

IBM® & Oracle®: IBM 2011 Global CIO Study

Flash Demo Script – February 2012

Today's leading supply chain organizations are continually evolving their strategies. They're making their supply chains more transparent. More responsive. More flexible. But with globalization and an increasingly complex ecosystem of vendors, partners, distributors, and customers, it's becoming more challenging to drive supply chain efficiencies.

To better understand how technology leaders are helping their organizations adapt to accelerating change and complexity, IBM interviewed 3,018 CIO's across 71 countries and 18 industries as part of IBM's 2011 Global CIO Study. The study finds that leading CIO's must deliver against four important mandates: they must leverage, expand, transform, and pioneer. IBM further analyzed the study results to identify ways that organizations can leverage their Oracle applications to deliver on these mandates and optimize supply chain operations.

Today's supply chain leaders want to transform the supply chain into a value chain. They have an increased focus on...

- ...driving customer and enterprise value through innovation and better service,
- ...having an expanded, more holistic view of the value chain - from the customer through multi-tier suppliers, and
- ...integrating and optimizing demand, supply, and product.

And they want to be able to...

- ...predict market requirements and risks,
- ...adapt to volatile markets,
- ...align the value chain to business goals,
- ...drive innovation to continually evolve, and
- ...embed sustainability into supply chain operations.

To gain these capabilities, supply chain leaders should leverage new technologies – like mobility, location awareness, virtualization, predictive analytics, and collaboration tools – to transform fundamental aspects of the supply chain. They should implement tools to plan, forecast, predict, and act. And they should integrate and share technology with key suppliers and customers so enterprises can work together to solve tough challenges.

IBM and Oracle have been working together for over 25 years. IBM's vast experience in helping organizations effectively implement supply chain management solutions, combined with Oracle's leading supply chain applications, make the IBM and Oracle team *the* partners of choice.

Together, we can help your organization transform your supply chain into a value chain, and ultimately, drive more success.

Learn more at ibm.com/oracle or at oracle.com/solutions/scm