Oracle PLM Strategy

Idea to Commercialization

John Kelley
VP PLM & MDM Products
SCM Development
January 26, 2016
Safe Harbor Statement

The following 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. The Innovation Management Dilemma
2. Traditional Innovation Management Problems
3. Oracle PLM Strategy
4. Path to The Cloud
Drive Growth  Delight Customers  Optimize ROI
The Innovation Challenge

The Execution Gap

97% CEOs say Innovation is critical to their business

20% Only believe investments are paying off
What is Your Return on Innovation?

Most organizations are not very successful at this...

- Ineffective at converting ideas into development projects: 64%
- 50% of product development and commercialization resources are wasted
- Only 20% of CEOs are happy with their return on innovation
But Doing This Right Make a Difference

Companies with a comprehensive strategy for innovation and product lifecycle management outperform others with fragmented processes.

Source: Accenture. “Product lifecycle management: The innovation enabler goes mainstream.” 2010
Program Agenda

1. The Innovation Management Dilemma
2. Traditional Innovation Management Problems
3. Oracle PLM Strategy
4. Path to The Cloud
Traditional Problems by Product Lifecycle

Product Profit Leaks

1. Not promoting the best ideas and proposals into my portfolio
2. 50% or more projects fail to meet revenue or margin targets
3. Not enough resources for the projects in the pipeline
4. Portfolio is not aligned to corporate strategy
5. Poor Portfolio Mix either too many or too few line-extensions and/or big bets
6. Requirements poorly defined

1. Low Design Reuse
2. Poor Productivity – waste 20-30% of development time trying to find & reuse information
3. Too many products miss cost, quality, compliance and manufacturability targets at release
4. Products don’t meet customer requirements
5. Hard to coordinate resources and schedules across global development sites (internal and outsourced)

1. Slow process to get products ready for global manufacturing sites
2. Slow to ramp outsourced manufacturing partners
3. Poor Configuration/Release Management results in High Scrap and Rework
4. Slow to commercialize products for omni-channel commerce
5. I redesign products late in the lifecycle to reduce supply costs & risks
6. Lack of part reuse and weak preferred supplier mgmt leads to higher costs, inventory, lead-time and supply risk
The Problem is Fragmented Tools and Processes

How most companies manage Product Lifecycle Management (PLM)

Majority of company CEOs list Growth thru product innovation as their #1 or #2 highest priority

Yet many companies manage their top business priority with fragmented systems

1. Point tools
2. Spreadsheet
3. Shared drives
4. PowerPoint's
5. No formal process

...You need an integrated solution
The Innovation Management Gap

Corporate Strategy, Product Strategy and Product/Project Execution are Silos

- **Product Portfolio**: Goals, Mission, Markets & Technology

- **Strategy**: Do Things Right

- **Execution**: Right Resources

- **Project Pipeline**: Items, BOMs, Docs

- **Resources**: Changes, Catalog, Orgs

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**PLM**

- Product Failures
- Market Share
- Customer Satisfaction
Program Agenda

1. The Innovation Management Dilemma
2. Traditional Innovation Management Problems
3. Oracle PLM Strategy
4. Path to The Cloud
Modern Product Lifecycle Management (PLM) Solutions
Provides an integrated solution from ideation through commercialization

**Innovate**
- Capture and focus investments on higher value ideas and opportunities

**Develop**
- Collaborate in real-time on integrated product data and processes

**Commercialize**
- Enhance manufacturing, sales and supply chain readiness

Transform your Product Value Chain
- Unify the entirety of your product and supply chain processes

Oracle Confidential – Internal/Restricted/Highly Restricted
SCM Cloud: Idea-to-Commercialize

Innovate, develop and commercialize the best mix of profitable products

Transform your Product Value Chain

- Improve return on innovation
- Reduce development Time
- Accelerate time to launch
“Neither idea generation nor execution is as important or as tricky as the filtering process that links the two.”

General Electric
Improve Your Return on Innovation with Oracle PLM Cloud

Innovate, develop and commercialize the best mix of profitable products

PLM

- **Product Portfolio**
  - Goals, Mission, Markets & Technology
  - Right Direction

- **Strategy**
  - Optimized ROI

- **Design**
  - Right Concepts
  - Right Proposals

- **Portfolio Planning**
  - Right Mix
  - Right Roadmap

- **Execution**
  - Do Things Right
  - Right Resources

- **Project Pipeline**
  - Ideas
  - Requirements

- **Resources**
  - Best Practices
  - Items, BOMs, Docs

- **Increased Portfolio Value**
  - Greater Alignment
  - Better Balance

- **Faster To Market**
  - Reduced Costs
  - Increased Utilization
Oracle PLM Applications Strategy

Three core strategies

1) PLM On-Premise (managed cloud) Strategy

2) PLM Cloud Strategy

3) PLM Co-Exist, Path to Cloud

Applications Unlimited

Commitment to all customers to enhance & support all on-premises applications

Next Generation Development & Acquisition

Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud

Develop programs and support for customers to adopt cloud quickly with less investment risk
Oracle’s Product Lifecycle Management (PLM) Mission Statement

To be a Leading Supplier of Comprehensive Product Lifecycle Management (PLM) Solutions Across all Deployment Options:

**On-Premise, Managed Cloud Service or in the Cloud**

The On-Premise Market for PLM will continue to be Large & Important for our Customers and Oracle
Oracle PLM On-Premise Strategy

Strong Committed Long-Term Roadmaps for A9, P4P & e6

Applications Unlimited
Commitment to all customers to enhance & support all on-premises applications

Next Generation Development & Acquisition
Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud
Develop programs and support for customers to adopt cloud quickly with less investment risk

2) PLM Cloud Strategy

A9.3.4 (CY '15)
• Schedule Improvements
• Rich Text
• CAD performance and usability

A9.3.5 (CY '16)
• Design Release Process
• Multi-Project GANTT
• IM Integration
• AutoVue 21

A9 +1
Document Release Mgmt
• ECO improvements

A9 +2
• Module improvement
• Possible areas

3) PLM Co-Exist, Path to Cloud

• Customer driven enhancement
• Module improvement
Agile PLM 9.3.5 Features

• CAD
  – New Streamlined CAD Design File Release Process
  – Performance
  – AutoVue 21

• Portfolio and Project Mgmt
  – Multiple Projects GANTT
  – Tactical Portfolio management with A9 PPM
  – Strategic Portfolio Management with IM Cloud

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Oracle PLM On-Premise Strategy

Strong Committed Long-Term Roadmaps for A9, P4P & e6

Applications Unlimited

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Next Generation Development & Acquisition

Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud

Develop programs and support for customers to adopt cloud quickly with less investment risk

2) PLM Cloud Strategy

3) PLM Co-Exist, Path to Cloud

2.6 (CY 15)

- Supplier Portal Use Cases
- Document Management Features
- Multi-Browser Support

6.2.1 (CY 16)

- List Filtering
- Euro Nutritional Reporting
- Module improvement

P4P +2

- Customer driven enhancement
- Module improvement

P4P +3

- Customer driven enhancement
- Module improvement
Oracle **PLM Cloud** Strategy

Strong Committed Long-Term Roadmaps Oracle PLM Cloud

Applications Unlimited

Commitment to all customers to enhance & support all on-premises applications

Next Generation Development & Acquisition

Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud

Develop programs and support for customers to adopt cloud quickly with less investment risk

1) PLM On-Premise (managed cloud) Strategy

2) Cloud-Readiness Roadmap

3) PLM Co-Exist, Path to Cloud

- **R11 (CY 16)**
  - ECO Improvements
  - Requirements Traceability
  - Portfolio Mgmt
  - Rev/ROM Mgmt
  - Change Mgmt
  - PPM Integration

- **Cloud +1**
  - Req Improvements
  - ECO Improvements
  - ECO Audit
  - All integration improvements

- **Cloud +2**
  - Enterprise Quality Management
  - Product Costing

- **Cloud +3**
  - Customer driven enhancement
  - Module improvement
SCM Cloud: Idea-to-Commercialize

Innovate, develop and commercialize the best mix of profitable products

- Innovate
- Develop
- Commercialize

Requirements
Proposals & portfolios
Engineering Documents, Items, BOMs and Change Mgmt
Manufacturing and Supply Chain BOMs and Change Mgmt
Sales Catalogs

Innovation Management
Project Portfolio Management
Product Development
Product Hub

Transform your Product Value Chain

- Improve return on innovation
- Reduce development time
- Accelerate time to launch
Idea to Commercialize: Optimize your Product Value Chain

Manage, Accelerate and Unify Product Development from Ideation to Commercialization

Innovate

Manage Ideas, Requirements and your Innovation Portfolio

Develop

Securely Control your Enterprise Product Data & Processes

Commercialize

Ready Products for Manufacturing and Multi-Channel Commerce

Increase Return in Innovation

Accelerate Development and Reduce Risk

Achieve Accurate and On-Time Product Launch
### TUESDAY

**PLM General Sessions**
- Rm. LL 20 AB

**PLM and Product MDM Strategy and Roadmap**

**PLM Cloud Overview and Roadmap**

**PLM and Product MDM Cloud**
- Rm. LL 20 D
  - Innovation Management Cloud: How to Align Your Innovation Portfolio with Corporate Strategy

**PLM Customer Best Practices**
- Rm. LL 20 AB
  - "All in" - Evaluating and Migrating from CAD PDM to EC

**PLM Deep Dives and Demos**
- Rm. LL 20 C
  - Agile PLM for Process Overview and Roadmap

**PLM Technology Innovations**
- Rm. LL 21 F
  - Building Analytic Reports for Cloud Applications

**Lunch: PLM Birds of a Feather Roundtables**

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### WEDNESDAY

**PLM General Sessions**
- Rm. LL 20 AB

**PLM and Product MDM Strategy and Roadmap**

**Innovation Management for Winning Products**

**PLM and Product MDM Cloud**
- Rm. LL 20 D
  - Product MDM Cloud: Accelerate Commercialization with Cloud-Based Product MDM

**PLM Customer Best Practices**
- Rm. LL 20 AB
  - Fully Leverage Agile PLM

**PLM Deep Dives and Demos**
- Rm. LL 20 C
  - Managing Complex Requirements & Traceability

**PLM Technology Innovations**
- Rm. LL 21 F
  - Integrated CAD Thru Engineering Collaboration & Enterprise Visualization

**Lunch: PLM Birds of a Feather Roundtables**

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### Subjects

- **Project Management Cloud: Developing a Sound Strategy for Modern Project Mgmt**
- **How Otter Products Accelerates Product Cycles**
- **Organizing for Success & Cont Improvement**
- **Simplify Product Info Mgmt with PH Cloud**
- **Dynamic Doc Authoring, Publishing, and Management**
- **Enable Makers to Find, Use, Publish Product Data w/ Single Click**
- **A Practical Approach to Modernizing IT Innovation & Portfolio Mgmt in the Cloud**
- **Executing on the Enterprise PLM Roadmap**
- **Accelerating Sustainable Growth**
- **Managing Complex Requirements & Traceability**
- **Aims worth IT NUTRITION**
- **Ortho Clinical Diagnostics**
- **Thermo Fisher Scientific**
- **Dell**
- **pwc**
- **Lilly**
- **FL"ll"**

**Subject to change**
Oracle PLM Applications Strategy

Strong Committed Roadmaps for On-Premise and Cloud

Applications Unlimited

Commitment to all customers to enhance & support all on-premises applications

Next Generation Development & Acquisition

Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud

Develop programs and support for customers to adopt cloud quickly with less investment risk

3) PLM Co-Exist, Path to Cloud

R11 (CY 16)

- ECO Improvements
- Requirements Management
- Process/Project/Model Fns
- Defect/Issue Agent
- Change/Config
- Meta Integration

cloud +1

- ECO Improvements
- Requirements Management
- Process/Project/Model Fns
- Defect/Issue Agent
- Change/Config
- Meta Integration

cloud +2

- Enterprise Quality Management
- Product Costing

cloud +3

- Customer driven enhancements
- Module improvements

A9.3.4 (CY 16)

- Schedule Improvements
- Multi-Project

A9.3.5 (CY 16)

- Document Release Mgmt
- Document Management Features
- Multi-Browser Support

6.2 (CY 15)

- Design Release Process (with EC)
- Multi-Project GANTT
- Project to portfolio enhancements

A9 +1

- Supplier Portal Use Cases
- Document Management Features
- Multi-Browser Support

P4P +1

- P4P Candidate
- Customer driven enhancements
- Module improvements

P4P +2

- P4P Candidate
- Customer driven enhancements
- Module improvements

P4P +3

- P4P Candidate
- Customer driven enhancements
- Module improvements
Rapid Shift to the Cloud

In the last 3 Years most Companies have Moved from **Not If But When** And How

Source: 2014, 2015 Gartner Survey of 139 CFOs

Source: 2014, 2015 Gartner Survey of 139 CFOs
Flexible Paths to the Cloud

Innovation Management, Product Hub

Product Lifecycle Management

**BUSINESS FUNCTION**

Idea to Commercialize for a division

**END-TO-END PROCESS**

**COMPLETE TRANSFORMATION**

- ERP
- SCM
- PLM
- HCM
- CX
- EPM

Complementary Incremental Transformational
Oracle PLM On-Premise to Cloud Coexist Scenarios

Flexible Path to the Cloud

1. Add Innovation Management (IM) to A9 (*complimentary*)
   – Adds Ideation, requirements mgmt and traceability and portfolio management

2. Add Product Hub (PH) Cloud to your A9 and EBS Deployment (*complementary*)
   – Adds Commercialization to your existing PLM/ERP solution

3. You’re an Agile A9 company but have a new division you acquired (*incremental*)
   – Use IM, PD and/or PH cloud in the new division

4. Net new customer and you want PLM Cloud (*transformational*)
   – Full cloud PLM
Oracle Cloud Coexist Options

Innovate, develop and commercialize the best mix of profitable products

Transform your Product Value Chain

Improve return on innovation  |  Reduce development time  |  Accelerate time to launch
Flexible Path to the Cloud

TRANSFORMATIONAL

INCREMENTAL

COMPLIMENTARY
Modern Product Lifecycle Management (PLM) Cloud - **Co-exists** Within Your Ecosystem
Oracle PLM Applications Strategy

Strong Committed Roadmaps for On-Premise and Cloud AND Coexist Options

Applications Unlimited

Commitment to all customers to enhance & support all on-premises applications

Next Generation Development & Acquisition

Develop next generation, best-in-class SaaS cloud applications and one standards-based platform, PaaS

Practical Path to the Cloud

Develop programs and support for customers to adopt cloud quickly with less investment risk

1) PLM On-Premise (managed cloud) Strategy

2) PLM Cloud Strategy

3) PLM Co-Exist, Path to Cloud
Oracle’s PLM Expertise

Diverse
Types of customers
50% Large
50% Midsize

2,000+
Global Customers

Secure
Robust roles & privileges model to protect your IP and brand, evidenced by hundreds of 1000’s of users, many are suppliers.

Customer Community
is active with many of the world’s greatest innovators and pioneers

20+
Specialized Partners

ERP & CAD Agnostic
Our strategy is to integrate with any ERP and CAD to unify your product value chain.
Oracle Product Lifecycle Management Cloud

Summary

- End-to-End idea to commercialization available in the cloud
- Only PLM & SCM built on top of a product MDM platform
- Modern UI, embedded social and embedded analytics
- Provides immediate entry point for a path to the cloud
How to Make the Most of MSCE
Customer Speakers
Learn from your peers, network
### TUESDAY

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>11:00</td>
<td>PLM and Product MDM Strategy and Roadmap</td>
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<td>12:00</td>
<td>PLM Cloud Overview and Roadmap</td>
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<tr>
<td>1:45</td>
<td>PLM and Product MDM Cloud - Rm. LL 20 D -</td>
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<tr>
<td></td>
<td>Innovation Management Cloud: How to Align Your Innovation Portfolio with Corporate Strategy</td>
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<td>2:45</td>
<td>Product Development Cloud: Cloud-Based PLM</td>
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<td>How Otter Products Accelerates Product Cycles</td>
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<td>PLM General Sessions - Rm. LL 20 AB -</td>
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<td>Agile PLM 9.3.5 Release Overview and Roadmap</td>
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<td>Product MDM Cloud: Accelerate Commercialization with Cloud-Based Product MDM</td>
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<td>3:00</td>
<td>Managing Complex Requirements &amp; Traceability</td>
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<td>Strategic CAD Thru Engineering Collaboration &amp; Enterprise Visualization</td>
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<td>3:00</td>
<td>Perpetual Commerce to Achieve Program Excellence</td>
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<td>Industry Focus: Life Sciences</td>
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<td>Industry Focus: Industrial, Auto, A&amp;D</td>
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Today’s Keynote at 5:30 pm could be the most important of #OracleMSCE

Hear from the executives steering the future of Cloud, PLM and Supply Chain

What is the impact of Agile PLM, PLM Cloud & supply chain on Oracle’s business?

What is the future of PLM?

Why is now such a unique opportunity for PLM professionals?

Grand Ballroom @ 5:30 PM, right after today’s last track sessions
Don’t Miss Tonight’s Premier Oracle PLM Customer Event!

Oracle Customer Appreciation Event
Tonight at 7:00 pm at the Tech Museum of Innovation
MONDAY

Innovation Management Thought Leaders Workshop
Mon | 10:00 AM | 4 hrs
By Invitation Only

Product Hub Cloud Workshop
Mon | 10:00 AM | 3 hrs
Register Online

Agile PLM Install, Upgrade, and Platform Workshop
Mon | 12:15 PM | 2 hrs
Register Online

THURSDAY

Engineering Collaboration and AutoVue Workshop
Thurs | 8:30 AM | 4 hrs
Register Online

Customer PPM Implementation Forum
Thurs | 8:30 AM | 2 hrs
Register Online

Bill of Material Thought Leaders Workshop
Thurs | 12:45 PM | 2 hrs
Register Online

Register at the Door

Subject to change
**PLM IN THE SOLUTIONS PAVILION**

**HOURS**
Mon 5:00 – 7:00 p  |  Tues 10:00 a – 4:30 p  |  Wed 10:00 a – 3:00 p

**PLM EXHIBITS**
- Accenture
- Deloitte
- Domain
- Inspirage
- Kalypso
- Magic
- Maker Zone
- More4Apps
- Perception
- Rapidflow
- Xavor
- XPLM

**DEMO KIOSKS**
- PLM Cloud: Idea to Commercialization
- Agile PLM and PLM Cloud
- Agile PLM for Process and PLM Cloud
- Engineering Collaboration and Agile PLM

**THEATER DEMOS**
- Tues 10:05 a – XPLM “Model-Based Enterprise: The Future of Engineering”
- Tues 10:25 a – Perception Software “Driving Supply Chain Efficiency Thru New Part Requests”
- Tues 10:45 a – Verdant Services “3 Times to Successfully Make the Leap to the Cloud”
- Tues 3:45 a – Magic Software “The Magic of Integrated PLM, SCM and ERP Processes”
- Wed 10:25 a – Accenture “Maximizing Returns on PLM Investments”

**PLM MAKERS**
- Stratasys 3D Printing
- Specialized Bicycle Components

Subject to change
Partner Driven Innovation

- Inspirage **MSCE Sponsor**
  - UDI, Conflict Minerals, Risk Mgmt, Product Registration ...

- Kalypso **PLM Platinum**
  - Agile PLM and BLUE Packaging Software integration pack & Accel for Innovation Management, ...

- Zero Wait State **PLM Gold**
  - Load State, Design State, ....

- Xavor **PLM Gold**
  - Assist +, Office Integration, UI speed up (commercialization), ...

- xPLM
  - MCAD Connectors, Document Publishing & Word Integration

- Perception
  - EDA Connectors & Faceted Search tools for A9 – Agile Explore

- Hitachi
  - New version of SCMNet

- Verdant, Deloitte, Accenture, Domain, Magic, ...
Integrated Cloud
Applications & Platform Services