

ORACLE

Oracle Industry Playbook

Consumer Packaged Goods



Consumer Packaged Goods

Eroding brand loyalty, increasing global competition, and rising customer expectations has been the day-to-day reality of consumer-packaged goods (CPG) companies for decades. Now, changing buying behaviors, including the demand for environmentally friendly, sustainable, and healthy practices and products, have opened the door for CPG companies to regain customer affinity. But they can't win using yesterday's tools and tactics to develop and deliver today's subscription and direct-to-consumer services, or the next generation of private label products. CPG companies can't simply respond to constant change. They must get ahead of it.

Creating a culture of continuous innovation is imperative. CPG companies need transparent, diversified, and sustainable supply chains to predict disruptions, gain control over materials, and adapt to market conditions. Matching customer preferences with compelling new offerings and better, personalized service is critical. But maintaining tight cost controls to optimize revenue and maximize profitability are more important than ever in a challenging economic environment.

Key Imperatives for Consumer Packaged Goods

- 1 Keep up with the pace of evolving customer demand and customer experience
- 2 Gain agility with a single view of inventory and supply chain
- 3 Maintain strong brand loyalty
- 4 Embrace innovation with strategic technology

Forces Shaping the Consumer Packaged Goods Industry

INDUSTRY CHALLENGES

Consumer Behavior and Preferences

Modern consumers are constantly evolving the methods in which they purchase and engage with brands.



Supply Chain and Logistics

Inventory, demand, logistics and supplier reliability are core issues that present daily challenges. Disruptions and issues cause customers to lose faith and take their business elsewhere.



Omnichannel Integration

Speed of innovation with the race among CPG and retail to win the end consumer with new business models for subscription services, direct-to-consumer, and retail private label



Technological Advances

The rise of digital technology has transformed shopping behaviors. Retailers must adapt their marketing and sales strategies to engage with tech-savvy consumers effectively.



Workforce Management

Shortage of skilled talent, competition around wages and benefits, and ability to retain workforce.



VISION OF SUCCESS

Leverage data analytics and AI to deliver customized recommendations, offers, and communication, which can be complex and resource-intensive. Capture and retain customers through personalization and greater ESG performances.

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

Cohesive systems strategy that addresses sales and marketing channels and integrates directly with their supply chain. Adopt new ecommerce, omnichannel, subscription, direct-to-consumer business models and best practices.

Address sales and marketing channels and integrate directly with their supply chain to enhance customer satisfaction, improve efficiency and drive growth.

Long-term growth through innovative and profitable revenue streams while leveraging best practices in integrated retail planning.

Oracle Industry Suite for Consumer Packaged Goods

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

Platform Services

PS Platform Services



Analytics



Extensibility



Data



Integration



Security

Oracle Cloud Infrastructure (OCI)

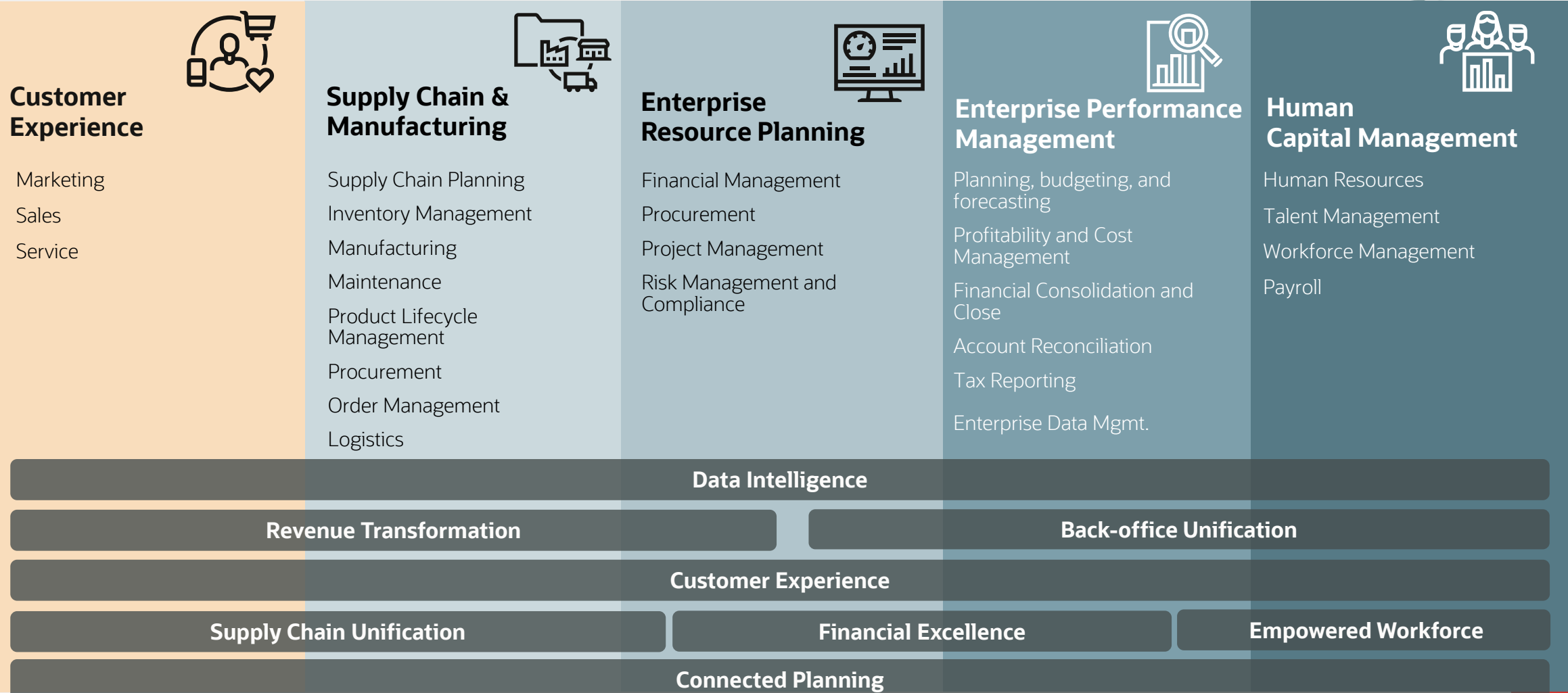
Commercial and Industry Specific Clouds

Cloud@Customer



Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation



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

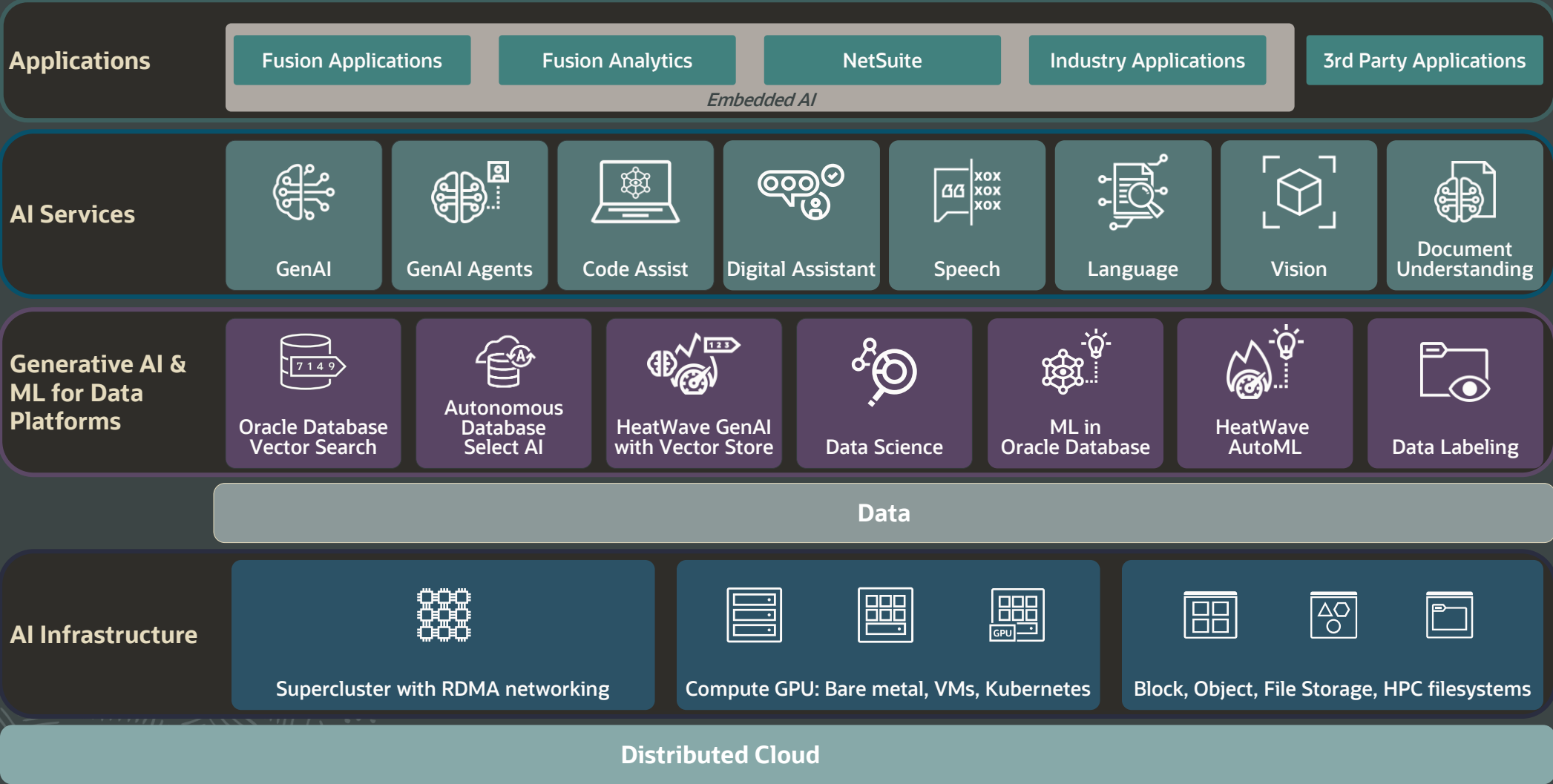
Revenue Transformation

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 |
|------------|------------|-----------|------------|
| 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?

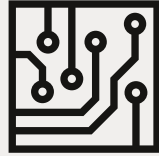


Complete Suite

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.

The logo consists of a red square with rounded corners. Inside the square, there are three horizontal white lines at the top, resembling a book's pages, and a white Oracle 'O' logo below them.

Oracle Playbook