



# The New Digital Reality for Manufacturing



Digital disruption is changing the course of the manufacturing industry. From transportation, sales, distribution, suppliers and manufacturing, a company needs the ability to execute on innovation.

In order to survive in this new digital reality, manufacturers need to develop the core digital capabilities that are becoming integral to staying on the cutting edge of technology. Constant reinvention is the new normal. But how do companies now keep pace with innovation and testing out of new approaches and new formats? The ability to continually shape and form ideas into action requires a foundation of cloud technology – and a rethink of what drives value.



## Manufacturing Transparency

Within an organization, the digitalization of the full gamut of operations vertically and horizontally so that all levels access the data of the complete enterprise is one aspect of being a Modern Manufacturer.

The ability to prototype new products and manufacturing assembly in the cloud versus the long, drawn-out efforts of actual creation and sporadic changes is the holy grail of manufacturing. This ability to prototype, as well as the design and test of new products in the cloud, will save time

and expense in the manufacturing process.

The availability of data also makes modern manufacturing more innovative-centric as companies can tailor business models or offer products as services, and even provide for a manufacturing batch of one unit—easily moving from today's prototype capability to delivering an end product that is specifically targeted to the unique needs and requirements of a customer.



# A New Approach to Business-Model Innovation<sup>2</sup>

5 steps to turn your beliefs upside down



Once you arrive at the business model, the question still remains – is our technology ready to support the needs of the business? Incumbents in industrial manufacturing must be ready for digital, mobile, international growth and expansion, and scale. Established companies must

also go beyond efficiency improvements and move to intelligent operations. The path to building flexibility and embedded intelligence into the operations requires industrial manufacturers to adopt cloud.

2- Source: McKinsey

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# Cloud is the Fastest Route to Continuous Innovation and Digital Leadership

Industrial manufacturers must examine their innovation planning process to keep pace with the evolution of business models. Struggles facing industrial manufacturers today<sup>3</sup>:

- **87%** use disconnected tools, e.g. PowerPoint and Excel for product roadmaps, proposals and portfolio reviews
- **84%** make investment decisions on outdated and incomplete information
- **69%** have no systemic method for valuing business opportunities



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## Oracle Delivers Value to Industrial Manufacturers – Don't Get Left Behind

Industrial manufacturers must support their growth objectives

### Higher Customer Satisfaction

With products that meet all requirements every time

### Drive Revenue

By making more informed decisions about your innovation portfolio

### Accelerate Time-to-Market

With faster access to more complete information and a strong innovation pipeline

### Increase Productivity

With a single, connected system to manage the innovation process

### Improve Success Rates

With real-time insight into how you're tracking with original objectives

### Reduce Development Costs

By rationalizing constraints and focusing on higher value projects

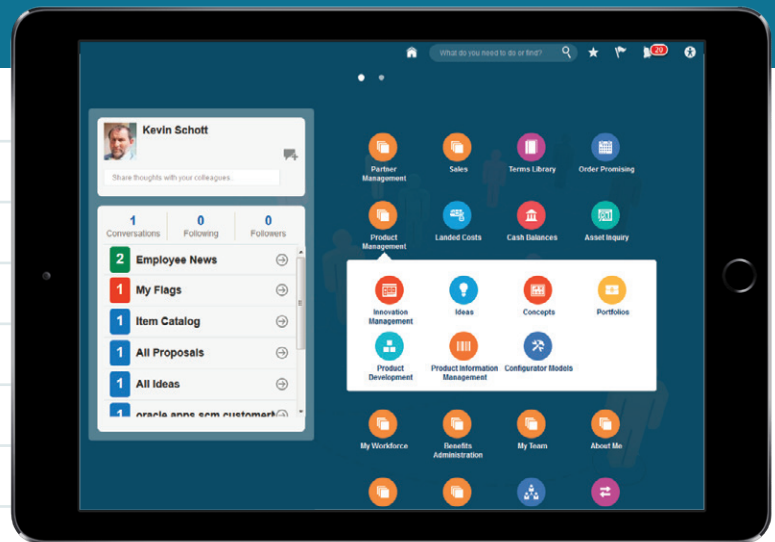


3- Source: Oracle Innovation Study, 2014

Industrial manufacturers must tap into best practices with simple, modern approach.

## Available on the Oracle Cloud

- Connected
- Analytics
- Social
- Traceable
- No pre-requisite products
- Easily integrates
- Can stand-alone
- Fast time-to-value



## Industrial Manufacturers Can Begin Planning for Innovation with Oracle Cloud



**High value, low risk** cloud solution with multiple use cases throughout the business



**Access the system in 5 days**, live in 8-10 weeks with end-to-end innovation planning visibility



**Complete, and modern user interface**, embedded with social and analytics



Partner with a company that has deep expertise in industrial manufacturing and mobilizing innovation. The right solution is a combination of evaluating strategy, market needs, solution capabilities and market experience in Cloud solutions.

**Oracle is committed to helping you succeed with your innovation initiatives. We invite you to contact us at your convenience to discuss your requirements and any questions you might have. To contact Oracle directly, please call 1-800-633-0738 or visit the Oracle Global Contacts page to find the phone number for your country.**

### External Sources:

McKinsey Disrupting Beliefs: A New Approach to Business-Model Innovation. Read the article [here](#).





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