

Oracle Product Value Chain Strategy and Roadmap for Agile PLM Customers

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Vice President, Oracle EMEA

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Safe Harbor Statement

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Program Agenda

- 1 Product Value Chain Definition
- 2 Introducing Fusion Product Value Chain
- 3 Oracle Fusion Advantages
- 4 Oracle's Product Value Chain roadmaps

Key Challenges?

Your Return on Innovation Depends on Your Ability to...

1. Evaluate and Select the Best Ideas, Proposals and Portfolio to Maximize Profitability
2. Synchronize all the Activities, Resources & Schedules Across a Globalized Design Chain, to Rapidly Develop Those Products – While Managing Cost, Quality and Compliance
3. Quickly Commercialize Those Product Across Multiple Sales Channels and Manufacturing Sites

Product Value Chain Management

Improving Return on Innovation



Innovate

Build an Innovation Pipeline that is fueled by a steady stream of high-value ideas that can be translated into profitable offerings

Develop

Manage and Synchronize your product development data and processes to Accelerate Time to Market – While Balancing Cost, Quality and Compliance

Commercialize

Rapidly commercialize products for globalized manufacturing and selling across multiple sales channels, manufacturing sites and partners

Product Value Chain Management



Product Value Chain Management

Innovate

Develop

Commercialize

Product Value Chain Analytics

Product Portfolio Mgmt

Product Project Management

**Product Proposal
Management**

**New
Product
Development**

**New
Product
Commercialization**

**Ideation
Management**

Requirements

Product Cost Management

Concepts

Product Compliance

Enterprise Quality Management

Enterprise Visualization

Align Corporate Strategy

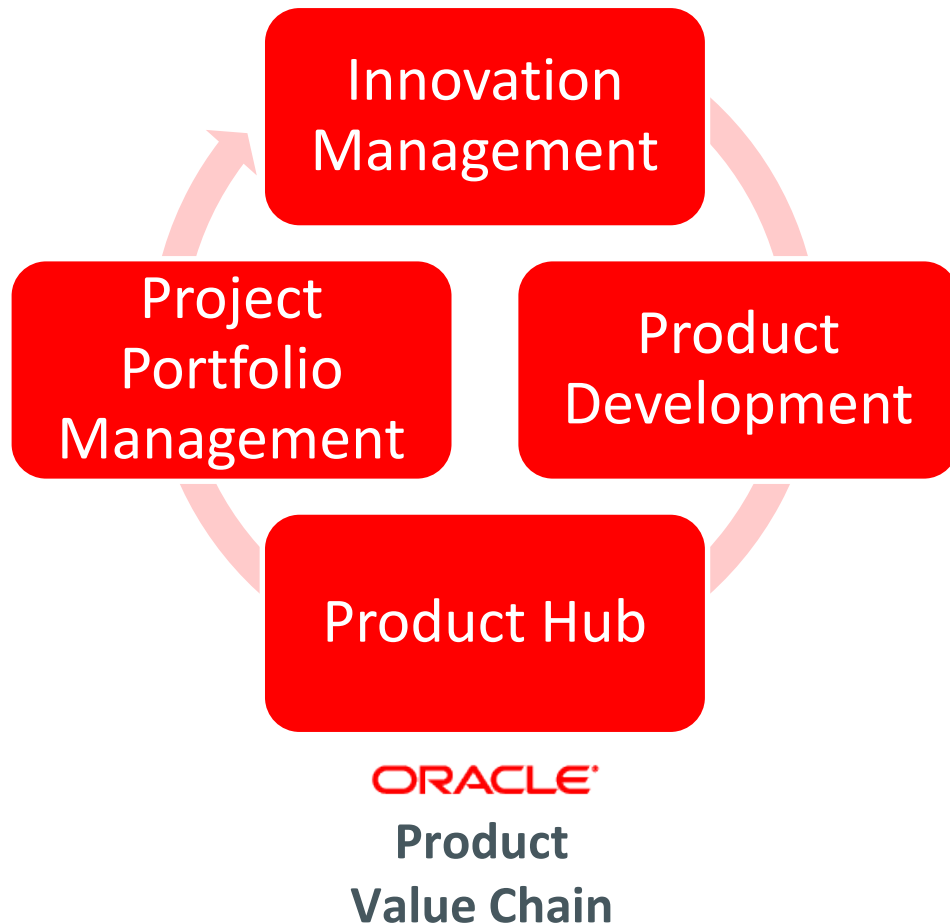
Align Supply Chain

Align Enterprise Product Record

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Fusion Product Value Chain Offering



- **Innovation Management:**

- Build an innovation pipeline fueled by a steady stream of high-value ideas, requirements and product concepts

- **Product Development**

- Manage and synchronize your product development data and processes to accelerate time to market



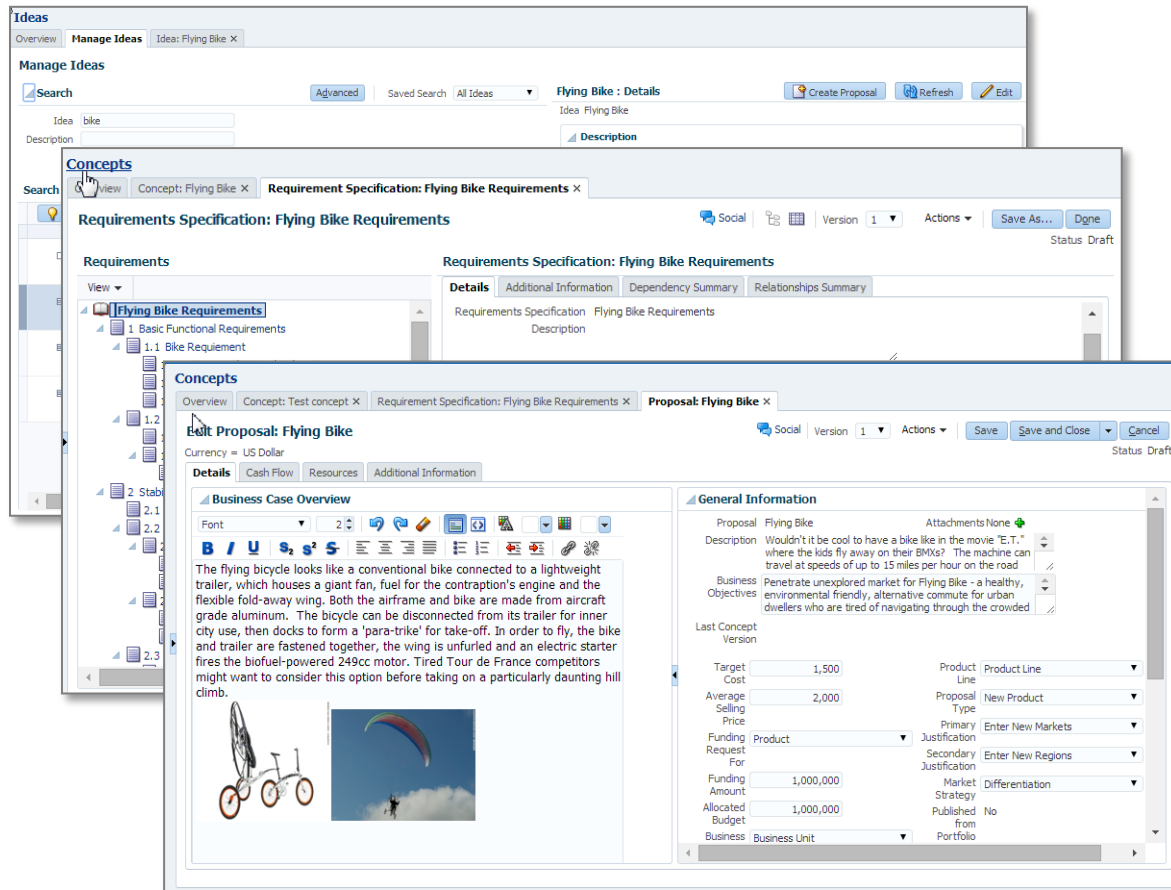
- **Product Hub**

- Rapidly commercialize products for globalized manufacturing and multi-channel commerce

- **Project Portfolio Management**

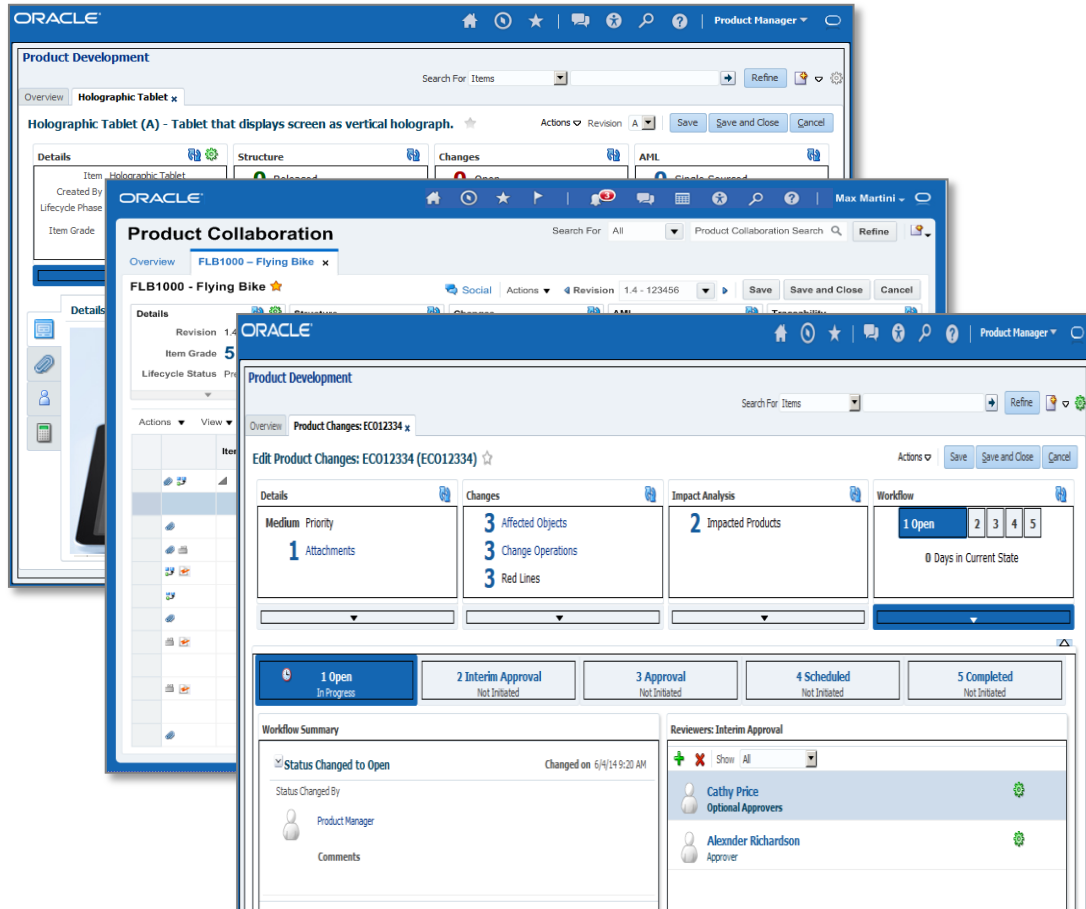
- integrated project management suite that is designed to automate, streamline, and synchronize project management and project execution

Innovation Management



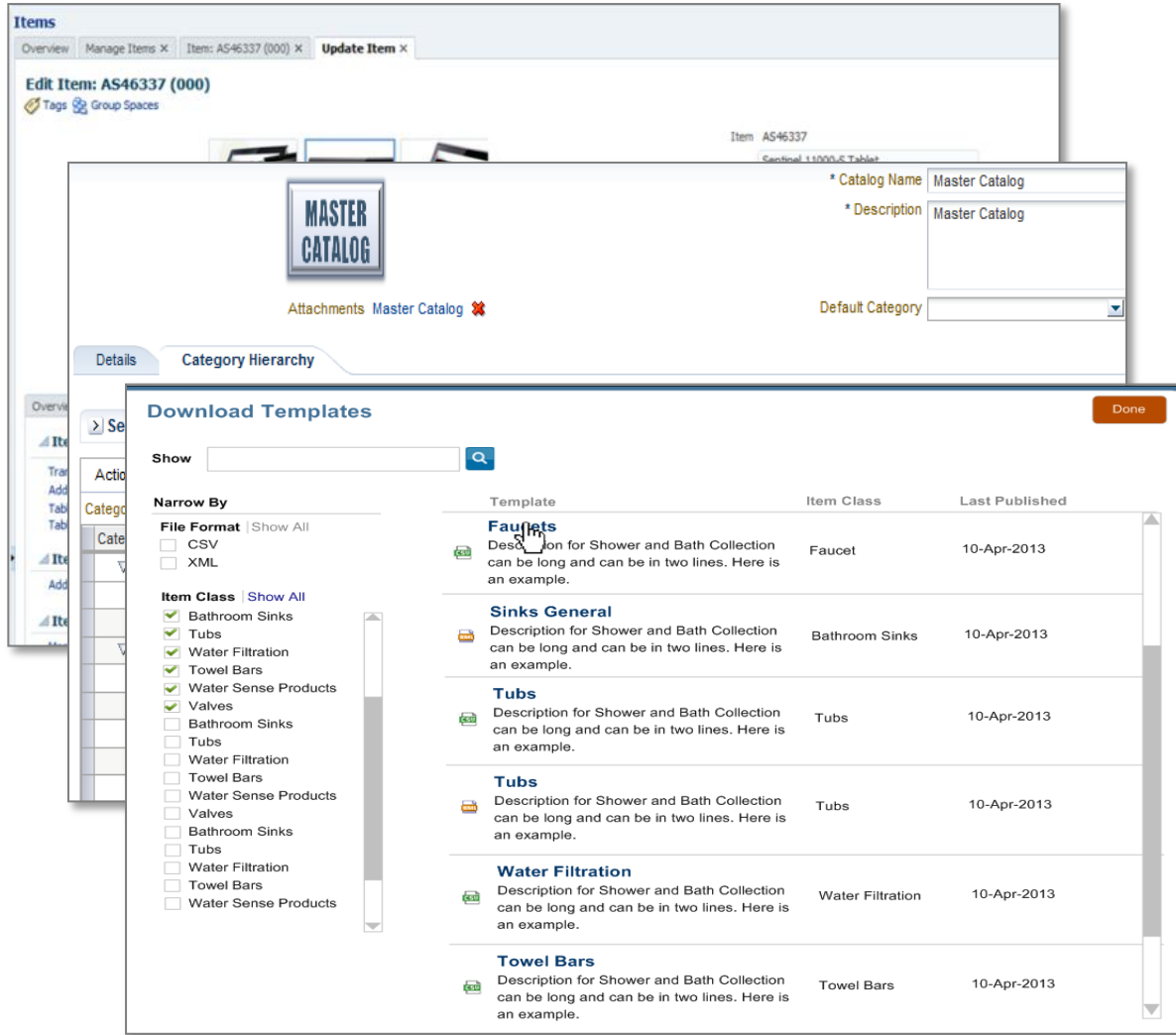
- Innovation Ideation:
 - Capture ideas from many different sources and resources
- Innovation Definition:
 - Translate into detailed requirements
 - Develop Product Concepts that achieve requirements, cost, supply risk tolerance
- Innovation Portfolio:
 - Develop financial business case(s)
 - Analyze portfolio strategy to determine best commercialization opportunities

Product Development



- Item Management:
 - Create, classify, find and reuse items
- BOM Management:
 - Securely manage and control the development product record
- Change Management:
 - Collaboratively manage engineering change orders to capture design iterations
- Product Readiness Insight:
 - Analyzing and grading Items, BOMs for supply chain, release and sourcing readiness

Product Hub



- Manufacturing Commercialization
- Sales Commercialization
- Data Governance
- R9 Enhancements:
 - Audit capabilities for Product Master Data
 - GTIN Validations and Rules
 - Product Upload Schedules
 - Change Lifecycle through Promotion and Demotion rules

Project Portfolio Management

Project Portfolio Management Lifecycle

Project Execution Management: How is it Different?

Project Financial Management: How is it Different?

Project Analytics and Insight

Addressing Challenges for Key Roles



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- Project Execution Management
 - Integrated project resource mgmt
 - Collaborative project planning & scheduling
 - Social task management for team members
- Project Financial Management
 - Unparalleled financial project management
 - Innovative, real-time performance insight
 - Complete & seamless enterprise integration
- Project Analytics and Insight
 - Transactional Business Intelligence (OTBI)
 - Project Performance Reporting

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Empowered People: Mobility

Oracle PLM Mobile Application

iPad 2:39 PM 93%

Approvals

ECO

General Information

Affected Items 10

Workflow

Attachments 4

Relationships 3

History

Details

CCB

Update substrate material

C00163

Approve Reject

Attachments

Rebel Data Sheet.pdf 647.01KB
Data Sheet
Last updated by Dan Climent (dc)
Last updated on 07/30/2013 04:30:01 AM GMT

Price List.xlsx 7.664KB
Last updated by Dan Climent (dc)
Last updated on 07/30/2013 05:39:20 AM GMT

Test Document.docx 9.927KB
Last updated by Dan Climent (dc)
Last updated on 07/30/2013 05:39:20 AM GMT

Rebel.jpg 59.819KB
Last updated by Dan Climent (dc)
Last updated on 07/30/2013 05:41:31 AM GMT

Approvals Quality Analytics Settings

iPad 2:39 PM 93%

Approvals

ECO

General Information

Affected Items 10

Workflow

Attachments 4

Relationships 3

History

Details

CCB

Update substrate material

C00163

Approve Reject

Summary Title Block BOM Manufacturers Attachments

12-0005-00 CAP, CERAMIC, SMD, 0...
ProductionProduction

12-0016-00 CAP, CERAMIC, SMD, 0...
ProductionProduction

12-0044-00 CAP, CERAMIC, SMD, 0...
ProductionProduction

APPSG-2M PDP on Ceramic
ProductionProduction, Revision B

LL40.0029 Ceramic, 4" Iceman InGaN
Revision A

LXML-PR01-0225 Royal Blue Rebel, 225m...
ProductionProduction, Revision B

LXML-PR01-0225 Royal Blue Rebel, 225m...
ProductionProduction, Revision B

12-0005-00 CAP, CERAMIC, SMD, 0603, 0.1UF, Y5V, 25V, -20/+80%
Qty 1
Item Rev A1
Find Num 0
Ref Des
BOM Notes

12-0007-00 CAP, CERAMIC, SMD, 0402, 22PF, COG, 50V, 5%
Qty 1
Item Rev A1
Find Num 0
Ref Des
BOM Notes

X100-0026 Laser-Marked 4" Ceramic
Qty 1
Item Rev A
Find Num 90
Ref Des
BOM Notes

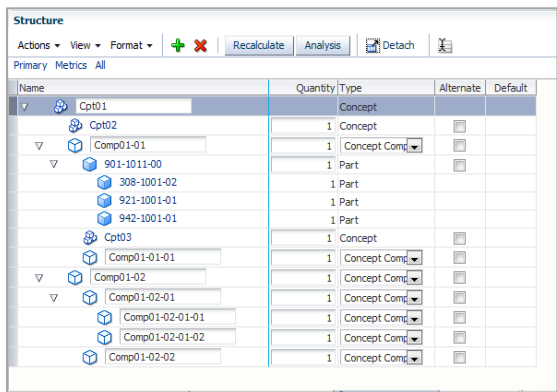
LL20.0034 Gold Wire, GBE Type, 1.0Mil
Qty 15
Item Rev A
Find Num 110
Ref Des
BOM Notes

AMP/Tyco Active Preferred
Mfr. Part 2-640463-4
Number
Mfr. Part
Description

Approvals Quality Analytics Settings

New Paradigm in User Experience

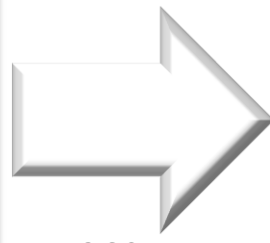
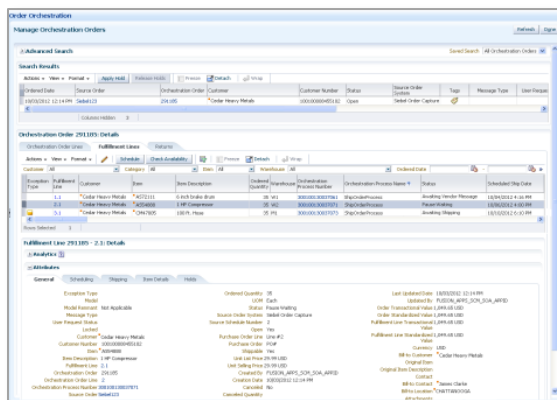
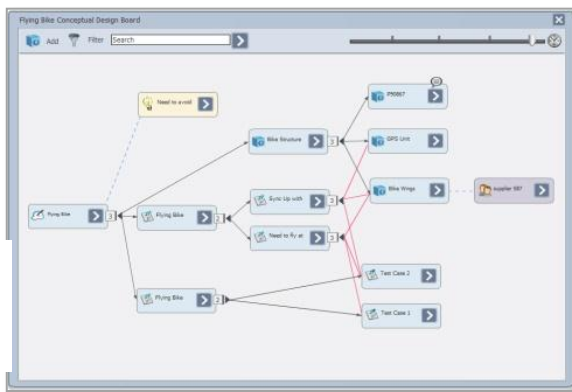
Traditional Interface



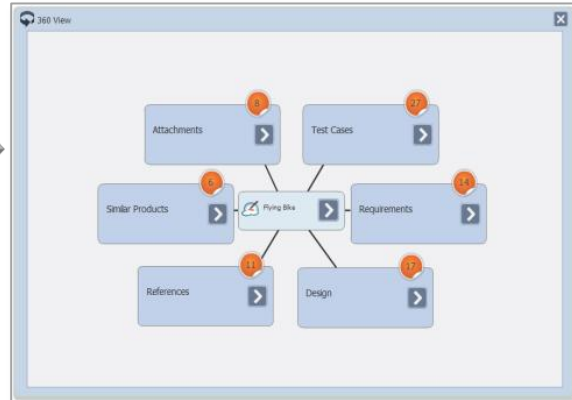
Visual Information Navigator



Network Knowledge Board

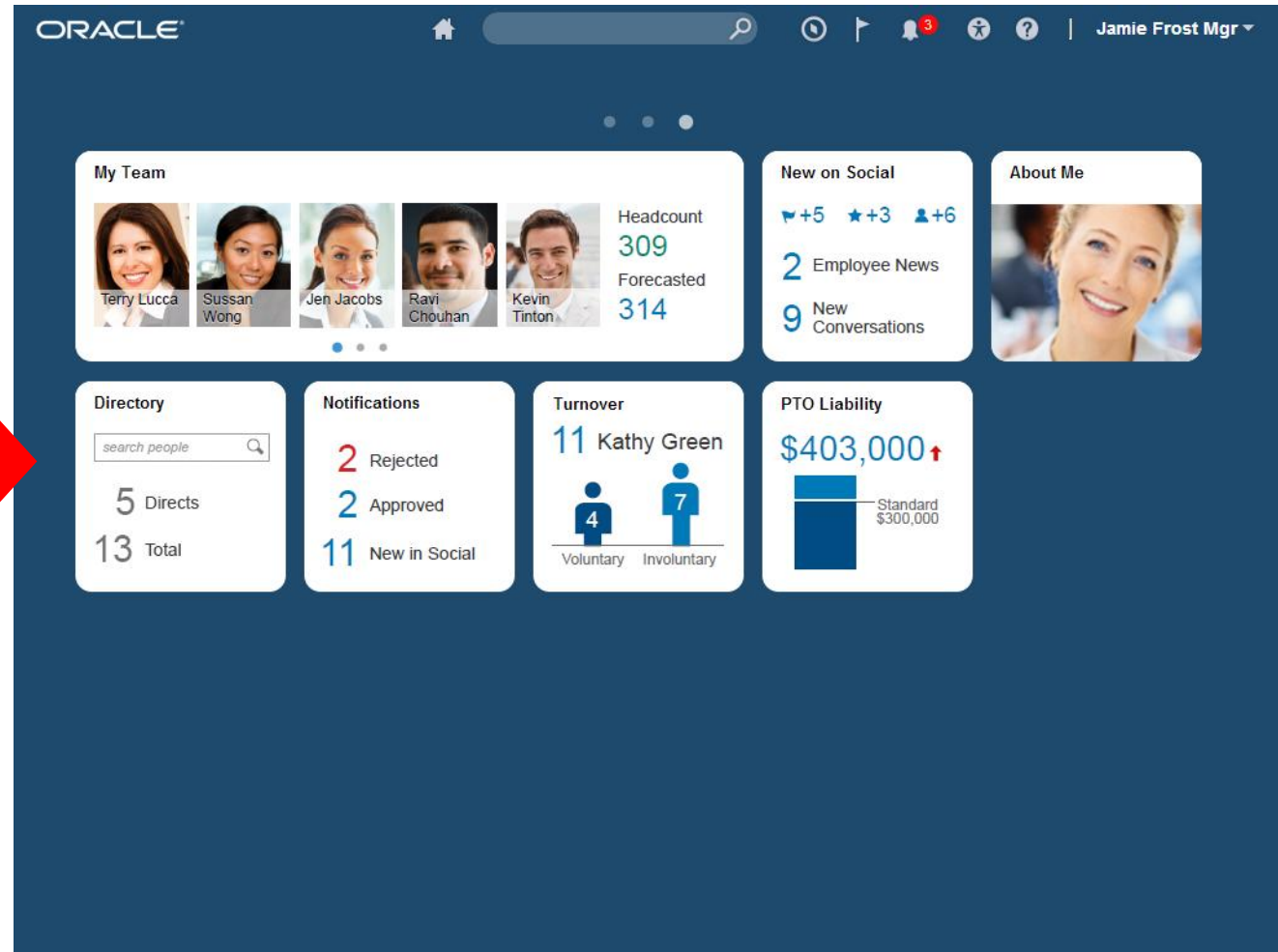
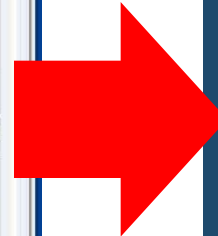
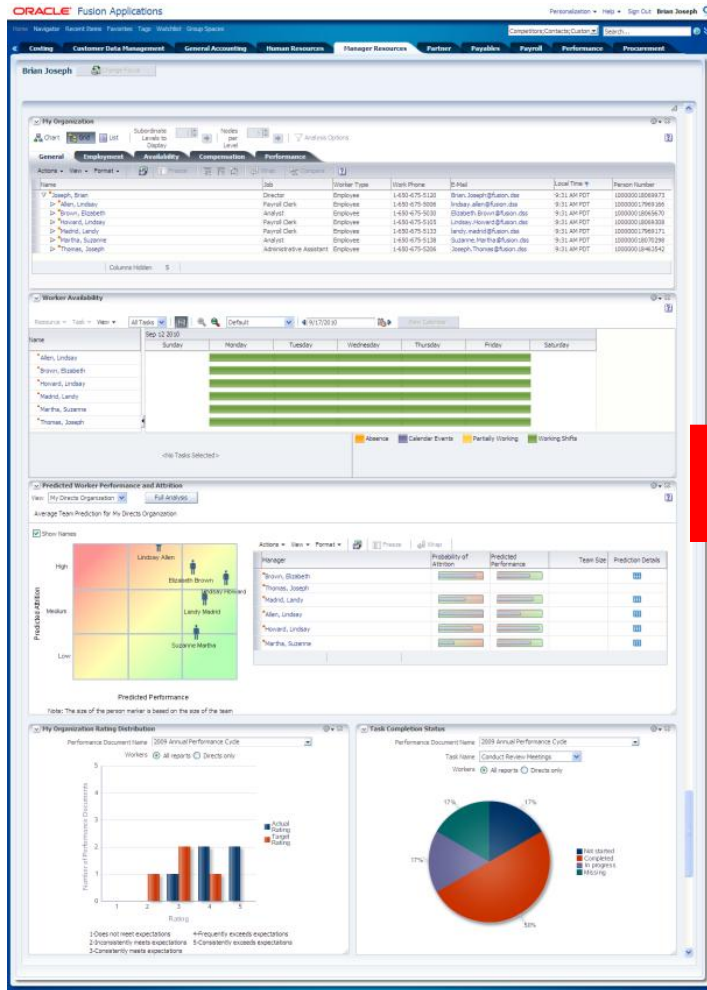


360° Viewer



- **Intuitive**
- **Context sensitive**
- **Actionable**
- **Social & Mobile**
- **Broad Applicability**

Move Dashboards to **Infolet** Collections



Move WorkAreas to Infotile Navigation

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Lead Qualification

Tasks

- Lead Processing Activities
- Import Data
- Manage Contacts
- Manage Customers
- Manage Sales Campaigns
- Identify Sales Targets

Create

- Create Lead
- Create Contact
- Create Account
- Create Task

Reports and Analytics

Create

Customer Center

No customer selected.

Overview

Leads Analytics

Search

Record Set Equals Records I own

Name Starts with

Status Equals Qualified/Unqualified

* Creation Date Between 10/12/13 12:00 AM - 11/03/14 11:59 PM

Search Reset Save... Add Fields

Lead Count 157

Name	Account	Primary Contact	E-Mail	Primary Phone	Primary Product
test lead					
Another lead	BIQA_MOO_ALENX_A...	Barney Rubble Blarney	bb@obianew.com	+41 7773330000	Components
Third Lead	BIQA_MOO_RMORRO_...	Dilip Prasad Nair	dilipnair@abc.com	+91 (044)452929	
BIQACMNLead	BIQACMNACT2 (SUIS...	BIQACMNContact1 BIQ...	biqacmncontact1...	+1 (510) 123-4567 x	Laptops
PSlead	ABC DEF (REDWOOD S...				
tests					
OptyLeadCDRMNeo	NeoEdge Networks	Adam Richard	adam.sandler@or...	+1 (925)694 x8111	Vision Catalog
SALES ACCOUNT LEAD1	OTBI SALES ACCOUNT ...	OTBI SALES ACCOUNT ...			Accessories
SALES ACCOUNT LEAD5	OTBI SALES ACCOUNT ...	OTBI SALES ACCOUNT ...			Electronics
OptyLeadCDRMMA4	Matt Liu (REDWOOD SH...				Access Manager
Lead1	Pyramid Systems (RED...				
Lead4	ConeGone Begone Inc (...)				
New Lead2	3D-Shapes Corp (SU...				
New Lead	Pyramid Systems (RED...	Steve Ackraman	drsteve@obia.org	+1 (565) 565-5665	
Lead1	Sally Go Jones (Vidyana...				
AutoLead98645999227					
AutoLeade3250474992					
FuseLeadf8d50842665	CB14324705_ea25078...				
FuseLead73051167622	CB14324705_4bb5111...				
FuseLead3b251168471	CB14324705_5215110...				

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What do you want to do or find?

Leads Opportunities Accounts Contacts Forecasts Analytics Activities

Leads

My Open Leads By Age (Days)

My Open Leads By Source

My Open Leads By Status

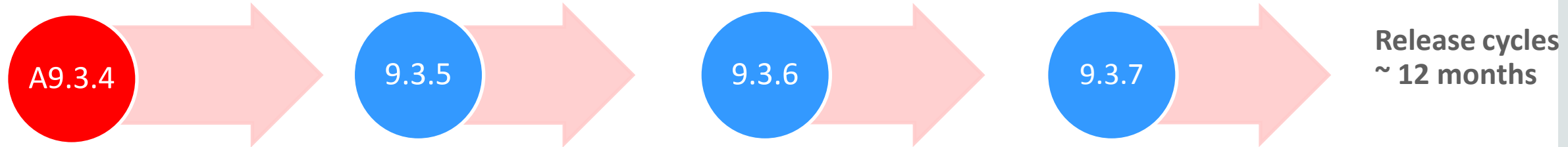
Rank	Name	Customer	Deal Size	Status	Age(Days)
1	Database Enterprise Edition	Pinnacle Technologies	\$548,902	Qualified	17
2	Apex Systems DG 750-20 Green Rack Server	Apex Systems	\$544,902	Qualified	71
3	JK SteelUltra Pro DG 640 Green Rack Server	Pinnacle Technologies	\$548,902	Converted	41
4	Premier Energy DG850-80 Green Rack Server	Premier Energy	\$548,902	Converted	18
5	Premier Energy DG750-80 Green Rack Server	Premier Energy	\$734,902	Unqualified	30
6	Network Xpress CorpDG950-10 Green Rack Server	Pinnacle Technologies	\$548,902	Unqualified	19
7	Affiliates Server Upgrade	Affiliates Inc.	\$9,700	Unqualified	21
8	System Solutions Server	System Solutions	\$14,500	Converted	21
9	Elite Pro	Pinnacle Technologies	\$19,800	Unqualified	61

Program Agenda

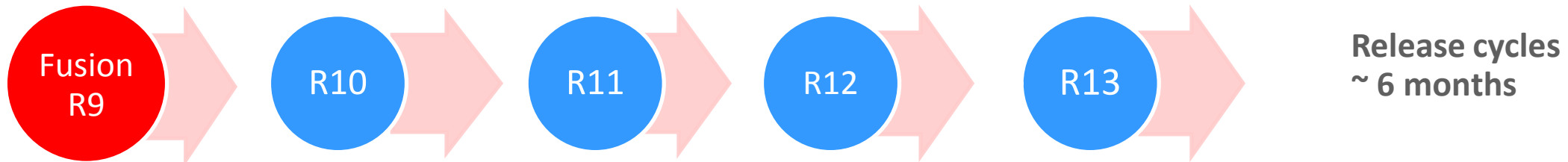
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Oracle Core PLM Strategy is part of Oracle PVC Strategy

Strong and Long-Term Roadmaps for A9, e6 and Fusion Platforms

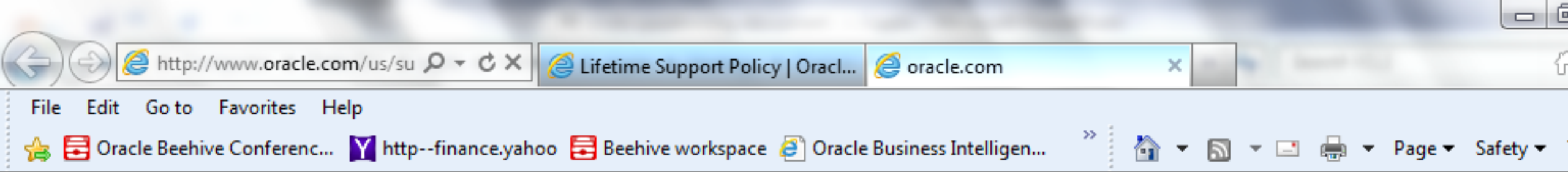


Fusion Coexistence from A9.3.4



Fusion Coexistence from e6.2.0





Oracle Lifetime Support: From Five Years to Forever

Just google “oracle
lifetime support” –
it’s on our the
Oracle.com website

Oracle Lifetime Support Policy

With Oracle Support, you know up front and with certainty how long your Oracle products are supported. The Lifetime Support Policy provides access to technical experts for as long as you license your Oracle products and consists of three support stages: Premier Support, Extended Support, and Sustaining Support. It delivers maximum value by providing you with rights to major product releases so you can take full advantage of technology and product enhancements. Your technology and your business keep moving forward together.

Premier Support provides a standard five-year support policy for Oracle Technology and Oracle Applications products. You can extend support for an additional three years with Extended Support for specific releases or receive indefinite technical support with Sustaining Support.

Note: unless otherwise noted, each stage of support is provided through the last day of the month.

Premier Support

Fusion Product Development R9 / Q4'14

Oracle Fusion Product Development R9 / Q4'14

Product Development

Search For: Items

Revision A Actions Save Save and Close Cancel

Edit Item: CR_TV111 (A)

Details

Item: CR_TV111
Lifecycle Phase: Design
Item Description: CR_TV111
Item Grade: C

Structure

21 Unreleased
0 Unclassified
0 Obsolete
0 Released

Changes

2 Open
0 Pending Approval
1 Approved

AML

0 Unapproved MPN
5 Single Sourced
0 Multiple Sourced

Structure

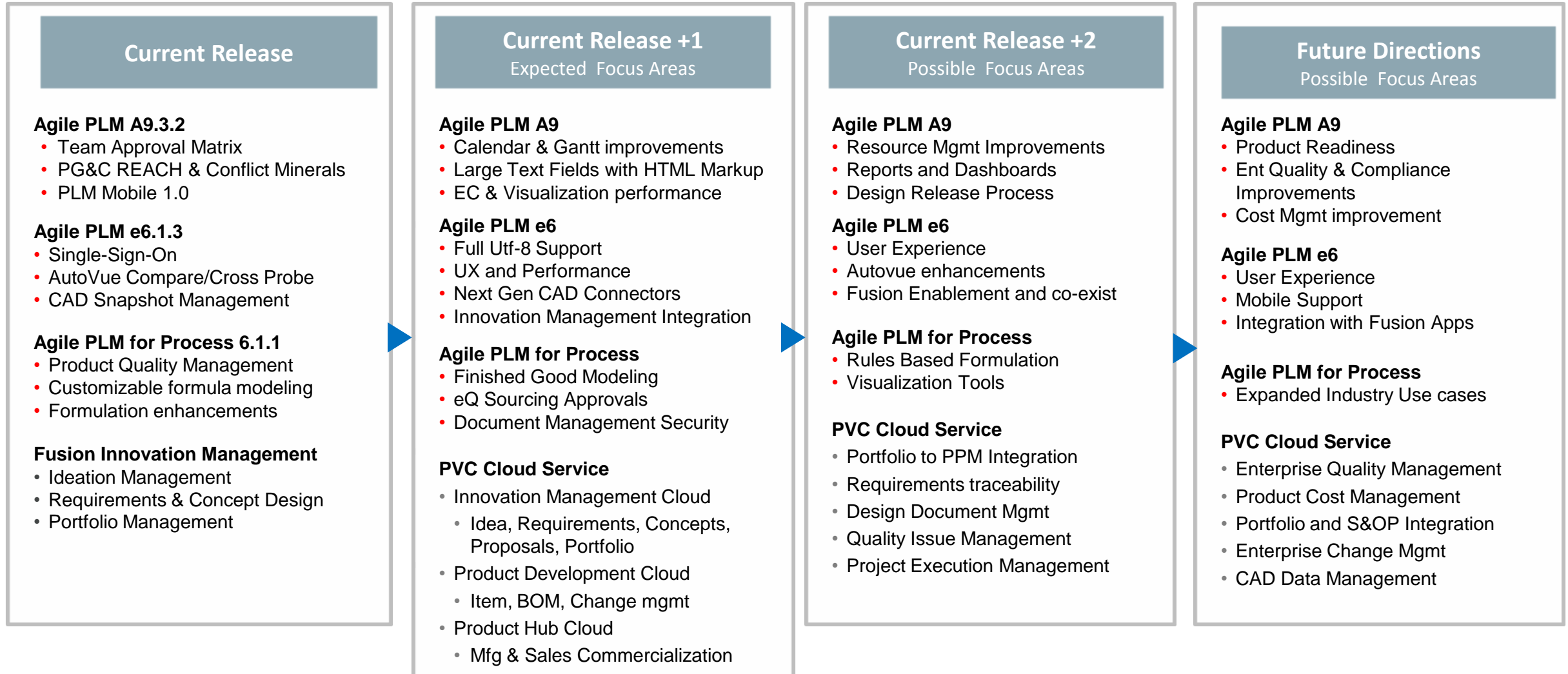
Item	Description	Revision	Quantity	Primary UOM	Effectivity Date	Sequence	Lifecycle Phase	Approval Status
CR_TV111	CR_TV111	A		Each	9/19/14 3:50 PM		Design	Draft
FRONTWHEELASSEMBLY 1600	FRONTWHEELASSEMBLY 1600	A	1	Each	6/14/14 5:29 AM	30	Design	Draft
SETOFTIRES 1610	SETOFTIRES 1610	A	1	Each	6/14/14 5:38 AM	30	Design	Draft
TUBE 1611	TUBE 1611	A	1	Each	6/14/14 5:44 AM	30	Design	Draft
COVER 1612	COVER 1612	A	1	Each	6/14/14 5:44 AM	60	Design	Draft
VALVE 1613	VALVE 1613	A	1	Each	6/14/14 5:57 AM	120	Design	Approved
RIM1620	RIM1620	A	1	Each	6/14/14 5:39 AM	60	Design	Draft
SPOKES 1630	SPOKES 1630	A	1	Each	6/14/14 5:40 AM	90	Design	Draft
AXLE HUB 1640	AXLE HUB 1640	A	1	Each	6/14/14 5:41 AM	120	Design	Draft
QUICKRELEASE 1650	QUICKRELEASE 1650	A	1	Each	6/14/14 5:42 AM	150	Design	Draft
REARWHEELASSEMBLY 1700	REARWHEELASSEMBLY 1700	A	1	Each	6/14/14 5:30 AM	60	Design	Draft

Rows Selected: 1

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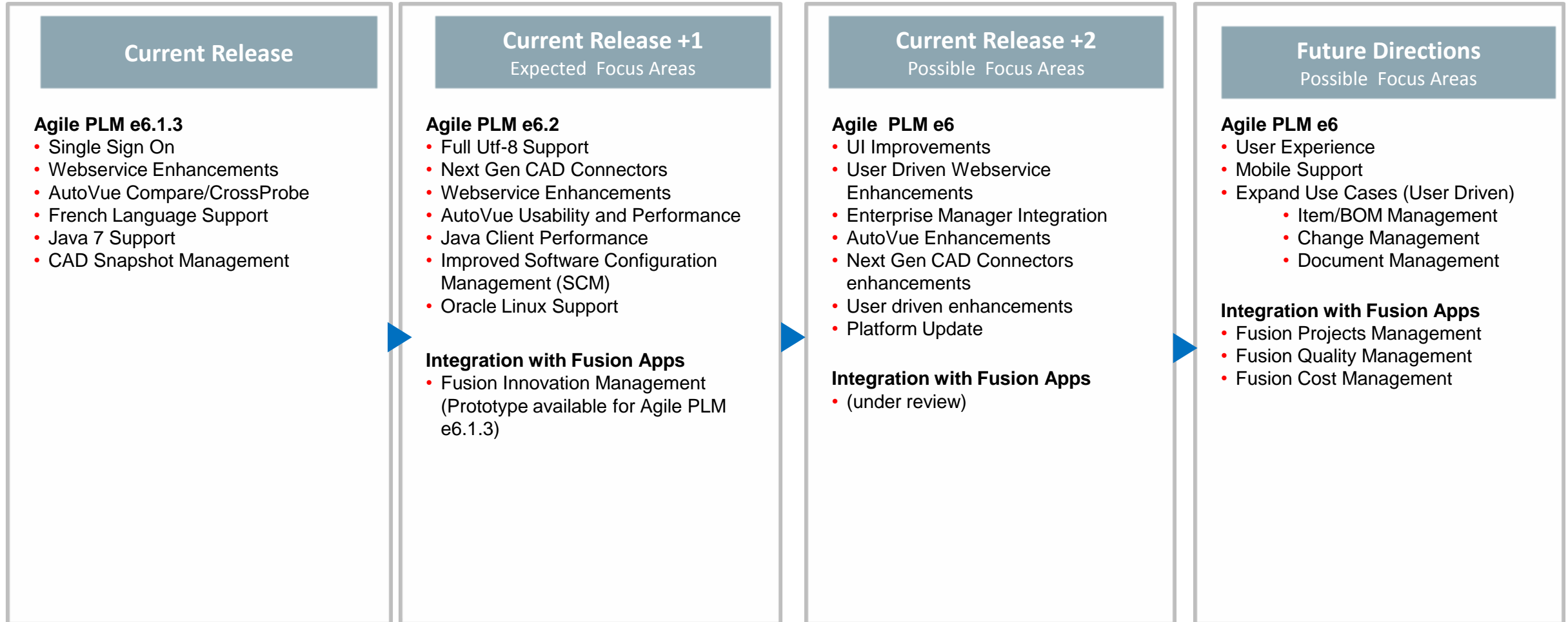
Oracle Product Value Chain (PVC) Release Overview

Oracle Applications: Current Release and Roadmap



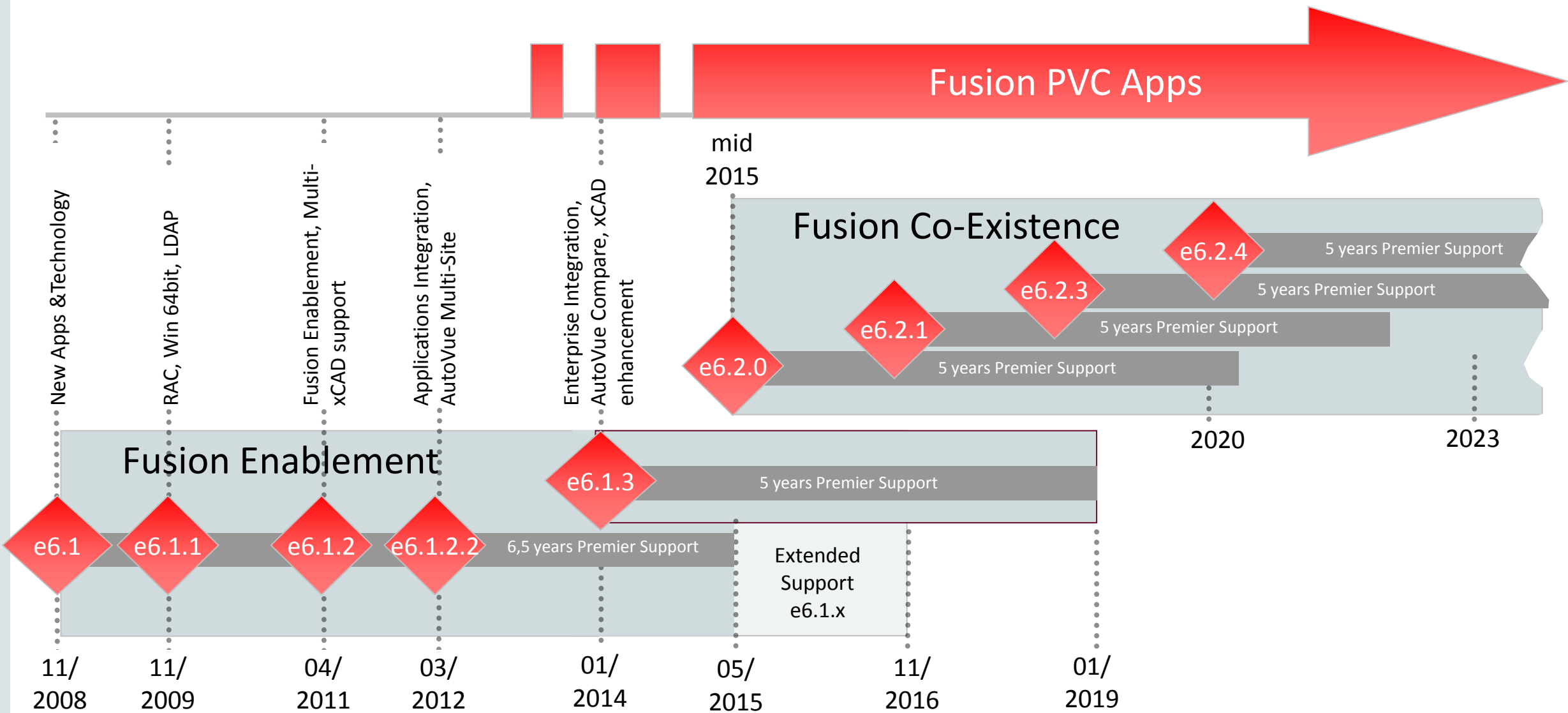
Agile e6 – Detail Product Roadmap

Oracle Applications: Current Release and Roadmap



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Agile PLM e6 roadmap



Hardware and Software **Engineered to Work Together**

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