

Oracle PLM Strategy

Idea to Commercialization

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

**MODERN
SUPPLY CHAIN
EXPERIENCE**

Presented by

ORACLE®

SAN JOSE, CALIFORNIA | JANUARY 2016

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Program Agenda

- 1 The Innovation Management Dilemma
- 2 Traditional Innovation Management Problems
- 3 Oracle PLM Strategy
- 4 Path to The Cloud

Drive Growth

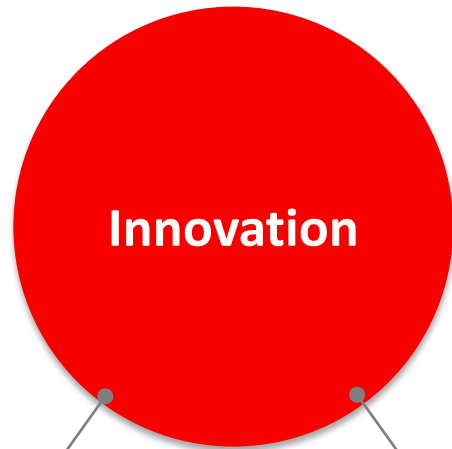
Delight Customers

Optimize ROI

INNOVATION



The Innovation Challenge



Expectations



Delivery

The Execution Gap

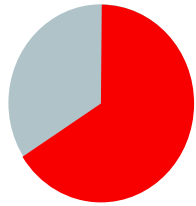
97% CEOs say Innovation is critical to their business

20% Only believe investments are paying off

What is Your Return on Innovation?

Most organizations are not very successful at this...

64%



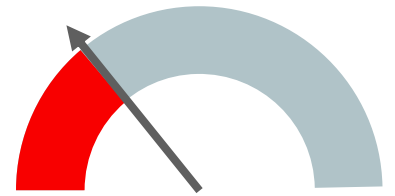
Ineffective at converting ideas into development projects

50%



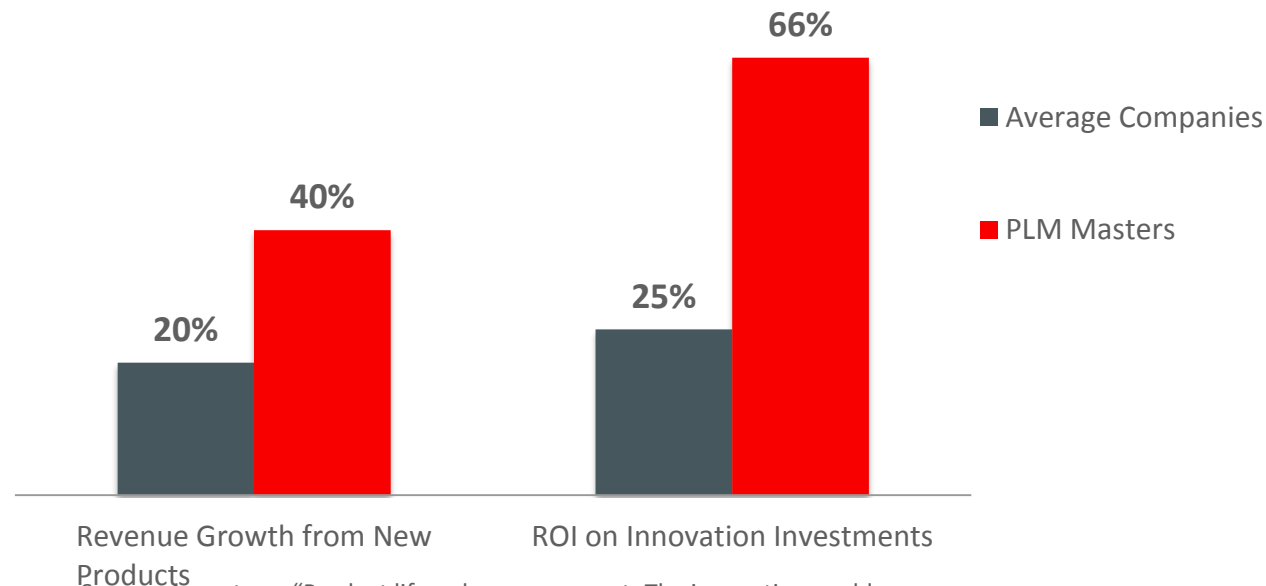
of product development and commercialization resources are wasted

Only
20%



Of CEOs **are happy** with their return on innovation

But Doing This Right Make a Difference



Products

Source: Accenture. "Product lifecycle management: The innovation enabler goes mainstream." 2010

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

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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**

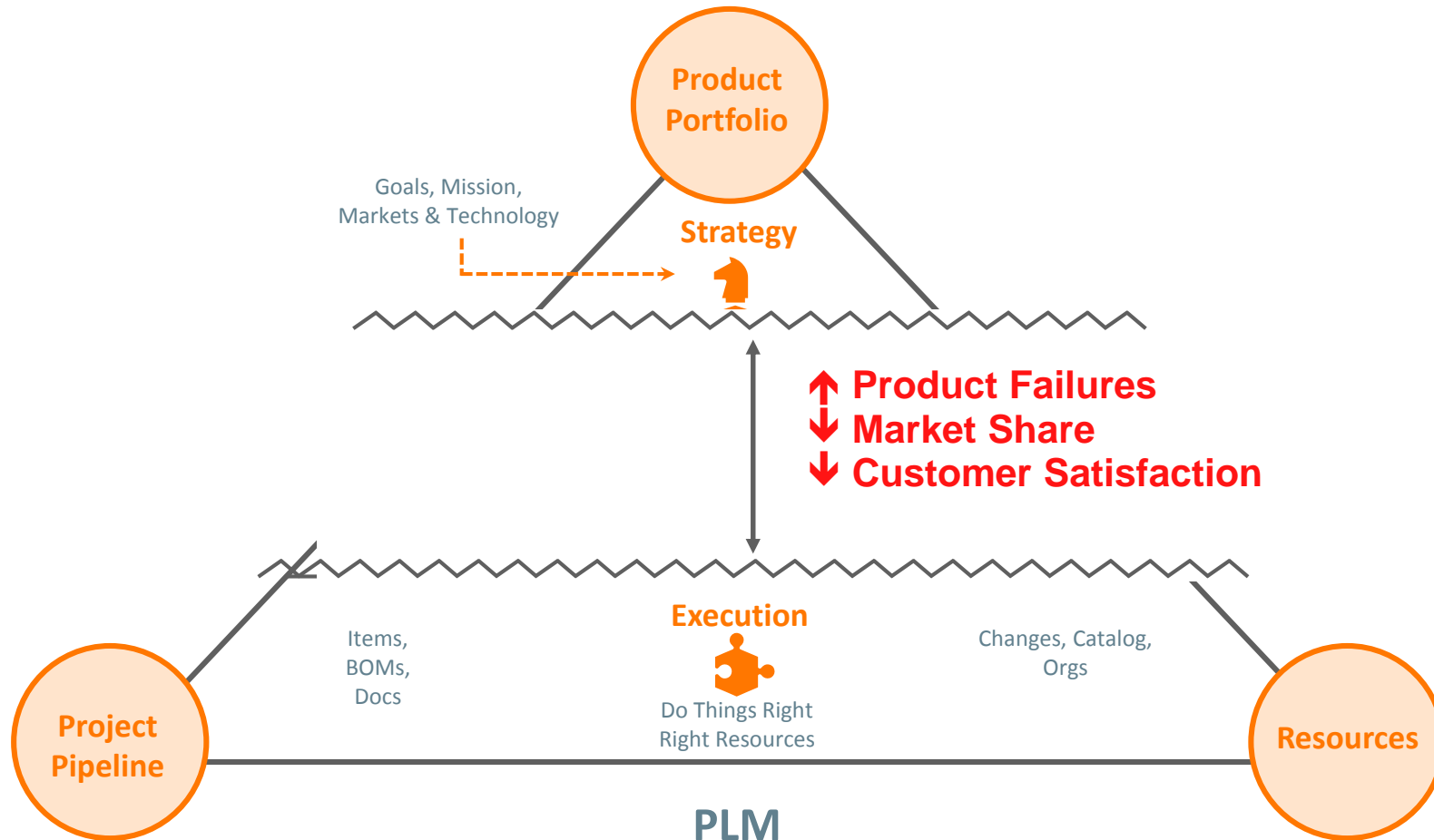
Yet many companies manage their top business priority with **fragmented systems**

- 1 Point tools
- 1 Spreadsheet
- 1 Shared drives
- 1 PowerPoint's
- 1 No formal process

...You need an integrated solution

The Innovation Management Gap

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



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Modern Product Lifecycle Management (PLM) Solutions

Provides an integrated solution from ideation through commercialization



SCM Cloud: Idea-to-Commercialize

Innovate, develop and commercialize the best mix of profitable products



Improve return on innovation

Reduce development Time

Accelerate time to launch

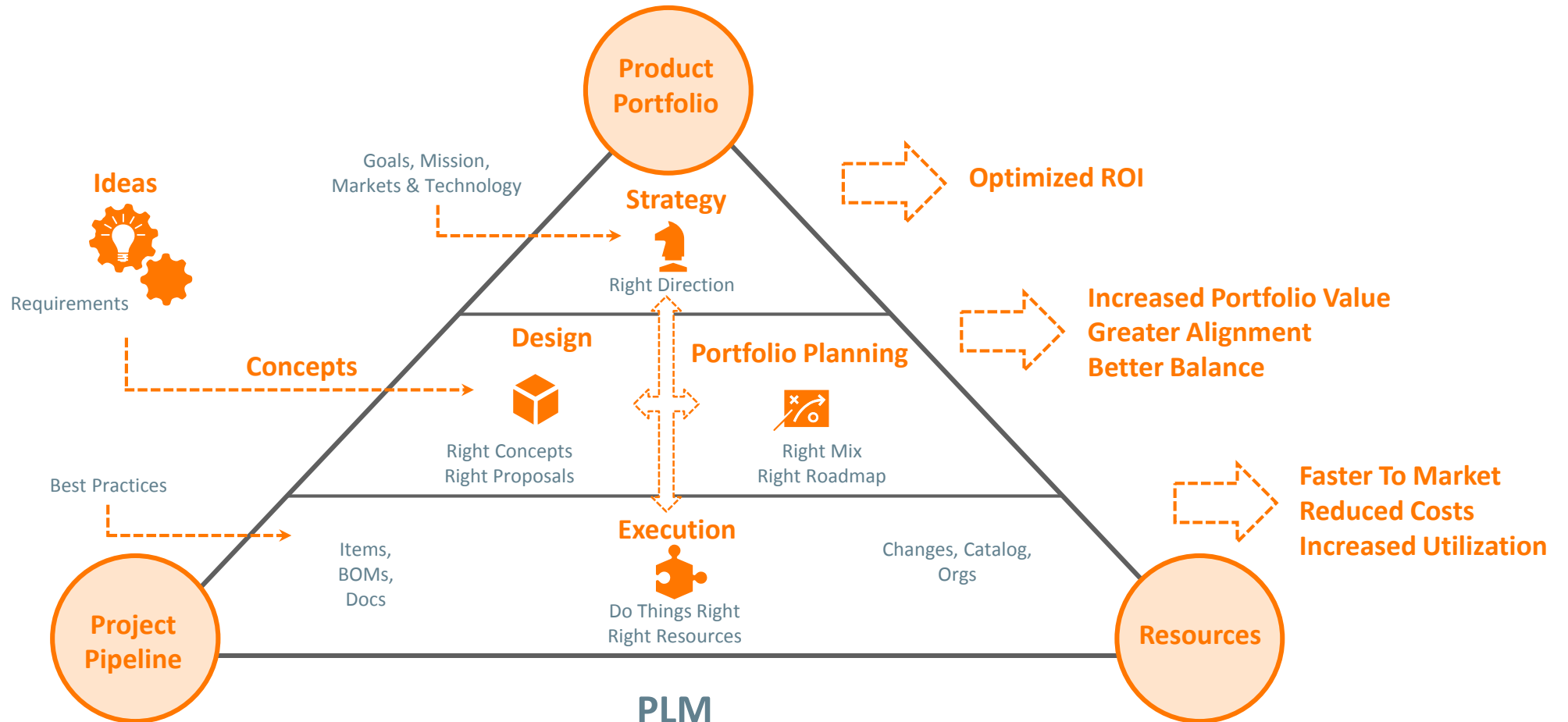
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“Neither idea generation nor execution is as important or as tricky as the filtering process that links the two.”

General Electric

Improve Your Return on Innovation with Oracle PLM Cloud

Innovate, develop and commercialize the best mix of profitable products



Oracle PLM Applications Strategy

Three core strategies

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

2) PLM Cloud Strategy

1) PLM On-Premise (managed cloud) Strategy



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

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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

- 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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PLM AGENDA

TUESDAY

PLM General Sessions

- Rm. LL 20 AB -

11:00 PLM and Product MDM Strategy and Roadmap

12:00 PLM Cloud Overview and Roadmap

12:45 Lunch: PLM Birds of a Feather Roundtables

PLM and Product MDM Cloud

- Rm. LL 20 D -

1:45 Innovation Management Cloud: How to Align Your Innovation Portfolio with Corporate Strategy

2:45 Product Development Cloud: Cloud-Based PLM

4:30 Project Management Cloud: Developing a Sound Strategy for Modern Project Mgmt

PLM Customer Best Practices

- Rm. LL 20 AB -

"All in" - Evaluating and Migrating from CAD PDM to EC



How Otter Products Accelerates Product Cycles



Organizing for Success & Cont Improvement



PLM Deep Dives and Demos

- Rm. LL 20 C -

Agile PLM for Process Overview and Roadmap



Enterprise Quality Management to Achieve Program Excellence



Simplify Product Info Mgmt with PH Cloud



PLM Technology Innovations

- Rm. LL 21 F -

Building Analytic Reports for Cloud Applications

Enable Makers to Find, Use, Publish Product Data w/ Single Click



Dynamic Doc Authoring, Publishing, and Management



WEDNESDAY

PLM General Sessions

- Rm. LL 20 AB -

11:00 Innovation Management for Winning Products **KALYPSO** **NBTY** MARY KAY

12:00 **Agile PLM 9.3.5 Release Overview and Roadmap**

12:45 Lunch: PLM Birds of a Feather Roundtables

PLM and Product MDM Cloud

- Rm. LL 20 D -

2:00 Product MDM Cloud: Accelerate Commercialization with Cloud-Based Product MDM

3:00 A Practical Approach to Modernizing IT Innovation & Portfolio Mgmt in the Cloud

4:00 Industry Focus: Consumer Goods



PLM Customer Best Practices

- Rm. LL 20 AB -

Fully Leverage Agile PLM



Executing on the Enterprise PLM Roadmap



Industry Focus: High Tech & Semi



PLM Deep Dives and Demos

- Rm. LL 20 C -

Managing Complex Requirements & Traceability

Accelerating Sustainable Growth



Industry Focus: Life Sciences



PLM Technology Innovations

- Rm. LL 21 F -

Evolution of NPD Project Mgmt in Agile PLM 9.3.5

Integrated CAD Thru Engineering Collaboration & Enterprise Visualization

Industry Focus: Industrial, Auto, A&D



Oracle PLM On-Premise Strategy

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

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2) PLM Cloud Strategy

6.2
(CY 15)

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

6.2.1
(CY 16)

- - List Filtering
- - Euro Nutritional Reporting Schema
- Module improvement

P4P
+2
Possible areas

- Customer driven enhancement
- Module improvement

P4P
+3
Possible areas

- Customer driven enhancement
- Module improvement



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Subject to change

Oracle PLM Cloud Strategy

Strong Committed Long-Term Roadmaps Oracle PLM Cloud

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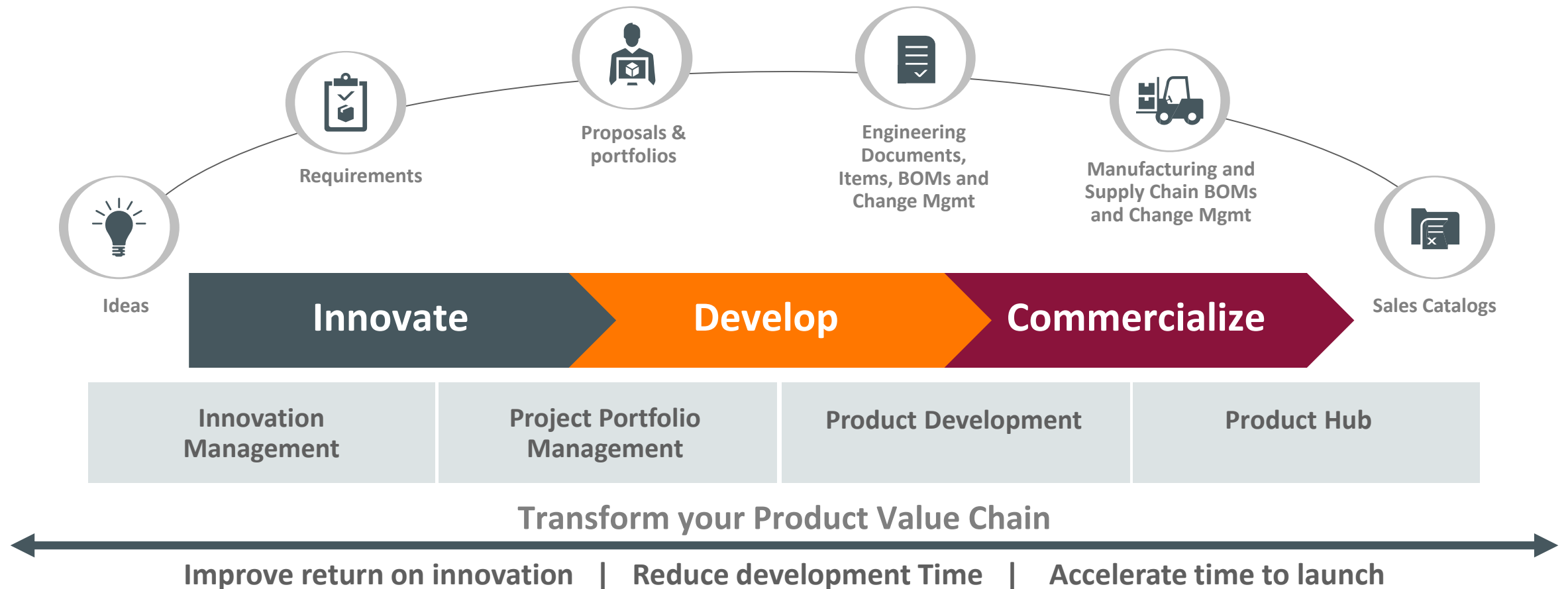
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SCM Cloud: Idea-to-Commercialize

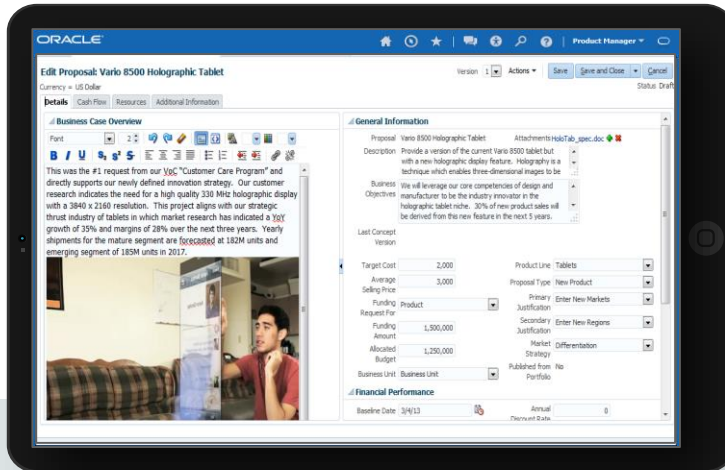
Innovate, develop and commercialize the best mix of profitable products



Idea to Commercialize: Optimize your Product Value Chain

Manage, Accelerate and Unify Product Development from Ideation to Commercialization

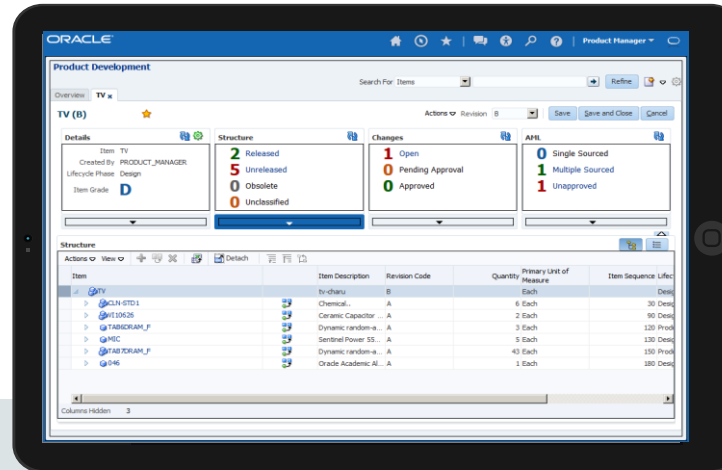
➤ Innovate



Manage Ideas, Requirements and your Innovation Portfolio

Increase
Return in Innovation

➤ Develop



Securely Control your Enterprise Product Data & Processes

Accelerate Development and Reduce Risk

➤ Commercialize



Ready Products for Manufacturing and Multi-Channel Commerce

Achieve Accurate and On-Time Product Launch



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How Otter Products Accelerates Product Cycles



Organizing for Success & Cont Improvement



PLM Deep Dives and Demos - Rm. LL 20 C -

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Enterprise Quality Management to Achieve Program Excellence



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Industry Focus: Consumer Goods



PLM Customer Best Practices - Rm. LL 20 AB -

Fully Leverage Agile PLM



Executing on the Enterprise PLM Roadmap



Industry Focus: High Tech & Semi



PLM Deep Dives and Demos - Rm. LL 20 C -

Managing Complex Requirements & Traceability

Accelerating Sustainable Growth



Industry Focus: Life Sciences



PLM Technology Innovations - Rm. LL 21 F -

Evolution of NPD Project Mgmt in Agile PLM 9.3.5

Integrated CAD Thru Engineering Collaboration & Enterprise Visualization

Industry Focus: Industrial, Auto, A&D



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

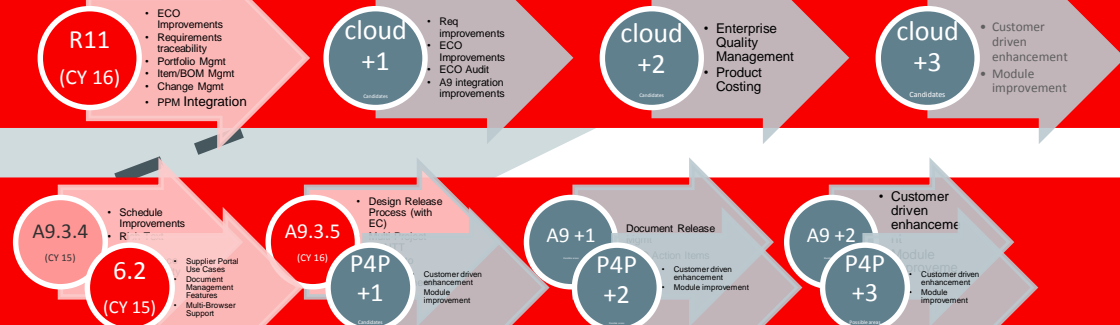
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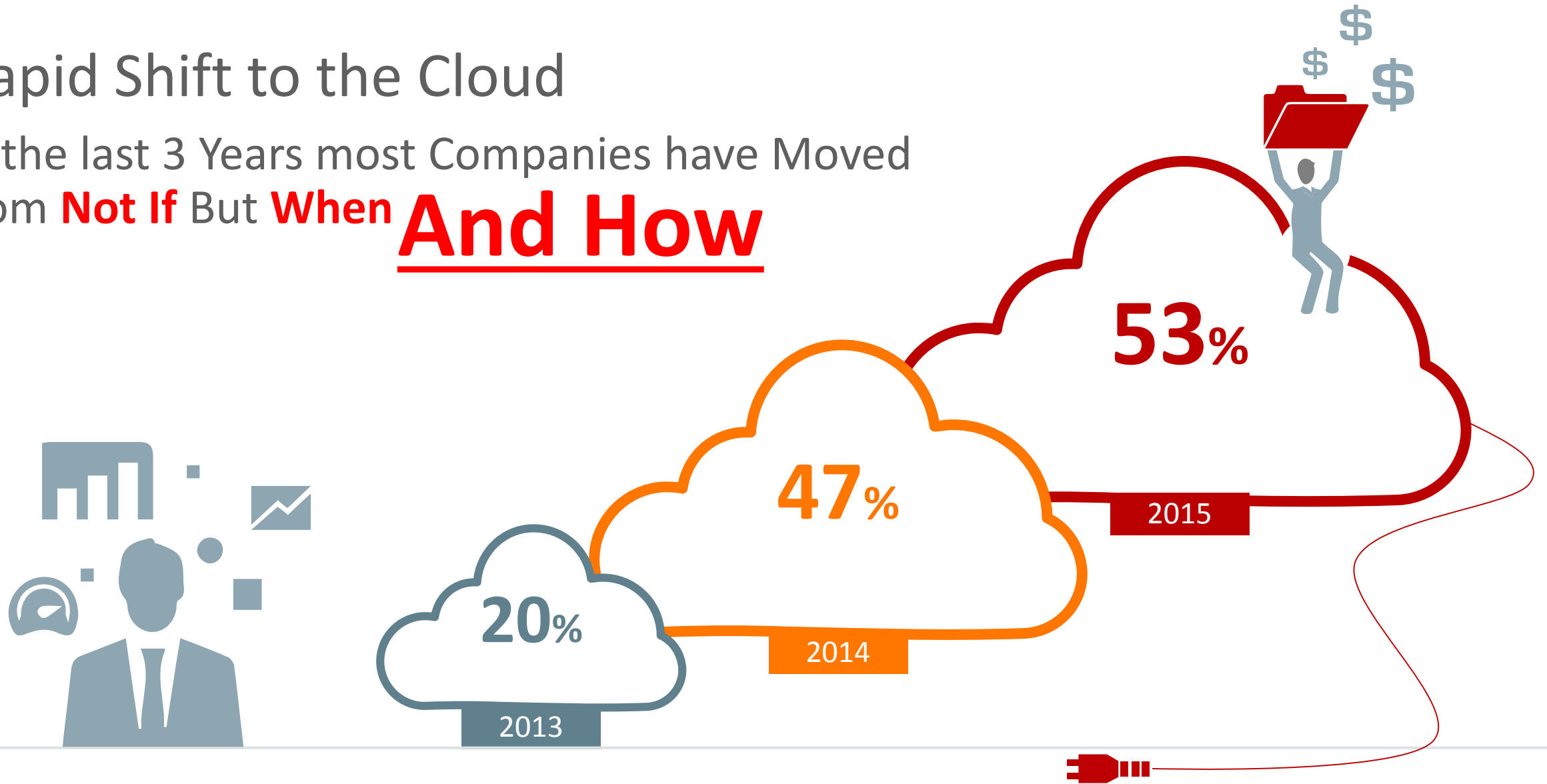
Develop programs and support for customers to adopt cloud quickly with less investment risk

3) PLM Co-Exist, Path to Cloud



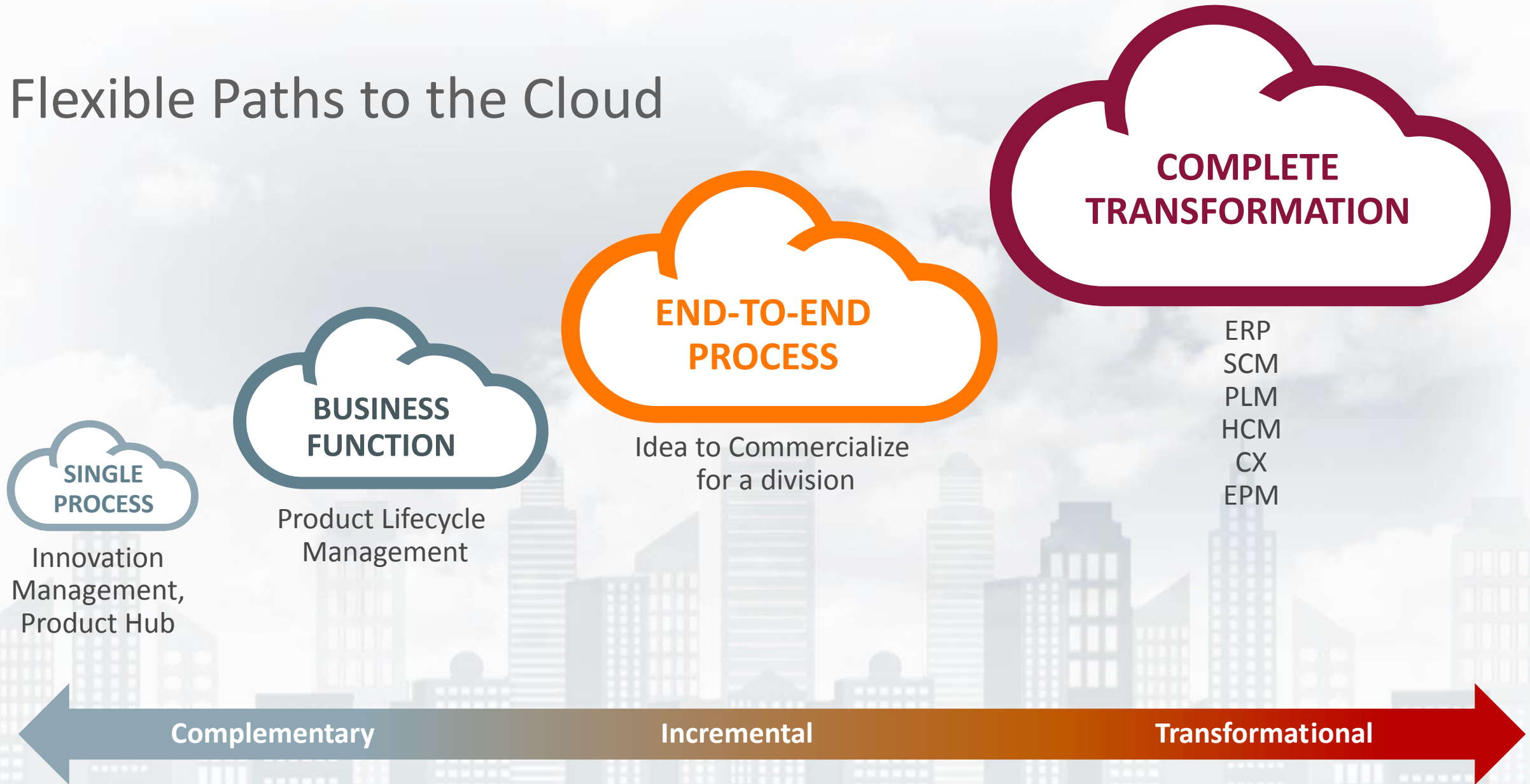
Rapid Shift to the Cloud

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



Source: 2014, 2015 Gartner Survey of 139 CFOs

Flexible Paths to the Cloud



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

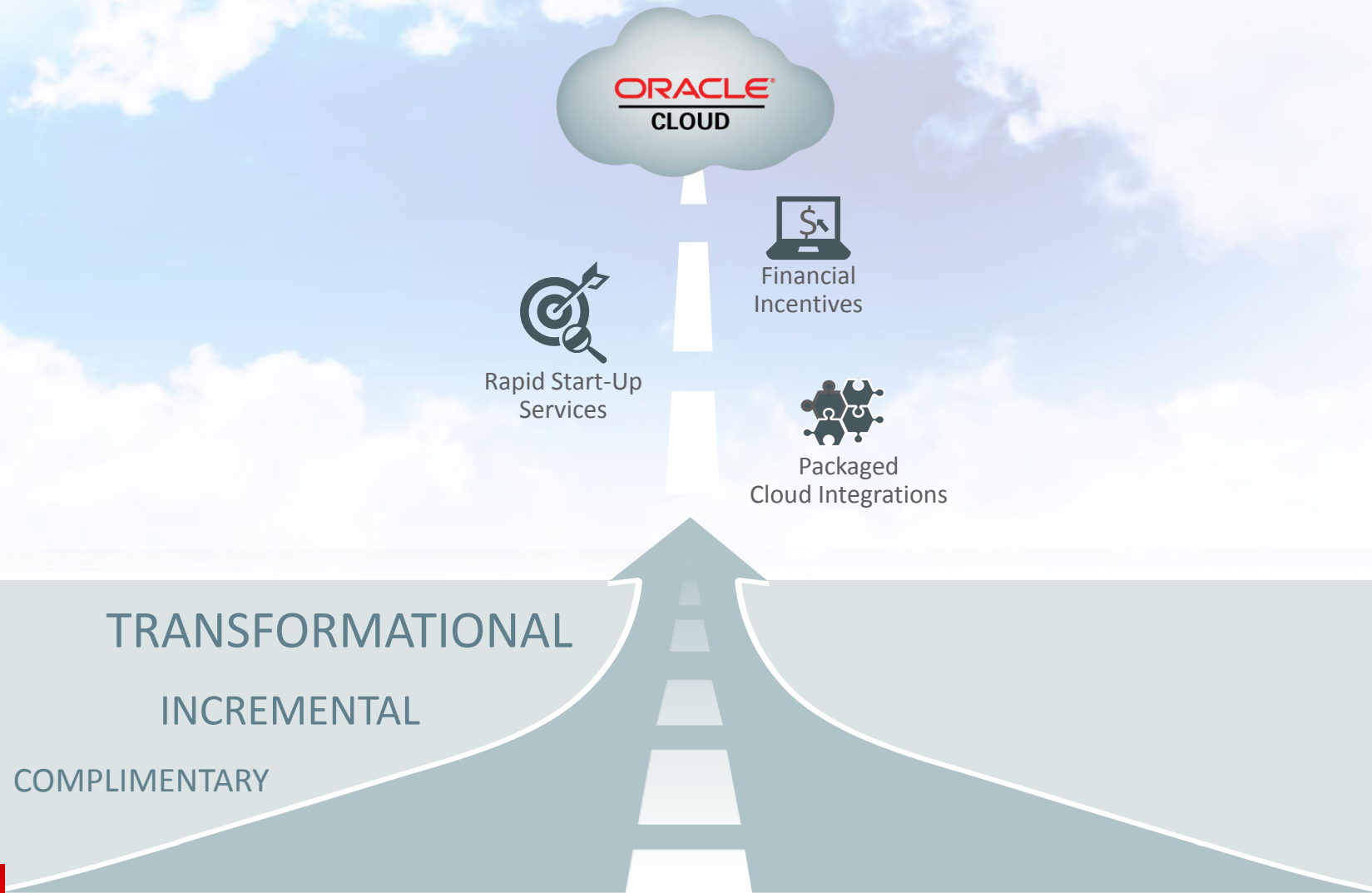
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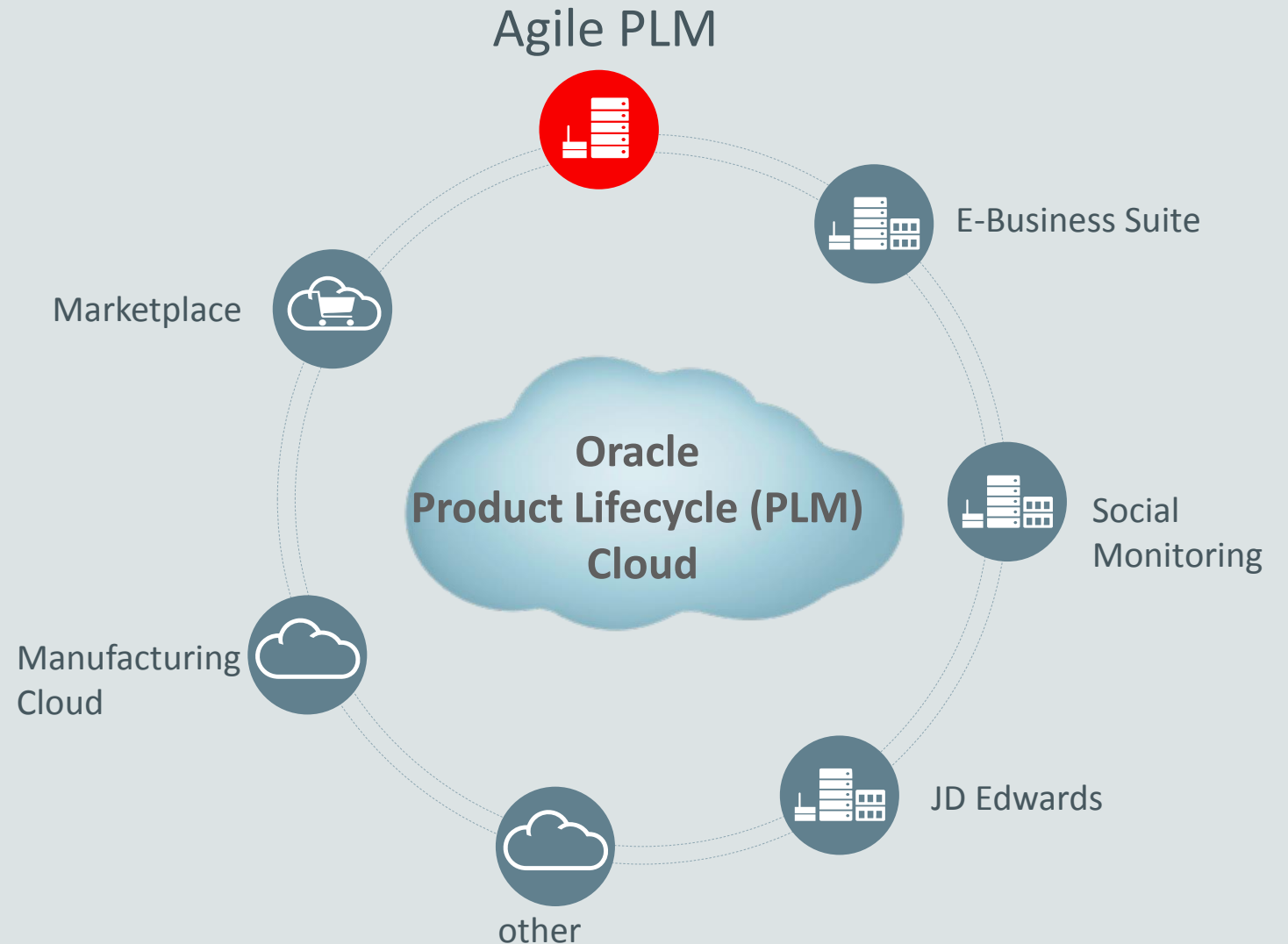
Transform your Product Value Chain

← Improve return on innovation | Reduce development time | Accelerate time to launch →

Flexible Path to the Cloud



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

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Oracle's PLM Expertise



Diverse

Types of customers

50% Large

50% Midsize



20+

Specialized
Partners



2,000+

Global
Customers



Customer
Community

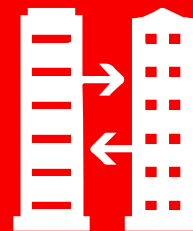
is active with many
of the world's
greatest innovators
and pioneers



Secure

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

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





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PLM Customer Best Practices

- Rm. LL 20 AB -

"All in" - Evaluating and Migrating from CAD PDM to EC

powering process & technology



How Otter Products Accelerates Product Cycles



Organizing for Success & Cont Improvement

SPECIALIZED

PLM Deep Dives and Demos

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Agile PLM for Process Overview and Roadmap

BEACHBODY

Enterprise Quality Management to Achieve Program Excellence

HARRIS

Simplify Product Info Mgmt with PH Cloud

AINS WORTH PET NUTRITION*


PLM Technology Innovations

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Building Analytic Reports for Cloud Applications

Enable Makers to Find, Use, Publish Product Data w/ Single Click

perception SOFTWARE

Dynamic Doc Authoring, Publishing, and Management

XPLM

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Fully Leverage Agile PLM

CooperVision

ichor systems

Inspirage

Executing on the Enterprise PLM Roadmap

CISCO

Industry Focus: High Tech & Semi

DELL

PLM Deep Dives and Demos

- Rm. LL 20 C -

Managing Complex Requirements & Traceability

Accelerating Sustainable Growth

ThermoFisher SCIENTIFIC

Industry Focus: Life Sciences

pwc

Lilly

PLM Technology Innovations

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Evolution of NPD Project Mgmt in Agile PLM 9.3.5

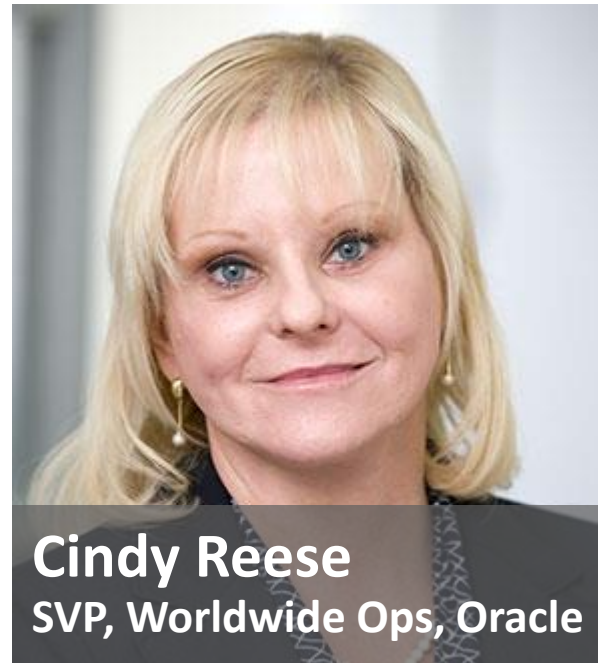
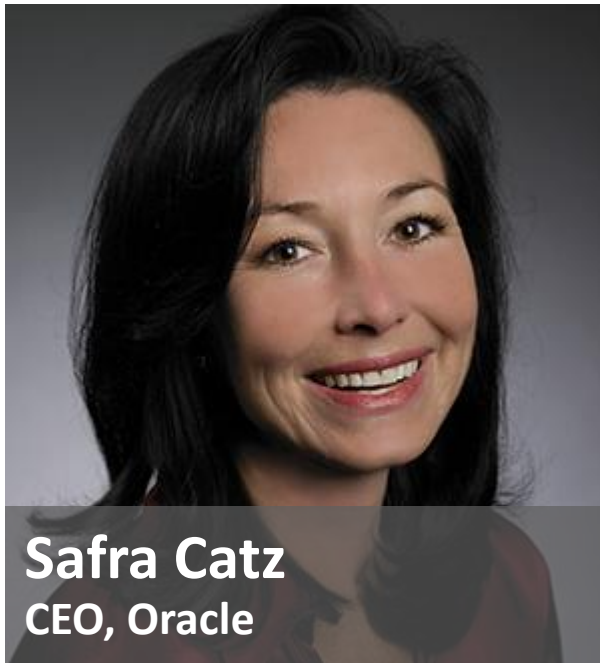
Integrated CAD Thru Engineering Collaboration & Enterprise Visualization

Industry Focus: Industrial, Auto, A&D

Pella

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



PLM SPECIAL PROGRAMS

MONDAY

THURSDAY

**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

**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

**Agile PLM Install,
Upgrade, and Platform
Workshop**

Mon | 12:15 PM | 2 hrs

Register Online

Register at the Door

**Bill of Material
Thought Leaders
Workshop**

Thurs | 12:45 PM | 2 hrs

Register Online





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



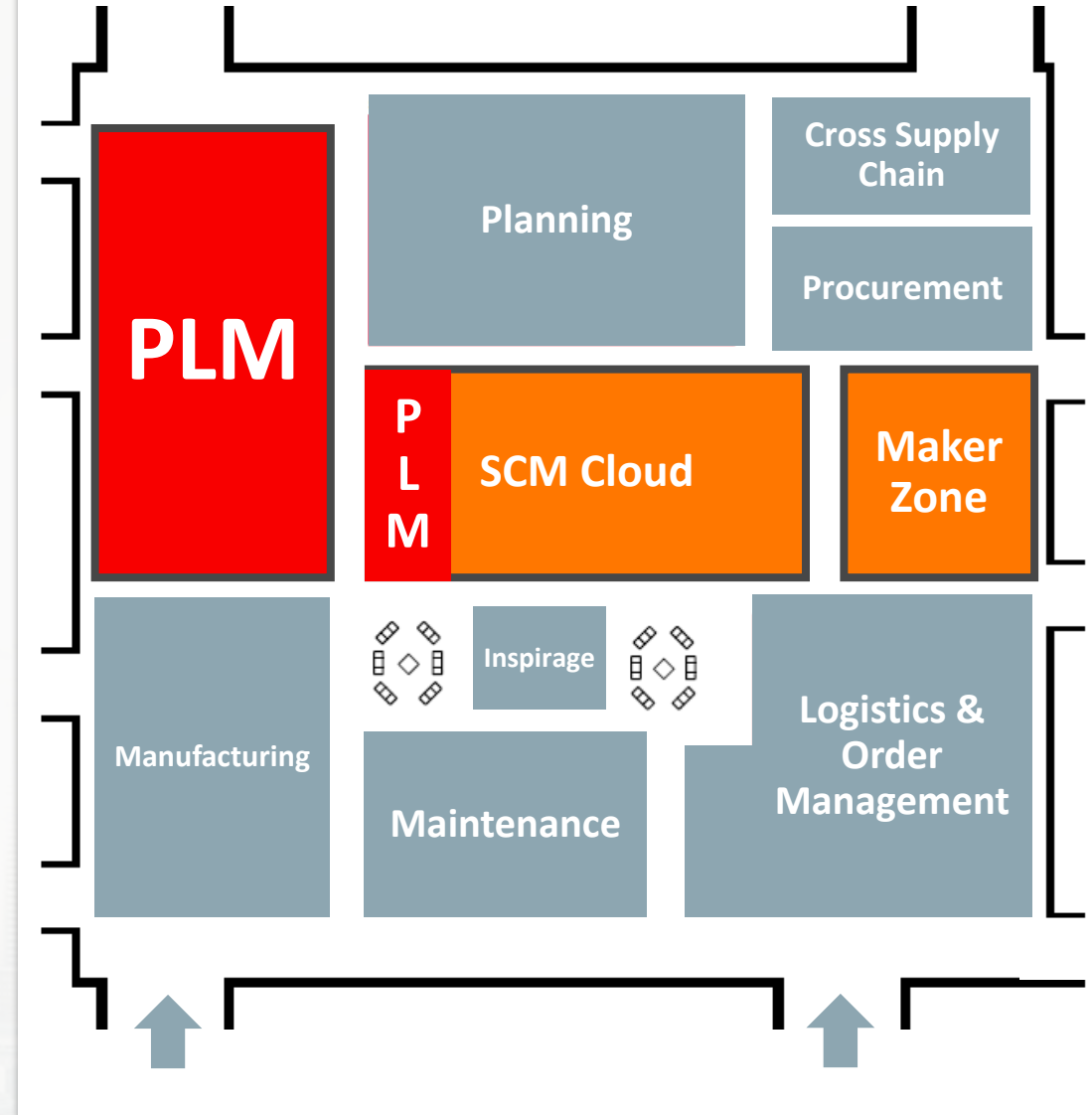
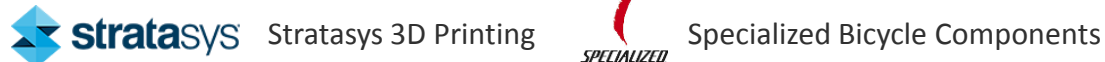
DEMO KIOSKS

- PLM Cloud: Idea to Commercialization
- Agile PLM for Process and PLM Cloud
- Agile PLM 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”
- Wed 10:45 a – Deloitte: “Measuring the Impact of Innovation”

PLM MAKERS



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

ORACLE®