



Highlights:

- Offers exclusive access to groundbreaking innovations and discoveries as they happen
 - Enables you to more effectively evaluate, pursue and capitalize on opportunities for growth
 - Helps bring faster results to the business, and accelerate your Oracle roadmap
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Capturing the energy of IBM for our hi-tech clients with Oracle

Disruption and opportunity in hi-tech

Companies within the electronics industry are often complex, fragmented, and compete in multiple market segments. Simultaneously, electronics activity in the growth markets is being affected by factors including:

- Advancements in technology, trending towards a convergent digital era
- Globalized competition
- Parallel demands for sustainability and shorter product cycles
- Rising consumer empowerment

Despite an impressive track record of pioneering technology, today's electronics industry is itself in a state of disruption. Product life cycles are compressing, emphasizing the need to create innovative products and services faster and cheaper than ever before. Competitive pressures are at an all-time high, with aggressive new entrants and a constant challenge to contain operational costs. And though profit margins for some electronics segments remain relatively high, most electronics segments are under heavy margin pressure.

Some clients, however, are turning this complexity into a competitive advantage, capitalizing on change opportunities that were never available before. They're unlocking new potential through capabilities that are just now becoming available applying the right knowledge, technology and experience to seek out new possibilities.

With the right partner; you can too.



The power of IBM – more than a consulting practice

IBM is a leading hi-tech company, with significant operational and R&D resources focused on dealing with global complexities. For example:

- Our supply chain includes 550+ locations (including service parts). We do business in 170 countries and have global relationships and implementation experience.
- Our Global Logistics Trade Compliance team includes over 100 dedicated international trade professionals covering the needs of +170 countries with physical presence in 36 countries.
- IBM's Research Center and Institute for Business Value (IBV) provide client value by offering exclusive access to groundbreaking innovations and discoveries as they happen.
- IBM's annual Global Technology Outlook study envisions the course of technology up to 10 years ahead, allowing us to guide clients accordingly. At our Services Innovation Lab, IBM researchers, consultants and technology experts co-develop new capabilities based on immediate client priorities.

Our leading Oracle practice – leveraging the power of IBM

IBM Global Business Services has been an Oracle Certified Advantage Partner since 1986. As an Oracle Diamond Level Partner, IBM has more than 10,000 consultants worldwide engaged in successful Oracle implementations; we can enable you to more effectively evaluate, pursue and capitalize on opportunities for growth.

The following are specific IBM assets and accelerators that we have created specifically for our hi-tech practice:

- **Hi-tech Center of Enablement:** Our center helps our clients quickly leverage an Oracle/IBM footprint and includes the ability to leverage IBM's integrated supply chain to drive ROI, bring faster results to the business, and accelerate your Oracle roadmap.
- **Rapid Start PLM solution for hi-tech:** IBM's RapidStart™ Agile comes pre-configured with industry-specific templates that included business objects, attributes, workflows and profiles, based on industry leading implementation practices.

- Hi-tech business accelerator for Oracle E-Business Suite R12: Rapid R12 implementation approach couples IBM's best-in-class processes, configurations, KPI's, and dashboards, leveraging IBM's Oracle Business Accelerator (OBA) solution center.
- Integrated business planning: IBM approaches value chain planning as part of an integrated and interdependent planning and execution process that connects it to strategic business planning, sales and operations planning (S&OP), trade promotion planning, product life cycle management (PLM), and tactical demand and supply chain planning. This creates clear linkages between Oracle Value Chain Planning, Oracle Value Chain Execution, Oracle Agile, and Oracle Hyperion applications/processes.

For more information, please visit ibm.com/gbs/oracle



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Route 100
Somers, NY 10589
U.S.A.

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