Chemicals Industry Solutions

Presenter’s Name
Presenter’s Title
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 decision. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Oracle At-a-Glance

Globally…

#1 in Database
#1 in Supply Chain Mgmt
#1 in Customer Relationship Mgmt
#1 in Human Capital Mgmt
#1 in Industries
   - Retail
   - Communications
   - Public Sector
   - Professional Services
   - Financial Services

Founded in 1977. Headquarters in Redwood Shores, CA with operations in 145 countries.

- 275,000 total customers
- 220,000 database customers
- 30,000 applications customers
- 19,000 SMB apps customers
- 30,000 middleware customers
- 17,700 partners
- 60,000 employees
- 14,000 developers
- 7,000 support staff
Agenda

• Business Challenges
• Oracle’s Industry Leadership
• Solutions for Chemicals
• Customer Success
The Chemicals Industry Value Chain

**Supply**
- Raw Material Suppliers
  - Natural Gas
  - Petroleum
  - Rock / Minerals
  - Agriculture

**Commodity Chemicals**
- Primaries
  - Benzene
  - Ammonia
- Intermediates
  - Ethylene Glycol
  - Formaldehyde
  - Styrene
  - Carbon Black

**Specialty Chemicals**

**Production**
- Manufacturers
- Wholesalers
- Retailers

**Distribution**
- Customers

**End Products**
- Detergents
- Fertilizers
- Lubricants
- Paints
- Pesticides
Industry Drivers

**Continuous Margin Pressure**
- How can I reduce costs and minimize the impact of material price changes on profits?
- How can I streamline asset maintenance and minimize downtime?

**Regulations and Compliance**
- How can I maintain tight control of manufacturing and continuously meet customer specifications?
- How can I ensure compliance with government regulations such as 21 CFR Part 11?

**Consolidation**
- What systems and processes help accelerate post merger integration?
- What is the best way to coordinate operations across disparate, global business units?

**Product & Service Innovation**
- How can I accelerate the development of new formulations and decrease time to market?
- How can I launch and scale value-added services to help differentiate my offering to the marketplace?
A Need for Change

Leading Business Trends

- Collaborative R&D with customers and suppliers
- Shift from sales force automation to effectiveness
- Integrated mfg processes, controls, and compliance
- Preventive and condition-based asset maintenance
- Growth through international expansion and M&A
Agenda

• Business Challenges
• Oracle’s Industry Leadership
• Solutions for Chemicals
• Customer Success
Oracle in Chemicals

Did You Know?

5 of the top 10 global chemical companies run Oracle Applications (Reuters)

5 of the 8 chemical companies in the 2004 Fortune Global 500 run Oracle Applications

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What Customers are Saying…

“Oracle E-Business Suite applications embody best practices, so we saw that as an opportunity to improve our management processes. The ‘vanilla’ approach made our implementation faster and cheaper, and ensured compatibility with later upgrades.”  -- Colin Napier, Finance Manager

-- Perry Cozzone, CIO

“Oracle E-Business Suite allows us to integrate the business operations of subsidiaries in multiple industries. We redesigned our operations using sophisticated new methods that enable more efficient enterprise resources management, cost savings, and new business opportunities.”

-- Eegu Kang, VP Strategic Planning

“Oracle E-Business Suite applications embody best practices, so we saw that as an opportunity to improve our management processes. The ‘vanilla’ approach made our implementation faster and cheaper, and ensured compatibility with later upgrades.”  -- Colin Napier, Finance Manager
What Customers are Saying…

“Siebel CRM has not only improved Dow’s relationship with its customers, but has led to streamlined communication channels that allow employees to work more effectively. It helps make Dow a more efficient, customer-focused company.”  
-- Mack Murrell, Global Director, Corp Customer Interface Initiative

“The ample sales, service, and campaign management functionality of Siebel enables Bayer CropScience to maximize sales effectiveness, optimize processes, plan marketing activities, and manage marketing campaigns.”  
-- Udo Klein, CRM Manager

“Using Siebel Sales, we can select customers by market or product segment, geographic area, or revenue threshold. Siebel then produces a personalized invitation to our trade events, which we send out using the customer’s preferred communication channel. This improved targeting enhances event attendance and brand exposure.”  
-- Markus Mirgeler, VP Sales & Marketing
What Customers are Achieving…

- Doubled sales against forecast in Cordoba Region, Argentina
- Boosted campaign response rate in Germany over 100%
- Increased average order size by 15%
- Grew order volume by 10%
- Provides customers 24x7 Internet self-service capabilities
- Decreased field project support costs by over 25%
- Consolidated 5 plants into one E-Business Suite instance
- Manages over 10,000 formula & 50 daily production batches
- Slashed time to estimate delivery to less than one minute
- Improved production and delivery accuracy by over 18%
- Reduced procurement spend by 20%
- Improved finance & operations staff productivity by 5-10%
## A Few More Customers…

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<th>Dow</th>
<th>DuPont</th>
<th>PPG</th>
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<td>Mij</td>
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Agenda

• Business Challenges
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• Solutions for Chemicals
• Customer Success
Oracle’s Solution for Chemicals
Support for Key Business Processes

Only Oracle Offers…

✓ An Integrated (Yet Modular) Solution Built on Open Standards
✓ A Complete Solution: Database, Middleware, Applications, Services

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Oracle Chemical Industry Solutions

1. Accelerate Product Development & Commercialization
2. Attract and Retain Customers
3. Reduce COGS Throughout the Supply Chain
4. Maximize Asset Utilization
5. Support International Growth and Expansion
Automated Product Development
*Accelerate Innovation and Reduce Time to Market*

**Portfolio Management**
- Test Data
- Document Mgmt
- WorkflowDrivenSOPs
- Formulate
- Validate
- Approve & Release
- Schedule
- Produce
- Test & Maintain
- Suppliers
- Customers

**Product Data Repository**
- Specifications
- Recipes / Formulae
- Schedules
- Issues
- Ideas
- Changes
- Process Mfg
- Electronic Records
- SOPS

**Internal**
- Engineering
- Manufacturing
- Sales & Mktg
- Purchasing
- Service
- Finance

**External**
- Suppliers
- Customers

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Centralized Product Information
Quickly and Easily Manage Formulations

Graphical Recipe Designer

- Easily view complete / modify product details
- Search, retrieve and copy from existing formulas
- Drag and drop items, operations, and process instructions
- Automatically compute material quantities and anticipated yield
- Define conditions for recipe component use
- Initiate status change and approval process

Product Data Repository

- Formulas, Recipes & Routings
- Ingredients and Operations
- Process Instructions
- Documents (e.g., MSDS)
- Issues and Changes
- Customer Specs & Rqmts

Complete Support for FDA 21 CFR Part 11

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Automated Revision and Status Control
Streamline the Release of New and Revised Formulas

1. Formula automatically generates recipe and assigns default status

2. Submit approval request (Initiate ERES* Workflow)

3. Edit / approve version controlled production recipes

- Manage Formulas, Recipes, Routings, and Operations
- Automatically Track Revisions & Versions
- Control Recipe Approval Prior to Production

*ERES = Electronic Records Electronic Signatures

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Product Composition Simulation

Reduce Number of Variants to Trial

- Eliminate Non-Viable Formulation Permutations at a Glance
- Reduce Trial Batch Costs by Prototyping Electronically
- Maintain Trial Spreadsheets for Re-Use
Simplified Stability Study Management

Measure the Effects of Environmental Aging

**Study Definition**
- Sample Numbering
- Monitoring Specs
- Storage Conditions
- Storage Packaging
- Testing Intervals
- Item Specs

**Study Execution**
- Ensure Timely Execution of All Data Points
- Assess Impact of Time and Environment Factors on Material Quality
- Determine Recommended Shelf Life and Storage Condition
- Comply with the US Food & Drug Administration (FDA) and Good Manufacturing Practices (GMP)
- Establish Retest Period for Similar Future Batches

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Integrated Projects Management
Manage Recipe Development as Projects

- Create Project Schedule
  - Assign resources to tasks and identify task dependencies

- Provide Visibility into Current Info via Single Project Repository
  - Latest published work plan and status
  - All assigned tasks & overall schedule
  - Recipes, formulas, customer specs
  - Attached documents (e.g., MSDS)
  - Impact of changes, dependencies

- Update Anytime, Anywhere via Secure, Role-Based Access
  - Multi-row update for all tasks
  - Update task progress by % or ETC
  - Automatically generate & submit online status reports
  - Raise issues, initiate changes

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5. Support International Growth and Expansion
Customer Relationship Management

Cultivate Valuable Relationships with Every Interaction

Marketing
- Fact-Based Campaign Planning
- Multi-Stage Campaign Execution
- Direct Channels Management
- Contract Compliance & Renewals
- Self- and Agent-Assisted Service

Customers

Service
- Quoting and Order Capture

Sales
- Partner Channels Management
Fact-Based Campaign Planning
*Target, Acquire, and Retain the Right Customers*

- Update Customer Data with Every Interaction, Across Every Channel
- Segment and Target
  - ...based on value
  - ...based on order history
  - ...based on cost of service
- Plan Personalized Multi-Stage Campaigns
  - **High Value Targets**
    - Drive to premium products / services
  - **Low Value Targets**
    - Transition to high volume products or less costly channels

- Analyze customers by behavior, prior response rate, profitability, etc.
- Identify the best product, service or bundled offerings for each segment
- Allocate marketing resources and align spending to support programs
- Reduce planning cycle time and costs with automated best-practices

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Multi-Stage Campaign Execution

Close the “Strategy-Execution” Gap Between Marketing & Sales

- Deliver personalized marketing campaigns faster, lower costs
- Systematically increase campaign uptake
- Ensure every lead gets captured and acted upon
- Align and “trigger” activities across channels
Direct-Channels Sales Management

*Improve Selling Effectiveness with Productivity Tools*

**Field Sales**
- Model complex customers & account relationships
- Plan and execute optimal sales strategies / tactics
- Coordinate team selling; manage calendars, resources, and activities
- Consolidate and share account information
- Offer consistent pricing, discounts, and terms
- Cross-sell and up-sell targeted product bundles
- Standardize contracts and approval processes
- Manage territories, compensation, and pipeline
- Accurately plan demand and forecast revenue
- Create agent scripts to provide consistent info
- Route, queue, and distribute calls for tailored sales
- Automate standard tasks to improve productivity

**Tele-Sales**

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Partner-Channels Sales Management
*Drive Collaboration and Coordination with Key Partners*

- Provide a single point for interactions with distributors / retailers, contractors & operators
- Jointly market, sell, and support bundled product / service offerings
- Track partner activities, performance, and adherence to standards
- Increase “ease of doing business” with consistent program processes & reporting

- Share opportunities
- Manage sales pipeline
- Monitor key objectives
- View alerts / requests
- Route project proposals
- Track service requests
Efficient, Accurate Quoting and Ordering
Dynamically Price and Capture Multi-Channel Orders

- Increase quote/order efficiency and accuracy through dynamic product selection (catalogs, templates, etc.) and rules-based pricing
- Configure value added services or bundled product offerings
- Check availability to ensure order can be promised and delivered
- Manage product eligibility and compatibility business rules to ensure valid order capture at first point of entry
Embedded Contract Management

*Improve Compliance and Renewals*

**Integrated Intelligence**
- Cancellation / Renewal Rate
- Contract Bookings

- Automate workflow of legal, regulatory, etc. approvals
- Update contract with quote, order, and fulfillment details
- Automatically update contract with billing and payment details
- Capture interaction history

**Negotiate & Author**
- Establish standardized legal clauses
- Enable secured collaboration by authorized users and customers
- Manage and communicate changes and revisions

**Activate & Fulfill**
- Automate pricing compliance via rules-based pricing engine
- Instantly validate coverage and service policies

**Enforce & Entitle**
- Route automatic notifications for expirations and renewals
- Monitor contract profitability and performance

**Invoice & Settle**

**Renew & Terminate**

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Integrated Service Channels

*Improve Customer Responsiveness, Decrease Service Costs*

- Handle routine service needs via self-service (e.g., account profile update, order status/history inquiry, billing, payment)
- Provide natural language or full-text search of knowledge base for common issues
- Enable the convenience of moving to “assisted mode” to support any service need
- Utilize a common set of business data and rules for intelligent routing
Oracle Chemical Industry Solutions

1. Accelerate Product Development & Commercialization
2. Attract and Retain Customers
3. Reduce COGS Throughout the Supply Chain
4. Maximize Asset Utilization
5. Support International Growth and Expansion
Model Complex Process Flows

Control Reaction and Production Variability

- Specify multiple recipes for different conditions, preferences or demand
- Plan production batches to minimize co-products and by-products
- Support fixed and linear scaling (e.g., catalysts / starter cultures, waste)
Monitor Production Execution
Manage Process to Meet Target Specifications

- Record process parameters
- Automatically calculate step quantities
- Capture E-signatures as required

- Compare and report planned vs. work in process vs. actual
- Make iterative real-time adjustments

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Multiple Costing Methods
Analyze and Control Product Costs

- Maintain Multiple Cost Methods Simultaneously
- Measure Direct and Indirect Labor Costs
- Capture Resource and Utility Costs
- Include All Material Costs, (e.g., Direct, Contract)
- Evaluate / Compare Costs by Method
  - Standard vs actual
  - Weighted avg vs budget
  - Composite vs standard

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Precise Inventory Tracking
Capture Location and Composition Throughout Lifecycle

Product Attributes
- Shelf life
- Retest interval
- Potency
- Dual units of measure
- User-defined classifications

Multi-Level Where Used / Lot Source
- Improve Recall Responsiveness / Cost
- Trace Materials Enterprise-Wide to Analyze Vendor Quality
- Comply with U.S. FDA GxP and Safety Regulations

Company: ABC Chemicals
Plant: Dallas, Portland, Crestwood, etc.
Material: Raw Materials, Batches, etc.
Warehouse: Raw Materials, Finished Products, etc.
Location: Area, Tank, Siding, etc.
Lot: Traceable Quantity of Material
Sublot / Status: Batch ID / Hold, Quarantine
Grade: Grade A, B, C w/in a Spec

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Advanced Procurement

Dramatically Cut All Supply Management Costs

- **Reduce Spend on Goods and Services**
  - Realize buying power by consolidating purchasing volumes
  - Maximize discounts with flexible sourcing methods
  - Evaluate / award quickly and consistently with user defined criteria

- **Streamline Procurement Processes**
  - Gain efficiency via self-service & workflow apps
  - Speed collaboration with real-time exchange of docs
  - Eliminate process steps via back-to-back ordering (e.g., tie Sales Orders to POs)

- **Enforce Policy Compliance**
  - Monitor performance quickly with analysis reports
  - Manage policy violations by exception
  - Integrate to finance with budget-based procurement
Transportation Planning and Optimization

Minimize Transportation Costs, Maximize Fulfillment Service

- Plan for all in- / out-bound shipments using multiple modes (truck, rail, ocean)
- Combine loads (consolidation) or split loads (deconsolidation) for local deliveries
- Optimize container loading and fleet utilization via continuous moves

**Algorithms**
- Consolidation for: Multi-Mode, Multi-Leg, Common Leg, Multi Stop, LTL
- Multi-Tier Networks
- Continuous Moves

**Engines & Rules**
- Service Time Calculation
- Container Optimization
- Itineraries & Profiles
- Resource Capacity
- Throughput, Rating

**Optimized Decisions**
- Route
- Equipment
- Mode
- Consolidation
- Timing
- Service Provider

View via graphical UI...

...to relate carrier selection & route optimization results to actual execution

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Transportation Execution
Reduce Admin Costs and Increase On-Time Deliveries

1. Create transportation orders from sales, purchase, and manufacturing orders

2. Solicit carrier bids
   - Optimize award
   - Issue contract

3. Issue notifications
   - Role-based access to schedules & changes

4. Event Mgmt – Monitor, trigger alerts, resolve issues

5. Automate billing and settlement with match- or auto-pay
   - Allocate costs and charge to cost centers

A single solution for your company & partners
Automation & collaboration with trading partners
Global & scalable to meet your changing needs

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Oracle Chemical Industry Solutions

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5. Support International Growth and Expansion
**Foundation: Centralized Asset Hub**

*Provide Easy Access to Accurate Asset Information*

- Import data and synchronize with multiple systems
- Securely manage installed configurations, version-controlled documents, and repair specs / history
- Share and publish select asset information

*Coming in Future Release*
Integrated Asset Lifecycle Management

Information Challenges
- Asset Locations
- Current Condition / Status
- Potential Productivity Loss
- Current Asset Value
- Lifecycle Expectation
- Anticipated Total Costs

Support for Equipment and Facilities

Solution Capabilities
- Assess Current Condition
- Quantify Asset Values
- Manage Usage
- Remediate via Corrective Action
- Report Financial Status

*Coming in Future Release

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Plan for Asset Construction

**Leverage Historic Project Information**

### Project Plans
- Schedules, Costs & Budgets
- Prior Acquisition Strategy
- Docs, Specs, Requirements
- Issues and Changes
- Resources / Expertise

### Plan Key Aspects of Project
- Aggregate all sources of demand
- Align projects to resources and objectives
- Create work plan and deliverables
- Generate budget for resources and work plans
- Evaluate key performance indicators

### Consistent Project Information
- Information entered once via multiple methods
- Operational & accounting views by role
- Attribute-based searches for historic data

### Secure, Role-Based Access
- Functions secured by role on each project
- Multi-method access (e.g., portal and productivity tools such as MS Project, Excel)

---

**Global Project Repository**

**Roles**
- Program Managers
- Team Members
- Business Executives

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Develop / Build Assets
Project Manage All Asset Activities

Integrate Sourcing, RFx and Bid Processing
• Automate paper-based processes
• Release POs and subcontract agreements

Optimize Workforce Deployment
• Integrate skills repository with project requirements

Collaborate on Design Changes
• Provide access to real-time information
• Work collaboratively with all participants

Capture and Manage Project Costs
• Incorporate actual or standard costs, overhead, adjustments

Effectively Manage Issues and Changes
• Driven by flexible and integrated workflow

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Multiple Maintenance Strategies
Extend Life of Facilities and Equipment

Condition Based
- **Condition Monitoring**
  - Temp, Flow Rate, Wear, Vibration, Calibration

Preventive
- **Planned Usage**
  - Planned Calendar Events, Production Forecast
- **Actual Usage**
  - APIs to Monitoring Systems / Multiple Meters
- **Estimated Life**
  - Run to Failure, Planned breakdowns

Reactive
- **Maintenance Request**
  - Equipment Failure, Inspection Readings

Workflow-Driven System Action
- Notify Asset Owner
- Generate Work Order

Maintenance Forecast
- Real-Time, Recommended Forecast Based on Plans, Estimates, and Actual Usage
- Dynamic Plan Adjustments

Unplanned Maintenance Scheduling
- Auto or Manual Work Request Approval

Operator Initiated WO Req / Approval
- Notify Asset Owner
- Generate Work Order

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Efficiently Retire or Repurpose Assets

Inactivate Asset
- Update fixed asset status to “Retirement,” but allow continued inspections to be logged and tracked

Flag Asset As End-of-life
- Prevent further postings of further inspections or maintenance

Create Disposal Work Order or Project
- Track work completion and internal / subcontract expenses at desired level in appropriate GL accounts

Sell, Decommission, or Dismantle
- Determine residual value from fixed assets for write-off or sale / auction

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5. Support International Growth and Expansion
Support International
*Growth and Expansion*

- Consolidate Global IT Operations
- Support Global Financial Management
- Create Global Supply Networks
Example 1: Single Global Instance
Create a Unified View of Critical Business Information

Multi-Language
- Support for 30 languages
- Multi-lingual external documents
- All languages installable in same Unicode instance

Multi-Currency
- Transact and report in any currency

Localized to Support Regional Conventions
- Customers operating in 100+ countries
- Support for statutory & customary local requirements
Example 2: Global Financial Mgmt
Support Enterprise-Wide Compliance and Control

Integrated Back-Office Operations
- General Ledger
- Budgeting
- Cash & Treasury
- Fixed Assets
- Tax
- Property & Lease

Integrated Operational Accounting
- Purchasing
- Maintenance
- Inventory
- Projects
- Sales
- Human Resources

Integrated Intelligence & Performance Mgmt
- Compliance Status
- Operational Reports
- Performance Metrics

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Financial Consolidation
Create a Single, Standardized Set of Financial Data

Create at Any Level of Organization

Balance Sheet
As of 6/30/200X
- Assets
- Liabilities
- Shareholder’s Equity

Income Statement
For Quarter Ending 6/30/200X
- Revenue
- Gross Profit
- Operating Income
- Net Income

Statement of Cash Flows
For Quarter Ending 6/30/200X
- Net Income
- CF from Operations
- CF from Investing
- CF from Financing
- Change in Cash

Load Data From Any Source Regardless of Currency, Calendar, or COA

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Example 3: Strategic Network Optimization
Perform Strategic Supply Chain Planning

- Balance long term demand with supply and sourcing strategies
- Evaluate business expansion and investment options
- Model new market or consolidation/divesture scenarios
- Examine outsourcing opportunities and benefits
- Compare trade-offs between alternate contingency plans

Costs
- Storage
- Mfg & logistics
- Spoilage and obsolescence
- Tariffs & duties
- Opportunity cost
- Exchange rates
- ...

Constraints
- Service levels
- Supply
- Storage
- Material handling
- Manufacturing
- Transportation
- ...

Visual Model of Supply Chain Costs and Constraints

Suppliers Manufacturer Distributors Transportation Customers

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Collaborative Planning and Scheduling

*Develop Accurate, Constraint-Based Production Plans*

- Collaborate and plan with trading partners
- Create one plan that includes multiple plants
- Model complex constraints that respect plant-level capabilities
- Support complex, multi-level processes
- Rapidly rerun or reprioritize plans
Integrated Throughout Entire Offering…

Business Intelligence and Corporate Governance
Deliver Actionable Business Intelligence

*Timely, Accurate, Relevant*

What **product specs / formulations** are requested the most?

What **products** are consistently getting special **pricing** requests?

How many **sample orders** turn into **actual orders**?

How can **plant capacity & ingredient utilization** be improved?

Are **maintenance backlog** and **asset downtime** improving?

How should I allocate production resources to meet **variable demand**?

**Manage By…**

- **Objective:** Set organizational targets
- **Fact:** Provide performance-based metrics
- **Exception:** Continuously evaluate performance

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**Focus: Operational Business Intelligence**
Better, Faster Decision Making at Dramatically Lower Cost

- Out-of-the-box management reporting system
- Summary information with intuitive drill down
- Role-based views:
  - Order Mgmt
  - Planning
  - Purchasing
  - Inventory Mgmt
  - Mfg & Maintenance
  - Logistics
  - Product Mgmt
  - Projects
  - Finance

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Focus: CRM Analytics

Insight Across All Customer Touchpoints

- Capture data from any source
- Graphically rich, intuitive UI; tailorable
- Pre-built (yet extensible) analytics
- Support mobile / handheld devices
- Designed for tight integration with customer interaction systems
- Role-based dashboards:
  - Marketing: Demand Generation, Customer Retention, Product / Brand Management, …
  - Sales: Pipeline / Forecast / Revenue Mgmt, Account Management, Fulfillment, …
  - Contact Center / Service: Customer Service, Contact Center Mgmt, Customer Satisfaction, …
Corporate Governance

A heightened business focus on accuracy in reporting to investors brought on by fraudulent practices of several major corporations

Sarbanes Oxley Act (SOX)
- Senior mgmt personal liability for financial result accuracy
- Senior mgmt and outside auditor attestation to the effectiveness of internal controls
- Accelerated SEC filing deadlines

EU Anti-Fraud Directive
- Collective Board liability for financial result accuracy
- Senior mgmt and outside auditor attestation to the effectiveness of internal controls
- Select Corporate Governance Code

For all U.S. companies & companies issuing securities in the U.S.

For all E.U. companies & companies issuing securities in Europe

Oracle Helps Drive Compliance through Visibility, Control, and Efficiency

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Corporate Governance: Visibility, Control, Efficiency

Visibility
- Identify issues early
- Enable real-time information access & performance mgmt
- Consolidate global financials
- Unify corporate reporting

Provide Single Source of the Truth

Control
- Integrate and centralize business operations
- Document processes and support compliance
- View, test and certify internal controls
- Manage corporate communications

Centrally Manage Policies & Procedures

Efficiency
- Consolidate and reconcile information rapidly
- Automate business processes and broaden use of self-service
- Simplify IT infrastructure
- Leverage best practices from different groups / regions

Automate Processes and Extend to Customers & Suppliers

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All Supported by Leading Technology

- J2EE Application Server
- Development Tools
- Process Orchestration
- Business Intelligence
- Collaboration Tools
- Data Hubs
- Security / Identity Mgmt
- Enterprise Portal
- Web Services Mgmt

- Real Application Clusters
- Partitioning
- Advanced Security
- Data Mining
- Spatial Data
- OLAP
- Warehouse Builder
- Enterprise Management
- Secure Backup
# Oracle Chemicals Industry Solutions

<table>
<thead>
<tr>
<th>Area</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accelerate Product Development and Commercialization</strong></td>
<td>- Improve R&amp;D efficiency with automated formula mgmt&lt;br&gt;- Reduce time to market for tailored products / services through efficient stability study tracking and project management</td>
</tr>
<tr>
<td><strong>Attract and Retain Customers</strong></td>
<td>- Segment markets and execute targeted, multi-stage campaigns&lt;br&gt;- Utilize productivity tools to improve sales effectiveness across channels&lt;br&gt;- Integrate &amp; automate service channels to exceed customer expectations</td>
</tr>
<tr>
<td><strong>Reduce COGS Throughout the Supply Chain</strong></td>
<td>- Flexibly manage process manufacturing complexity to exploit low-cost production locations across the globe&lt;br&gt;- Optimize inbound and outbound logistics to reduce costs</td>
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<tr>
<td><strong>Maximize Asset Utilization</strong></td>
<td>- Maximize maintenance effectiveness by centralizing asset information and providing integrated project management&lt;br&gt;- Support multiple maintenance strategies to extend asset life</td>
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<tr>
<td><strong>Support Int’l Growth and Expansion</strong></td>
<td>- Provide a single source of the truth and improve financial visibility for globally dispersed operations&lt;br&gt;- Optimize strategic and operational supply chain planning</td>
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</tbody>
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*With Integrated Business Intelligence & Corporate Governance*

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Oracle Chemicals Solutions Footprint

Customer Channels
- Order Capture
- Sales
- Marketing
- PRM
- eCommerce
- Service

Analytics
- Customer Analytics
- Sales Analytics
- Chemical Analytics
- Supply Chain Analytics
- Financial Analytics

Business Operations
- Pricing & Contract Mgmt
- Transportation
- Asset Management
- Supply Chain Management
- Product Lifecycle Management
- Demand Planning
- MRO and Direct Procurement
- Health, Safety, & Environmental

Corporate Administration
- CPM
- Financials / Cash Mgmt
- Indirect Procurement
- Facilities Management
- Human Capital Mgmt
- Projects
- Compliance
- Helpdesk
  - HR
  - IT

Infrastructure
- Hubs (Asset, Product, Customer)
- Database (10g, RAC, Oblix, Times Ten)

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Chemicals -- A History of Commitment

Evolution of Oracle E-Business Suite in Chemicals

**Base Differentiators...**
- Product Development for Process Manufacturing
- Laboratory Spreadsheet and Formula Analysis
- Dual Unit of Measure for Active Ingredients
- Shelf-Life & Status Control
- Co- / By-Products
- Lot Traceability
- Shift Level Reporting
- Asset Maintenance
- Supply Chain Planning and Procurement
- EDI Transactions for POs, Ship Notices, Invoicing & Warehousing
- MES Integration APIs
- Multi-Channel Order Capture
- Real Time Order Promising and Visibility

**New in 11i.9...**
- Process Industry Procedures and Business Flows for ISO Certification
- 21 CFR Part 11 Compliance
- Sequence Dependent Scheduling
- Quality-Driven Lot Usage and Production Control
- Data Management via Process Parameters
- Continuous Real-Time Demand Planning
- Integrated Maintenance and Production Planning
- Transportation Execution
- Collaborative Sourcing
- Product Data Management
- Enhanced Blanket Orders and Releases

**New in 11i.10...**
- Computer-Aided Formulation
- Stability Studies Mgmt
- Reserve Manufacturing to Sales Orders
- Lot-Specific Costing
- Environmental Monitoring
- Product / Asset Data Mgmt
- Graphical Recipe Designer
- Project Portfolio Analysis
- Enhanced Co-Product Planning
- Transportation Planning
- Global Forecasting
- Customer Consigned Inventory
- Retroactive Pricing in Purchasing
- Strategic Network Optimization

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Lowest Total Cost of Ownership
Achieve Cost Reduction Goals via Other Options

- **Business Applications On Demand**
  - Roles: App Admin, DB/AS Admin, Sys Admin, HW Admin
  - Needs: Availability, Security, Performance, Change, Problems

- **Low Cost Linux Hardware**
  - 3x Faster, 5x Cheaper
  - Easy to Automate en Mass
  - Highly Reliable

- **Oracle's Experience with Linux**
  - Production Midtier: 100% Linux
  - Production DB: RAC Cluster (Unix)
  - Demo Environments: 100% Linux
  - Development: 100% Linux
  - Outsourced Customers: 90% Linux

- **Standardized Open Integration Platform**
  - Business Events Infrastructure
  - Industry Standard Protocols
  - Central Integration Repository

Agenda

- Business Challenges
- Oracle’s Industry Leadership
- Solutions for Chemicals
- Customer Success
COMPANY OVERVIEW
• Global manufacturer of specialty products for the pharmaceutical, food, and non-toxic printing industries
• Facilities across the U.S., Latin America, EMEA, and Asia Pacific

CHALLENGES / OPPORTUNITIES
• Improve validation and compliance processes
• Reduce production lead time and improve customer service

SOLUTIONS
• Process Mfg with Quality Mgmt
• Tutor
• Marketing
• Field Sales
• Order Mgmt
• Advanced Pricing
• Purchasing

CUSTOMER PERSPECTIVE
“Oracle has made a significant effort in OPM to recognize validation and regulatory requirements (including 21 CFR Part 11), and provides effective tools and extensions that enable organizations like ours to accelerate validation and compliance processes.”
-- Perry Cozzone, CIO

RESULTS
• Cut production lead time in half, elevated inventory accuracy to 99-plus percent, and accelerated inventory turns
• Improved customer service and quality worldwide
• Replaced several, non-integrated business systems with a single, global, multicurrency, multilingual instance of E-Business Suite

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COMPANY OVERVIEW

- US$219M Canadian manufacturer of architectural paints and industrial products
- Eight warehouses and a distribution system with over 2,500 points of sale covering Canada & several U.S. states

CHALLENGES / OPPORTUNITIES

- Implement a feature-rich application suite across a distributed organization

SOLUTIONS

- Process Manufacturing:
  - Product Development
  - Process Execution
  - Quality
  - Inventory
  - Costing
- Purchasing
- Financials

CUSTOMER PERSPECTIVE

“Some conventional or discrete ERPs don't have all the needed features. So, over the years, we've been able to appreciate that these features are designed up-front in Oracle's products.”

-- Daniel Grondin, Sys. Dev. Director

RESULTS

- Using Oracle process manufacturing to manage over 10,000 formulae, with each plant manufacturing 50 batches daily
- Moved to a standard user interface for all applications
- Zero customizations to applications
COMPANY OVERVIEW
• $46B manufacturer of chemicals, plastics, and agriculture products
• Approximately 50,000 employees in over 170 countries

CHALLENGES / OPPORTUNITIES
• Consolidate customer information across six global businesses to create an “organizational memory” of interactions with customers
• Enable customers to review, update, or add service requests, and search knowledge bases

SOLUTIONS
Live on Siebel:
• Call Center
• Sales
• Service
• eService

CUSTOMER PERSPECTIVE
“Siebel has not only improved Dow’s relationship with its customers, but has led to streamlined communication channels that allow employees to work more effectively. It helps make Dow a more efficient, customer-focused company.”

-- Mack Murrell, Global Director

RESULTS
• Provides customers 24x7 Internet self-service capabilities
• Improved customer response time while decreasing support costs
• 2,200 users utilizing single view of customer to improve customer service and targeted selling

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COMPANY OVERVIEW
• Privately held manufacture and distributor of specialty chemicals for cleaning and maintenance, based in Cleveland, OH
• Operates facilities in the United States, Canada, and Puerto Rico

CHALLENGES / OPPORTUNITIES
• Provide sales representatives with easy, immediate access to customer information
• Improve selling efficiency and increase sales

SOLUTIONS
• Siebel Sales
• Siebel Call Center

RESULTS
• Increased average order size by 15%
• Increased order volume by 10
• Realized 217% ROI with 5 1/2 month payback from CRM project
• Sales representatives increased customer interaction time by 15%
• Reduced the number of sales representatives per customer while increasing sales
• Integrated data access reduced dependency on internal support staff for routine data access / data gathering requests by 90%
**COMPANY OVERVIEW**
• Rapidly growing Australian chemicals company
• Supplies chemicals, solvents, and reagents to the resources sector
• Operations in two Australia locations and Malaysia

**CHALLENGES / OPPORTUNITIES**
• Achieve greater detail and flexibility in reporting and reduce reporting response times
• Improve organizational efficiency to address rapid growth

**SOLUTIONS**
• Purchasing
• iProcurement
• Financials
• Fixed Assets
• Project Costing
• Order Management
• Tutor

**CUSTOMER PERSPECTIVE**
“Oracle E-Business Suite gives us the ability to do so much more. IT made it possible for us to cope with a significant increase in business scale and turnover without increasing our staffing requirement.”

-- Colin Napier, Finance Manager

**RESULTS**
• Improved finance and operations staff productivity by 5-10%
• Decreased supplier prices by 20%
• Reduced reporting response times from days to hours
Oracle Chemicals Industry Solutions

✓ Accelerate Product Development & Commercialization
✓ Attract and Retain Customers
✓ Reduce COGS Throughout the Supply Chain
✓ Maximize Asset Utilization
✓ Support International Growth and Expansion
ORACLE IS THE INFORMATION COMPANY