The Business of IT: Transforming the Organization and the Vehicle

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Megatrends
Shifting How Business Is Done

Customer-Driven
Cloud Computing
Cross-Channel
Real-Time Decisions
Connected Vehicle
Social Media
Modern, complete, integrated, customer-centric system

Structured data
- Customer
- Warranty
- Service parts
- Products
- Quality
- Billing Data
- Call Center
- Inventory
- Logistics

Structured and unstructured data search engine

Unstructured data

Structured and unstructured data combined common platform

Super fast Business analytic engine
Connecting the Vehicle to the Enterprise

Enable Process Innovation through Open, Best-In-Class Technology

- Development
- Service
- Production
- Logistics
- Spare parts
- Increase Service Revenue
- Avoiding public recalls
- New revenue streams
- Cost of warranty
- Differentiate Services
- Real-time Logistics
- Real Time Demand Signal
- Premium Service
- Automated E-Call
- Infotainment
- Supply Chain
- Customer
- Sales
- Warranty
- Marketing
- Cost of service
- Pro-active customer interaction
- Mobility Services
- Remote Diagnostics
- Release Management

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Vehicle/Customer Integration Platform

Service Platform Core

Real-time Event Handling
- Coherence
- CEP
- Exalogic

Business Analytics
- BI
- BAM

Big Data Management
- Oracle DB
- Hadoop
- Exadata

Service Integration
- SOA Suite

Service Applications
- CRM
- Identity Management
- Demand Management
- Existing Enterprise Systems
- 3rd Party Services

Vehicle/Customer Integration Platform

Smart Device Gateway

Vehicle
- Sensing
- Data
- Translation, Normalization
- Data Transmitting
- Dealer
- Warranty Claims
- Dealer Service Information
- Customer
- Call Center
- Web

Data Sensing/Transmitting
- Data Receiving/Filtering
- Real-time Data Handling
- Data Normalization
- Data Store/Analysis
- Data Utilization/Action

Real-time Response
- Concurrency
- Interoperability (Standard Data Model)

Big Data Processing
- Data Mining
- Algorithmic Processing
- Data Visualization

Business Logic
- Business Process
- Interoperability (Standard Data Model)
- Transaction Processing

Vehicle/Customer Integration Platform
Examples

...Emerging technologies as a foundation for innovation
Consistent Customer Experiences Lead to Revenue Growth and Competitive Market Advantage

- Additional up-sell and cross-sell opportunities
- Customer for a lifetime vs. customer for a transaction
- Multiple function-based processes vs. lifetime orchestration across functions
customers **expect** new technologies to connect and service them in new ways
Big Data Example
Fast identification of warranty cost reduction opportunities

Company
• Major global automotive OEM
• 70B+ revenue and 90,000+ employees in over 150 locations worldwide

Business Challenges
• Reduce Warranty Costs over the next two years.
• Identify incorrect or fraudulent claims
• Understand correlations between customer system usage and warranty claims
• Identify trends in supplier quality and associated claims

Overview of Solution
• Integrates Warranty claim, vehicle, on board controller and 3rd party road side assistance data sources
• Mapped to supplier and part information
• Supports rapid identification and analysis of cost reduction opportunities for the warranty analysis engineer.
• Deployed in 8 weeks

Results & Benefits
- Identification and analysis of cost reduction opportunities goes from hours to just seconds.
- A single integrated view
- Fast detection of supplier quality trends and dealer performance
Big Data Information Discovery in the Automotive Industry

Enabling Transformation across the Enterprise…

Service, Support & Maintain

Measure, Plan & Operate

Market, Sell & Deliver

Research, Develop & Produce

- Call Centers & Service
- Warranty Analysis
- Sales & Customer Analysis
- Market Intelligence
- Inventory & Delivery
- Product Information Mgmt

- Knowledge Management
- Service Analysis
- Financial Analysis
- Program & Portfolio Mgmt
- Enterprise Search & Knowledge Mgmt
- Logistics & Planning
- Human Capital Management
- Manufacturing & Quality
- Spend Analysis

- Part, Commodity & Supplier Analysis
- Inventory & Demand Visibility
“The Perfect Demand Signal and Who Will Own the Customer?”

Fred Smith
CEO, FedEx
“We accelerated repair cycle times by expediting driver location and diagnosis. And prevented some major engines issues from occurring with early fault code interpretation. Ultimately, we made our customers happy, which was apparent in the boosted customer satisfaction ratings have been over 95% for 2+ Years” – Andy Turnbull, Director, Volvo Action Services
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