# From Factory to Showroom: Capgemini Exploits Predictive Power of Oracle E-Business Suite Supply Chain Management

No consumer goods company wants to miss a sale. And because of the continuous threats to profit margins it's never been more important for companies to have products ready when the demand is there. While most companies have insight into point-of-sale and promotional related demand, margin improvement cannot be achieved until demand forecasts are integrated into sales and operations, supply chain and finance management plans.

**The Demantra-Oracle Connection**
In its effort to provide businesses with complete software suites for compelling and comprehensive solutions for demand visibility, Oracle Corporation purchased Demantra, a best-in-class provider of the following solutions:

**Oracle Demantra Demand Management** helps companies enhance profits by better sensing, shaping and responding to demand. It provides up-to-date, forward forecasts without the need for statistical knowledge and can be configured to address a company's unique business needs.

**Oracle Demantra Real-Time Sales and Operations Planning** provides companies with demand-driven planning tools. It implements a comprehensive sales and operations planning process that balances demand with supply around a forecast, to drive operational excellence and assists companies in achieving profitability goals.

**Oracle Demantra Predictive Trade Planning** gives companies a powerful trade planning solution to predict the sales volume lift and effectiveness of a planned promotion. It addresses transactional and strategic trade promotion management challenges, including account planning, on-shelf availability, baseline forecasting, lift calculations and customer profitability.

Oracle has merged Demantra into its leading technology infrastructure and existing ERP and supply chain applications, particularly Oracle E-Business Suite. Oracle will also provide integration between Demantra and Siebel Manufacturing products, giving businesses a single platform they can use to integrate demand forecasts with supply and then better communicate demand needs to inventory managers.

### Flexible Configuration is Key

Prior to its acquisition by Oracle, Demantra focused on the consumer goods, medical devices and media and entertainment industries. Its configuration flexibility, however, offers enormous opportunities for planning, forecasting and modeling, to solve a variety planning problems across different industries with guidance from consultants with the right domain expertise.

Capgemini can help clients enhance the value delivered by the new integration of the former Demantra products in Oracle E-Business Suite.

Capgemini considers itself among only a few companies with the experience needed to obtain improved performance from the Demantra platform. Aside from its long-standing relationship with Oracle, Capgemini's experience in implementing and leveraging the former Demantra products is long-standing, having years

of experience with Demantra before its purchase by Oracle. Capgemini's credentials include:

- Insiders' understanding of the consumer package goods industry, as well as practical knowledge of supply chain and demand planning from a business process standpoint.
- Deep experience with the former Demantra products and Oracle's E-Business Suite for inventory optimization, financials and supply chain management
- Hands-on experience with implementing Demantra as well as Oracle E-Business Suite Supply Chain Management solutions and in tailoring the product to address company needs

By putting in place a system that produces demand-driven forecasts that link sales to inventory control and the supply chain, Capgemini can help companies better manage their inventories, increase profit margins, and then make the sale.

### About Oracle

Oracle's business is information-how to manage it, use it, share it, protect it. For nearly three decades, Oracle (NASDAQ: ORCL), the world's largest enterprise software company, has provided software and services that enable organizations to get the most accurate and up-to-date information from their business systems. Today, Oracle has over 275,000 customers- including 98 of the Fortune 100 — in more than 145 countries.

## About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 75,000 people worldwide and reported 2006 global revenues of 7.7 billion euros.

More information about our services, offices and research is available at **www.capgemini.com.**

For more information, contact:

**Jeff Froug**
jeff.froug@capgemini.com

ORAC071029DL_FLYR