

# Customer Needs Management and Oracle Product Lifecycle Analytics

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Innovation, Customer Needs Management, Requirements Management, Ideas, BI, Business Intelligence, Analytics, KPI, Dashboards, PLM, Product Lifecycle Analytics

## **Customer Needs Management**

### **Introduction**

Oracle's Agile Customer Needs Management provides a collaborative environment designed to capture the customer-voice and to facilitate the necessary internal conceptualization and prioritization of customer needs, product ideas, and product marketing requirements so product owners can optimally deliver the products that their market and existing customers desire.

### **The Product Management Challenge**

Today's product owners have numerous inputs of ideas: emails, meetings, customer care escalations, quality, engineering, user groups, and partners. These ideas are often stored in spreadsheets, documents, notebooks, and in the original email in various locations, under different users' control throughout the enterprise. Most are never utilized. The result is product owners cannot see the market needs and they miss key opportunities and product ideas. Oracle Customer Needs Management provides a single shared collaborative ideas container for all the product owners in the enterprise that can be searched, ranked, organized and approved into features, products, and product plans which become persistently connected to the final product.

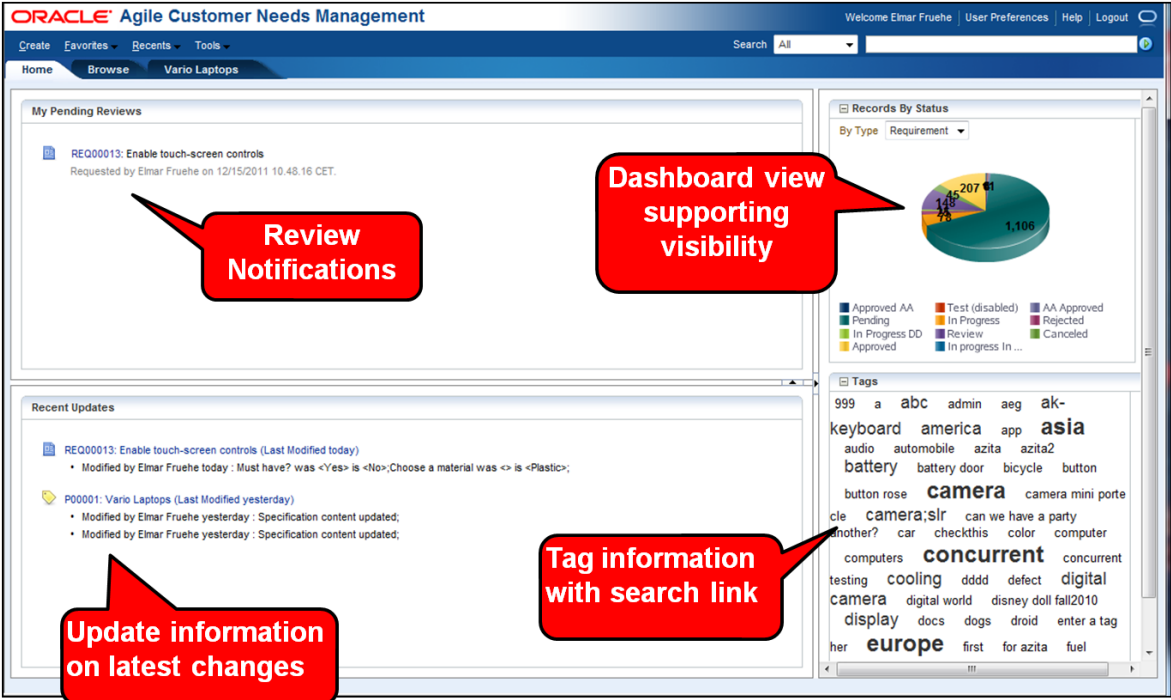
### **The Engineering to Order Quote Response team Challenge**

Today, engineering to order (ETO) companies and the product owners have a tremendous challenge to minimize the cost of the quoting process, correctly capture the specialized designs, and protect planned margins through while managing an often dynamic list of requirements. Oracle Customer Needs Management provides a single shared collaborative quoting requirements container. The result is faster more accurate proposals, capturing and flagging of margin killing requirement changes as they occur, and the ability to delivery quotes faster and cheaper by enabling easy reuse of older quotes and proposals.

### **Agile Customer Needs Management Overview**

Agile Customer Needs Management enables the product owner to aggregate all the innovation inputs: customer enhancement requests, quality issues, ideas, and strategic direction, from all the various sources into a single securely sharable persistent product innovation focused application. Easy idea capturing enables the entire product team to get the inputs into the system. Once in, they can be

quickly shared. A user can create their own workspace to search, analyze and organize the inputs. Being part of the product lifecycle management (PLM) suite the Customer Needs Management user can search and read previous proposals. They can even follow the links to the products these older proposals produced to understand and capture change, quality, and cost information. With all the innovation inputs in one spot the product owner can use their workspace to create one or more product proposals and socialize them with all or selected individuals. The output of this process is a rational datadriven product feature roadmap proposal. These roadmaps can be sent or presented online to the executive staff for strategic review, approvals, and funding. Once the proposal is approved it can even be linked to the development project tracked in Agile Project Portfolio Management (PPM). This gives the product owner access to the project and the development team persistent access to the product proposal.



*Integrated Idea and Requirements Management*

**Visualize Product Information for Improved Decision Making**

Engineering to order (ETO) companies and product owners can leverage Oracle’s AutoVue Enterprise Visualization solutions within Agile Customer Needs Management to view, digitally markup and collaborate on their product documents and information. With AutoVue multi-disciplinary teams can access and share engineering product data and communicate feedback on designs to create accurate quotes and faster product proposals.

**Oracle Technologies**

Because it is built on the latest Oracle technologies, customers can enhance Agile Customer Needs Management with Oracle BI Publisher for company specific proposals, and Fusion Middleware to extend the solution to their needs.

# Oracle Product Lifecycle Analytics

## Introduction

The Oracle Product Lifecycle Analytics solution enables companies to gain actionable insight into large volumes of product lifecycle data from all operations and entities, exposing critical trends and metrics that enable business users at all levels to make key product decisions. With increased visibility into the new product development pipeline, product risks, and quality trends, companies can make the most informed product investment decisions, mitigate new product risks, increase responsiveness to product complaints, and improve customer satisfaction.

## The Visibility Challenge

Most companies struggle to obtain timely and relevant product information. The explosion in both volume and complexity of product data, which expands rapidly in a global environment, produces a multitude of information to synthesize. Numerous departmental initiatives to develop custom reports remain narrow in scope and cannot provide the necessary depth needed to enable enterprise product decisions. The result is an ad-hoc environment lacking collaboration, historical knowledge, and control, which exposes organizations to high risk and poor performance.

## Overview of Oracle Product Lifecycle Analytics

Oracle Product Lifecycle Analytics provides business ready analytical applications that enable companies to implement quickly with limited risk and at a fraction of the cost required to build traditional business intelligence solutions. In addition, Oracle Product Lifecycle Analytics provides enterprise data templates that help to bring in relevant enterprise information needed to make comprehensive product decisions. They provide rapid time to value, better business results and high return on investment.

## Improved Innovation and Alignment

Oracle Product Lifecycle Analytics helps companies focus on product programs to provide comprehensive insight into projects and process dependencies that impact these programs. This insight enables product owners to not only respond to daily challenges but also identify macro-level process issues leading to better executive decisions. Some examples of such insight are:

- Bottlenecks in the product change approval process that could negatively impact the phases of several product programs
- Parts with high cost/ quality/ material compliance risks associated with the product programs that could adversely impact success
- Delays in corrective action process that could affect several new product programs

## Improved Business Performance

- Companies depend on timely and relevant product information to evaluate product performance. However, this insight is often lacking since the data is scattered in disparate systems such as the Product Lifecycle Management (PLM), Supply Chain Management (SCM) and Customer Relationship Management (CRM) systems. Oracle Product Lifecycle Analytics provides pre-built templates for importing relevant product information to save the time and cost in collecting the data, as well as enrich the analysis feeding the decision making process. Examples of the template based analysis are :

- Impact evaluation of project delays on anticipated revenue to make fact based project reprioritization decisions
- Benchmarking of product lines and suppliers by normalizing quality incidents per unit shipment, which helps companies identify their top and bottom performers and raise quality levels
- Total assessment of product change decisions based on lowest impact to existing inventory

### **Faster Implementation, Lower Risk, and Better Results with Sophisticated Analytics**

Providing actionable insight into each stage of the product lifecycle requires a comprehensive set of metrics with the ability to change as business requirements evolve. Oracle Product Lifecycle Analytics provides a vast set of pre-built analytics spanning product and project portfolio, product change and risk, and product quality. In addition, Oracle Product Lifecycle Analytics provides the Configurator tool that facilitates rapid mapping changes as needed.

These Oracle Product Lifecycle Analytics capabilities enable faster deployment times and reduce the total cost of ownership. Oracle Product Lifecycle Analytics has been built using the industry leading analytics platform and data integration tool: Oracle Business Intelligence Enterprise Edition (OBIEE ) and Oracle Data Integrator (ODI).

### **Product and Project Portfolio Analytics**

Timely visibility into qualitative progress of projects, phases, and gates are essential in making project and resource prioritization decisions to meet the time to market and revenue goals. Oracle Product Lifecycle Analytics provides Phase Gate and Project execution analysis that provide metrics and trends for delayed projects, phases, and gates across critical business areas such as product lines, regions, and divisions.

As the actual performance of projects, phases, and gates varies, Oracle Product Lifecycle Analytics spotlights the variations relative to the expected performance in project templates, helping companies continuously adapt and improve phase gate processes to increase efficiency and consistently bring products to market as scheduled.

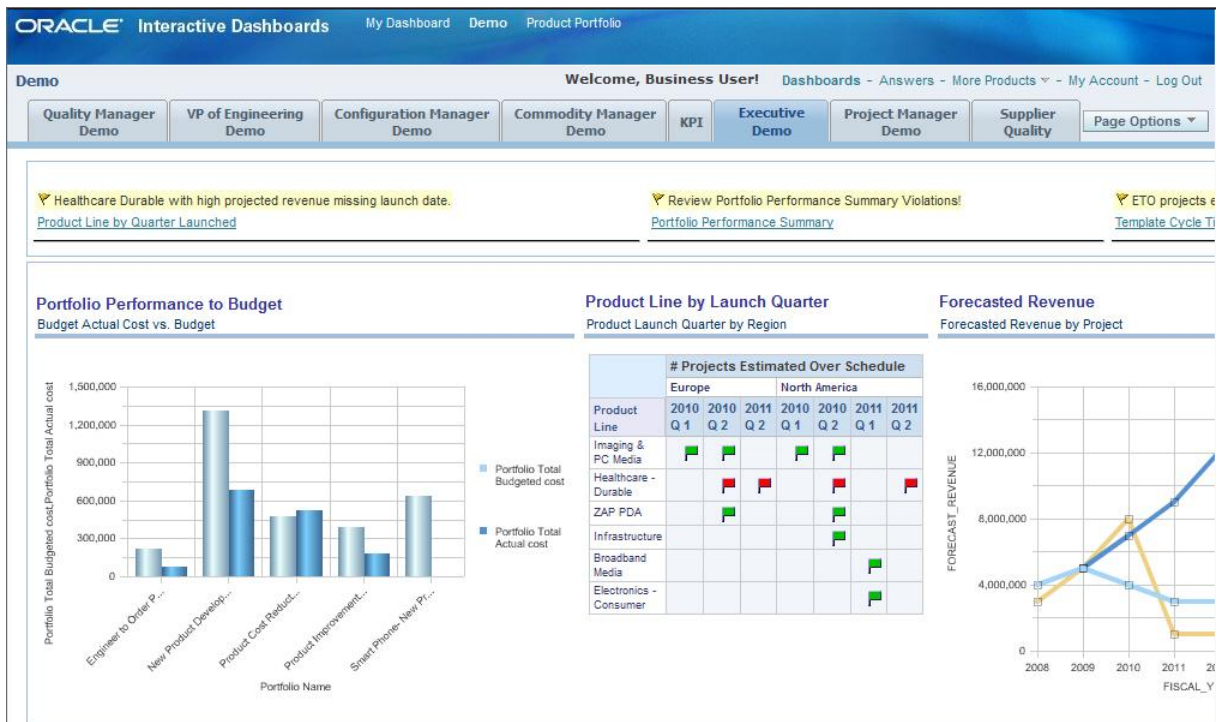


Figure 1. Product Portfolio Analytics Dashboard

## Product Change and Risk Management Analytics

Oracle Product Lifecycle Analytics delivers visibility into product changes that helps companies to closely measure, monitor and accelerate justified product changes resulting in quicker turnarounds and improved time to market. At the same time, companies can also monitor the reasons for un-warranted and preventable changes to minimize costly re-work.

Oftentimes companies are late to discover vulnerabilities in new products, even after substantial development investment has already been made. Oracle Product Lifecycle Analytics provides comprehensive visibility into part risks associated with new product such as material compliance, cost, quality and manufacturer part risk early on, significantly reducing risks before the designs are released to full scale manufacturing.



Figure 2 . Product Changes Dashboard

## Product Quality Analytics

Customer satisfaction and brand reputation are usually the first to suffer when quality issues arise. Product Quality Analytics helps quality organizations establish and manage Key Performance Indicators (KPI's) to raise product quality, reduce risk, and improve end user experience. Oracle Product Lifecycle Analytics helps establish the most effective priorities by providing insight into vital product issues impacting key customers and markets, helping companies respond fastest to the most important problems. Tracking the cycle time of key quality processes ensures consistency and speed across customer and supplier issues and provides deep insight into failure mode trends that help accurately determine necessary corrective actions.

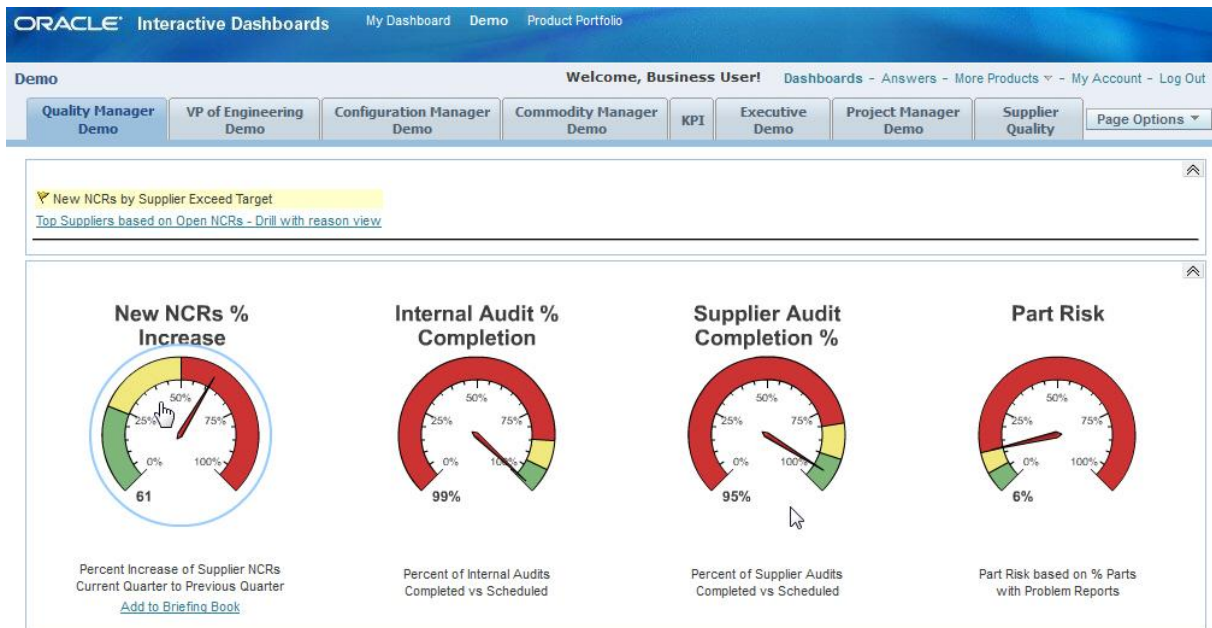


Figure 3 . Product Quality dashboard

### PLM for Process Portfolio and Specification Analytics

Oracle Product Lifecycle Analytics provides comprehensive portfolio analysis to enable resource allocation and product investment decisions based on priority, risk and opportunity of projects available in the pipeline. This fact based decision approach helps businesses focus and execute on profitable initiatives. Project execution analysis provides visibility into delayed and vulnerable projects and phases, allowing companies to pro-actively manage risk and consistently meet in-market launch dates.

While past data may otherwise be scattered and therefore unactionable, Oracle Product Lifecycle Analytics tracks historical performance to help identify redundancies and bottlenecks, enabling continuous process improvements and productivity gains.

Specifications and cycle times for each ingredient or other raw material are closely monitored to maintain tight control of turnaround time of end products.

### Better Decisions, Faster

Making the right decision at the right time depends a lot on the information available. Empowering decision-makers at all levels of the business with the most accurate, relevant data in a timely manner is critical to success no matter what product you bring to market. Deploying quickly with fast return on investment, Oracle Product Lifecycle Analytics gives companies powerful visibility into their business with sophisticated tools, rich analysis, and straightforward dashboards to make the right decisions that drive performance excellence and improve customer satisfaction.

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