdated systems means that innovation initiatives often stagnate within the walls of the product development department. Continuous innovation and successful product development cannot be sustained by this traditional, disconnected approach. It's ineffective.

How Oracle can help?

To take a customer-centric approach to product development and to adapt to changing market conditions, you need a systems architecture that delivers process integration and standardized, transparent master data from initial conception and throughout the entire value chain.

With a unified platform in place, development leaders can:

- Accelerate new product development and introduction by unifying the enterprise product record and bill of material across the supply chain to streamline design, requirements, configurations, and change orders.
- Gain deep insights to optimize your innovation portfolio. Get early visibility into the success or failure of your idea with the ability to shift from failing projects to higher value opportunities.
- Streamline change management with processes that eliminate rework and compress cycle times by configuring defined workflows with the flexibility to make changes if needed.
- Enforce regulatory compliance requirements throughout your product's lifecycle so you can quickly adjust to changing global standards, efficiently manage documentation, and design compliant-finished products.
- Minimize design cost by gaining complete visibility into your products evolution by monitoring product iterations. Free CapEx and channel resources towards building new products instead of maintaining and customizing IT systems.
- Manage closed-loop quality at every step of design to ensure rapid detection and resolution of quality events to improve the overall effectiveness, safety, and profitability of your products and services.
- Leverage built-in capabilities such as IoT, AI, and digital twins so you can turn data into preventive, predictive, proactive, and prescriptive insights to make better decisions faster.

Start here

Visit our page and find out how you can unlock continuous innovation.

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