The Smartest Warehouse: Cloud-based Warehouse Management and a Look at the Future of Logistics Execution

Presented by:

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The Supply Chain of the Past

Customer | Store | Transportation | Warehouse | Shipper | Manufacturer
Today’s supply chain and logistics challenges

**Expanding Demand and Fulfillment Channels**
Customers want to buy anywhere, fulfill anywhere, return anywhere

**Time to Market Pressure & Mass Customization**
Customers want customized products and services

**Customer Experience Expectations**
Customers want to know exactly what products are available and when they will receive them
Extension of KPIs

TOTAL STOCK (DAYS), PROD, DIST, POS
COST PER UNIT
OTIF
STOCK POSITION AVAILABILITY

STORAGE COST
STOCK SECURITY
ON-TIME DELIVERY

DIRECT SALES
eCOMMERCE SALES
PICK UP IN STORE
SHIP FROM STORE
DIRECT FROM SUPPLIER

LAST MILE DELIVERY
NET PROMOTER SCORE
CONVERSION RATE
CUSTOMER LIFETIME VALUE

POWERED BY POSSIBILITIES.
Data in a pre-internet model
Data in a pre-internet model
Data in a pre-internet model
Data in a internet model
Data in a internet model
Data in a internet model
Data in a internet model
Data in a internet model

TODAY:

SOCIAL MEDIA INFLUENCES
CHAT BOTS
1:1 CAMPAIGNS

STORE
SKUs
CHANNEL
INTERACTION

LOYALTY PROGRAMS
RETURNS
EMERGING TECHNOLOGIES
Data in a internet model
Data in a internet model

- 2TB Total Chain x SKU
- 9 TB Channel/Store x SKU
- 40 TB Channel /Store x SKU x Interaction

Customer Choice
Physical Estate
Management Time Horizon
Continuous
Monthly Weekly Daily
Business Capability Does Not Match Requirements

Succeeding requires adaptability
Improved Adaptability

Supply Chain systems must be adaptable and agile to effectively respond to unexpected events.
Supporting technologies

- Internet of Things
- Connect Digital Thread
- Machine learning
- Artificial Intelligence
- Blockchain
- Chatbots
- Digital Twin
- Augmented Reality
High Availability

• Always on cloud systems ensure supply chain resiliency
Flexibility and Configuration
Increase Visibility and Control

• Integrated supply chains provide a single view of inventory across the entire network
DATA TURNED INTO SHOES

VOICE IS PERVERSIVE

BUSINESS MODEL CHANGES

CUSTOMER LOYALTY

FUTURE OF WORK

EMERGING TECHNOLOGY

INTERACTION

ROBOTS / AI

CO-EXISTENCE

BUSINESS MODEL CHANGES
## Our priorities are

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
<th>Details</th>
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<tbody>
<tr>
<td>Drive new revenue growth and earnings</td>
<td>3.2%</td>
<td>Additional earnings growth attributed to digitizing supply chains</td>
</tr>
<tr>
<td>Reduce costs and improve efficiency</td>
<td>20%</td>
<td>Reduction in inventory attributed to better planning and improved customer demand sensing</td>
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<tr>
<td>Improve overall customer experience</td>
<td>65%</td>
<td>Reduction in lost sales through improved customer experiences</td>
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<tr>
<td>Increase Innovation and product lifecycles</td>
<td>51%</td>
<td>See product innovation as their biggest challenge</td>
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