ORACLE
Automotive

Oracle for the Automotive OEM Industry

Design

National Sales Company

Sales Operations
Marketing

Product Planning
Research and Development

Vehicle
Distribution Centers

Dealer and Fleet

Retail Customer

Captive Finance

Parts and Service

Smart Connected
Mobility

Product
Quality

Supply Chain
Management
Integrated Business
Planning

Manufacturing
and Assembly

Parts Distribution Center

Smart Cities
and TaaS

Suppliers
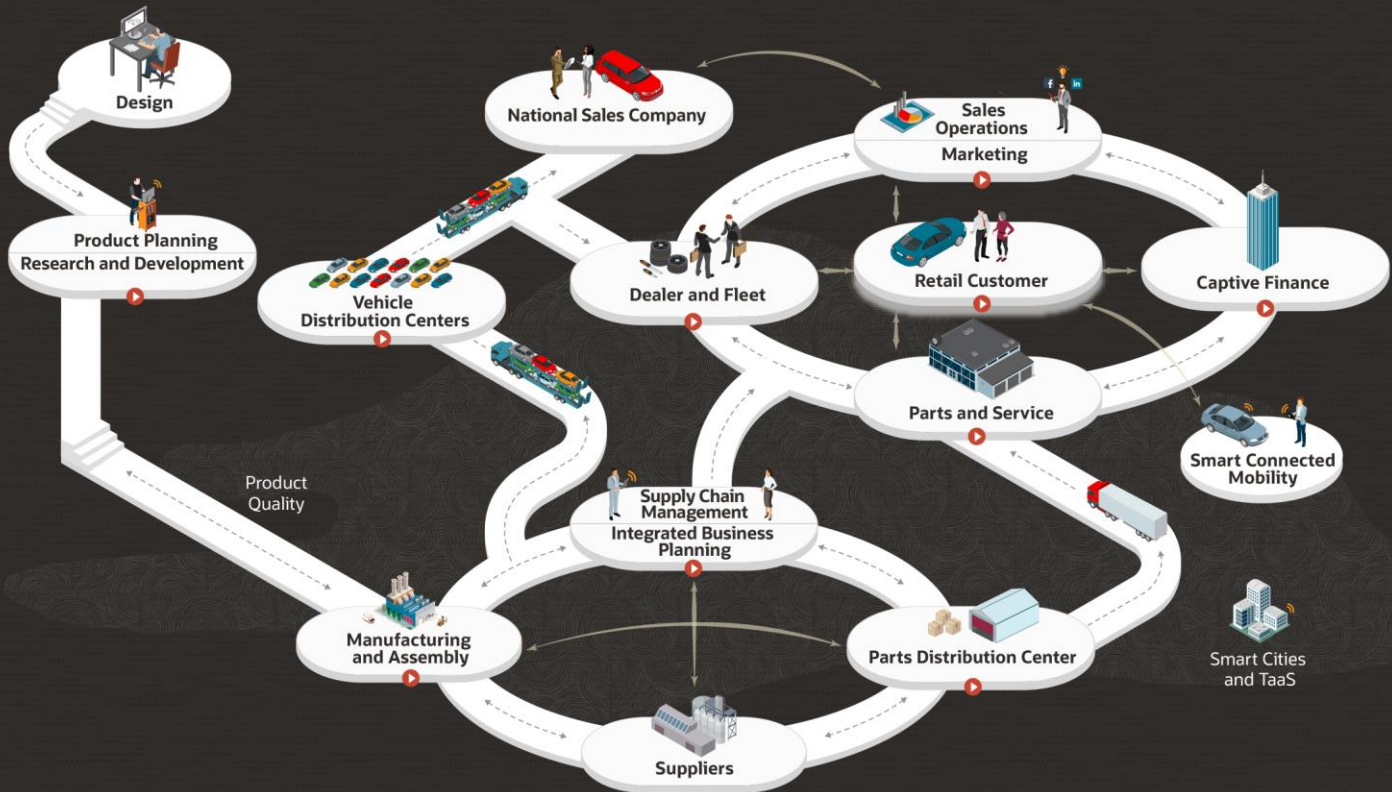
The automotive industry has never experienced a more exciting period of transformation. Vehicles are becoming more technologically advanced every day. They have become supercomputers on wheels, linked to our homes and cities. And once just the stuff of comic books and science fiction movies, autonomous vehicles have already logged millions of test miles. Connected vehicles, shared ownership models, and electrified drivetrains have opened the market to new entrants, accelerated competition, and changed the automotive landscape.

Core industry elements are being disrupted and businesses must adapt:

- The majority of vehicles will be electrified (including hybrid) by 2030
- Electric powertrains require 80% fewer parts than gas engines, and China currently builds 60% of the world's EV's
- Most OEMs have announced plans for highly autonomous vehicles (Level 4) to be ready by 2025 or sooner
- In major urban areas, large shared-mobility providers are predicted to become the normal way to consume transportation within a generation
- The customer experience is now influenced as much by the software in the car as it is by the car and the brands themselves
- Shorter development cycles are required to respond to competition and changing customer expectations
- Environmental regulations and compliance management issues are magnified by increased localization
- Tariffs and taxes threaten integrated business plans and established supply chains.

Oracle's industry-leading cloud solutions deliver a platform to manage your core business requirement that are unique to automotive. With advanced digital and analytical technologies, our solutions help drive operational excellence in all areas of supply chain, ERP, engineering and PLM, production and asset management, CX and service
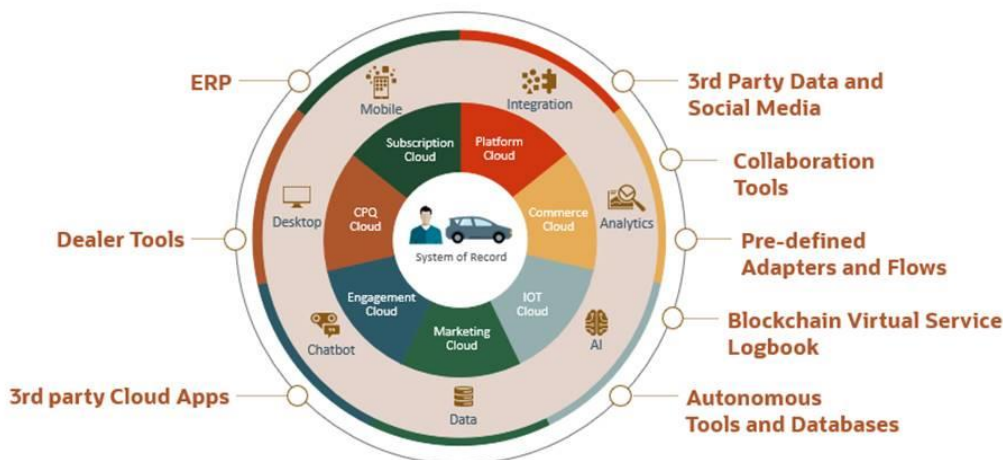

Oracle Key Business Benefits

- Improve customer, dealer, and employee engagement
- Better sourcing decisions
- Increase customer satisfaction
- Modern, intuitive and engaging system
- Drive strategic, data-driven decisions

"By consolidating vehicle info, service histories, and customer profiles, we have a total picture of our customers and can provide fast and accurate service to them regardless of whether they contact us through the web, email, chat, our customer call center, or at the dealership."

- Aileen Sperber

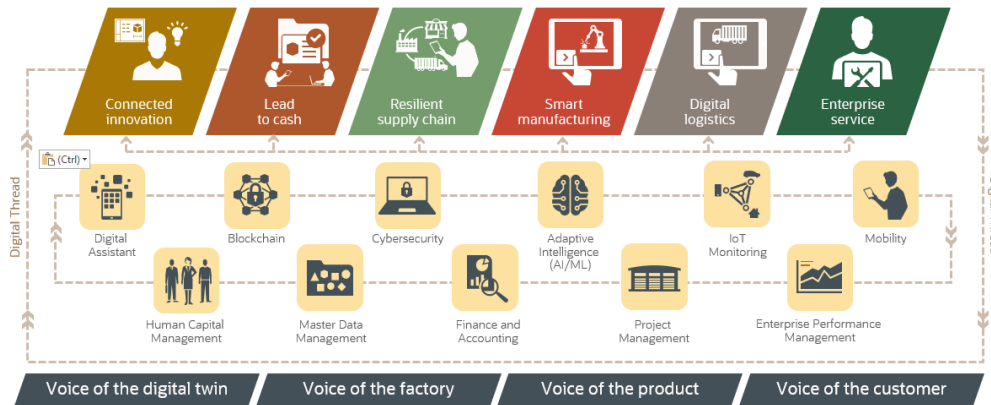Group Manager CX & Planning, Mazda

Digital Transformation with Oracle Cloud

Automotive companies are embracing Oracle's digital transformation solutions as they create real-time operational efficiencies across the enterprise. To innovate faster, automotive companies have applied Oracle's cloud footprint to create a digital thread, thus connecting OEMs, suppliers, dealers, distributors, partners, and customers. The digital thread provides a single, seamless strand of data that stretches from the initial design concept through final assembly, and the sale and experiencing of the vehicle.

Enabling the digitally connected enterprise
Leveraging technology to improve enterprise visibility, speed, and agility

> "Oracle Sales Cloud simplified our sales processes and significantly improved our sales team's productivity, leading to higher efficiency and faster closing opportunities."
>
> **- Pratap Patjoshi**
>
> CIO, Mercedes-Benz India

Connected and Autonomous Vehicle Data

Oracle understands the future of automotive and the challenges that come with it. How to store, manage, analyze, engineer, and utilize the massive quantities of data being produced by connected and autonomous vehicles is literally the kind of job that Oracle was born to handle. Oracle's comprehensive and integrated Cloud Platform and Autonomous Database makes us the best cloud vendor to bring together data from in-vehicle, operations, development, and real-world scenarios in order to yield profitable opportunities, engineering improvements, and reliable insights.

Digital Customer Experience

Digital Customer Experience (CX) for Automotive provides OEMs and dealers an end-to-end customer experience management solution with tools to engage customers, from the initial brand experience through the finance and buying process. Once new customers are on-boarded, use Oracle Loyalty Cloud to build their lifetime value through reward programs and prescriptive service via connected vehicle and personalized offers. The Oracle CX Automotive solution gives you a data-driven, flexible platform with rich industry-specific capabilities. It is proven to build customer advocacy and significantly reduce your cost of operations.

> "A key deliverable for us in deploying Oracle Cloud was time-to-market. We have a vehicle that's coming out, and if we were deferred or delayed in any way, it could impact vehicle delivery, which was not an option. We've seen a lot of flexibility and timeliness deploying the technology in the Oracle Cloud."
>
> **- Brian Simmermon**
>
> VP and CIO, Subaru of America, Inc.

Transform Your Business Core

Enterprise resource planning (ERP) and enterprise performance management (EPM) provide the backbone for your organization. Oracle provides the ability to manage core financials with OEM's, suppliers and dealers. It offers a 360-degree digital view across marketing, sales, service, finance, supply chain, and operations. Utilize Oracle Financials Accounting Hub to enable VIN-specific accounting of parts during manufacturing. Oracle's complete line of automotive products can support your entire parts management and tracking, vehicle recalls from problem through repair, and even project, process, and discrete manufacturing. Whether utilizing machine learning to accelerate the monthly close, blockchain to power your supply chain, or even just your phone to submit an expense report, Oracle has built in all the functions necessary to modernize your enterprise.

Supply Chain Management And Manufacturing

Oracle Supply Chain Management (SCM) helps automotive OEMs manage your supplier operations covering all aspects of the business. This includes supply and demand planning, manufacturing, product lifecycle management and innovation, transportation management, procurement, global trade, warehouse management, inventory optimization and much more. With Oracle SCM, you can support your dynamic demand requirements and connect your supply chain needs. More importantly, having a connected digital solution means you can better leverage your supply chain to enable an integrated business plan within your organization.

Integrated Business Planning and Execution

Leveraging IoT, artificial intelligent (AI), and prescriptive analytics, Oracle's Integrated Business Planning and Execution (IBPX) solution provides continuous feedback from planning and plan execution to enable faster response times to changing market conditions. Monthly or quarterly plans are too slow. Instead, react to changes in the market instantly and re-align product, demand, supply, and financial plans to current realities. Easily identify performance gaps and uncover opportunities for improvement as you implement an integrated business planning process that drives operational efficiencies and higher profitability.

Oracle Again Cited as a Leader by Gartner in Data Management Solutions for Analytics

Oracle ERP Cloud Recognized as the Only Leader in Gartner Magic Quadrant Report

Oracle Recognized as a Leader in the Magic Quadrant for Supply Chain Planning System of Record

Oracle Named a Leader in Gartner Magic Quadrant for Manufacturing Execution Systems

Oracle Named a Leader in Gartner Magic Quadrant for Transportation Management Systems

Oracle Recognized as a Leader in Gartner Magic Quadrant for Cloud Financial Planning and Analysis Solutions

Innovate with Oracle Cloud

Oracle has the industry's most complete and integrated cloud suite, enabling automotive OEMs of all sizes to accelerate innovation, streamline operations, and improve customer engagement. With built-in data-driven intelligence and leveraging advanced technologies such as machine learning and blockchain, Oracle's industry-leading cloud applications are designed for you to be future-ready for the digital age. Leapfrog your competition and modernize your business with Oracle Cloud solutions for enterprise resource planning, enterprise performance management, supply chain management, customer experience, and other critical business needs. For more information on these solutions, please visit oracle.com/industries/automotive.

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