

ORACLE AND CSS DELIVER SUPERIOR BUSINESS VALUE TO INDUSTRIAL PRODUCTS AND COMPONENTS MANUFACTURERS

COMPLETE INDUSTRY FOCUSED SOLUTIONS

Industry Focus:

- Industrial Products and Components

Business Benefits:

- Enhanced Brand and Customer Loyalty
- Manage partner and distribution channels
- Improved Visibility across Supply Chain
- Increased Manufacturing and Supply Chain Efficiencies
- Cost Effective, Lean Processes
- Maximized IT Investment

Solution Footprint:

Oracle:

- E-Business Suite
- JDE EnterpriseOne
- JDE World
- PeopleSoft
- CRM
- Business Intelligence
- Demand Flow Technology

CSS International:

- Oracle Titan Award Winner as Partner of the Year
- Oracle Certified Advantage Partner
- Leader in Industrial Manufacturing implementations
- Focused exclusively on Oracle Applications and Technology Products

Solution Description

Oracle and CSS International are joining forces to help Industrial Products and Components manufacturers gain greater visibility, increase margins and market share and realize the maximum potential from their IT investment. Oracle's industry leading application solutions combined with CSS' extensive experience in the Industrial Products and Components industry are a winning combination for companies seeking to improve cycle times, compress supply chains and eliminate waste in this highly competitive industry segment.

Oracle's application solutions provide all of the tools to help manufacturers embrace the latest innovative manufacturing and supply chain techniques. CSS' industry expertise, technology skills and deep understanding of Oracle's financial, supply chain and manufacturing solutions ensure that these tools are configured to provide the maximum benefit for Industrial Products and Components manufacturers.

Target Market

Industrial Products and Components companies are typically discrete manufacturers who tend to have a business-to-business supply chain model. With global competition bringing increasing price pressures cost reduction is a major issue. Building value through responsive customer service, superior quality, strong distribution practices and cost efficient, lean processes is critical. The ideal target market for this CSS/Oracle solution includes Industrial Products and Components companies located in the Eastern half of the U.S. with revenues between \$200M and \$2B and a need to address supply chain and manufacturing issues. Current Oracle customers with E-Business Suite, JD Edwards, PeopleSoft or a combination of Oracle solutions who desire to expand the functionality of their Oracle solutions are also a prime target. CSS customers range from \$100M to \$6B in revenue. Over 80% are manufacturers with more than 50% of these in the Industrial Products and Components sector.

Why Should Companies Consider Expanding ERP Functionality?

Industrial Products and Components manufacturers are facing increasing global competitive pressures as manufacturing costs rise, or at best remain level, while prices decrease. In order to justify prices and differentiate themselves from competitors, many manufacturers offer increasingly customized product lines, placing even more pressure on their supply chains and manufacturing operations. Lean manufacturing techniques, supply chain efficiency, real time visibility, manufacturing agility and operational excellence have never been more important to these companies. Enhancing and protecting the brand through superior customer service and innovative product development is paramount. Many companies, even current Oracle customers, are not aware of functionality within the Oracle application solutions which can help them address these critical issues. Oracle and CSS can assist with developing a solution which considers enhanced functionality in all Oracle applications.



**STRATEGIC ORACLE
PARTNERSHIP**

**Oracle on CSS for
Industrial Products and
Components**

“CSS has taken a leadership position in offering clients both industry and technology expertise. Their track record of successful implementations in Industrial Products make them a strategic partner in this space”

John Govoni
Sr Industry Director, Global
Industrial Manufacturing
Business Unit

**CSS International on
Oracle:**

“CSS is laser-focused on Oracle’s offerings. When it comes to helping Oracle close licensing opportunities and helping Oracle clients deploy solutions successfully, CSS is the Go-To partner in the Industrial Products and Components Manufacturing sector.”

**Kirk King, CEO,
CSS International, Inc.**

What is the Competitive Advantage of this Solution?

Industrial Products and Components manufacturers can gain competitive advantage by building customer loyalty through superior customer service and high product value. Brand loyalty is not achieved by just having the lowest cost. Instead, it is a combination of service, quality and cost that keeps customers coming back. Expanded ERP products like CRM, Business Intelligence, Lean and Demand Flow Manufacturing, Operational Sourcing and others can help to enable this service/quality/cost advantage. The CSS solution combines a deep expertise in the Industrial Products and Components industry with a strong knowledge of Oracle applications and the technological know-how to tie it all together.

CSS customer Amarr Garage Doors faces constant pressure from large building supply customers like Lowes and Home Depot to develop more agile customer-facing scheduling and fulfillment systems. To address these pressures they recently expanded their JD Edwards ERP system to include an Oracle Business Intelligence solution. The result was reduced manufacturing response times and improved order fulfillment as well as enterprise-wide visibility into sales activity. The CSS Oracle solution allowed them to increase brand loyalty with some of their largest customers.

How Will This Solution Make the Customer Successful?

By combining Oracle’s award winning JD Edwards EnterpriseOne, JD Edwards World, PeopleSoft or E-Business Suite ERP systems with additional enhanced supply chain functionality available from Oracle, Industrial Products and Components manufacturers can increase their manufacturing and supply chain efficiencies, improve business visibility and increase overall product value. The result is an enhanced Brand loyalty which is critical in a very competitive market. CSS has the industry knowledge and the software expertise to help manufacturers determine which Oracle product offerings can provide the best return on their IT investment and the application and technology skills to ensure that the implementation results in real, quantifiable business value. The CSS/Oracle partnership provides our joint customers with a true single source for all of their applications, process and infrastructure needs.

QUESTIONS:

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