

N1

Session

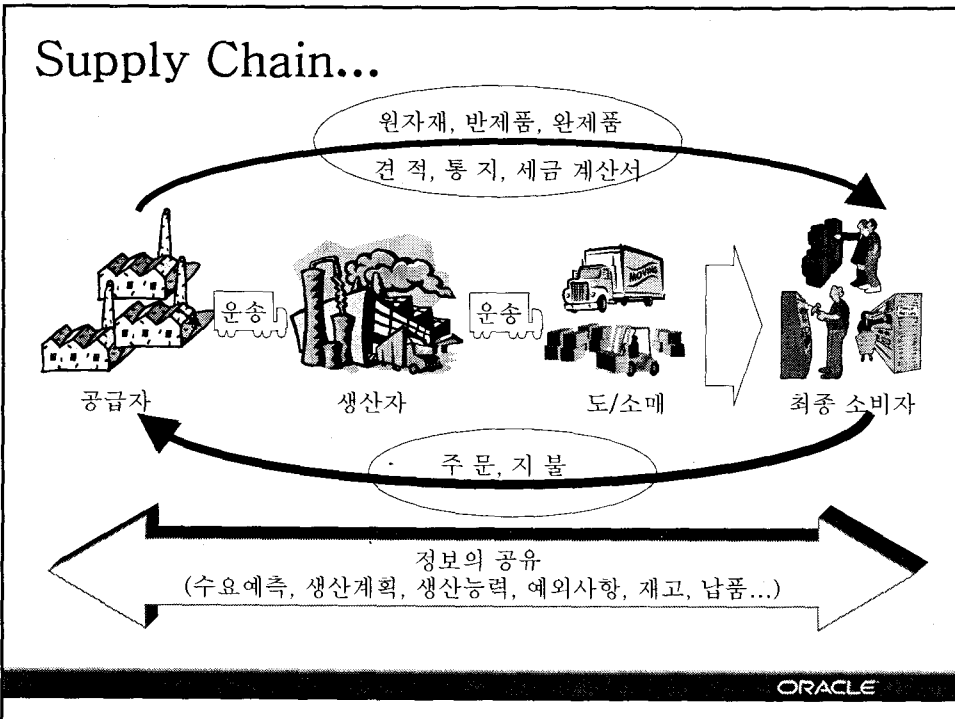
공급망 최적화와 협업을 위한 ORACLE SCM소개

박명구 팀장 (Oracle Korea)



SCM Consulting
Oracle Korea

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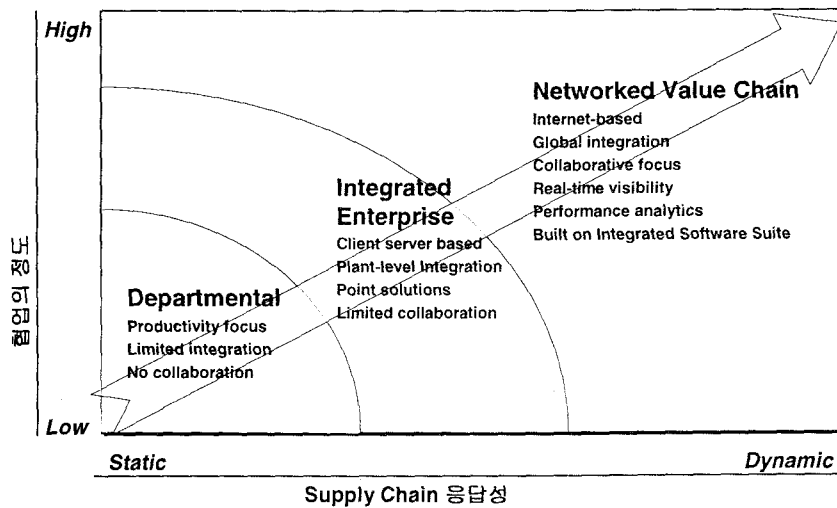
SCM now..



- 표준화된 정보전달 방식 부재
- 수작업에 의한 부분적인 정보 전달
- No real time
- 의사결정 지연
- 경험과 감에 의한 재고 운영

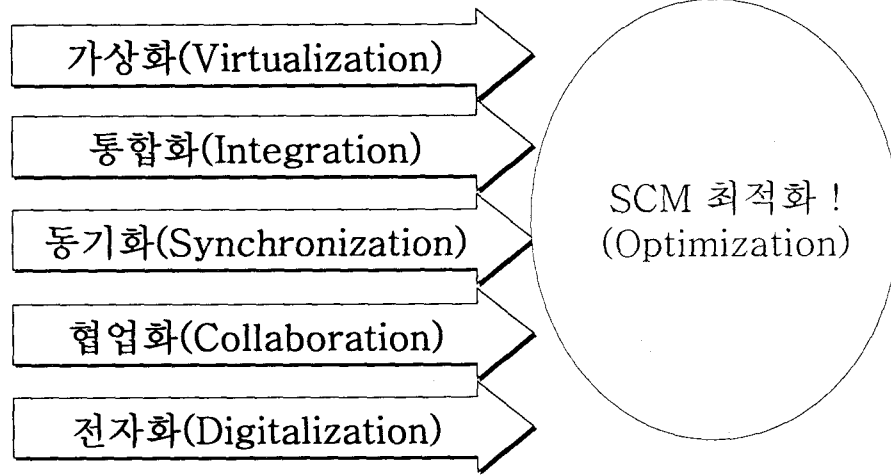
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SCM tomorrow..



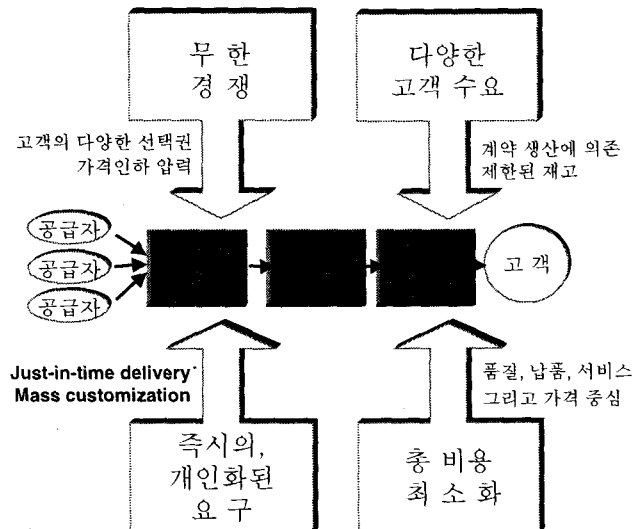
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SCM 핵심 Paradigm



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Supply Chain Drivers



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Supply Chain Goals

비용 절감
재고 절감
생산성 향상

대응 능력 향상
Time-to-market, time-to-delivery 가속
전 공급망에 걸친 정보 공유

매출 증대
보다 혁신적이고 경쟁력 있는 제품 개발
품질과 납품에 대한 고객 만족 향상

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Supply Chain Realities



- 포인트 솔루션으로 인한 체인간 단절
- 특정 업무, 분야만의 자동화
- 기업 내/외부를 망라한 정보 공유 부재로 인한
과다한 리드타임

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SCM을 고려할 때 왜 통합이 중요한가?

오는 날 기업 CIO의 80%는 컴퓨팅 통합을
최대 과제로 꼽고 있다.
또 IT예산 중 70%는 통합에 쓰이고 있다고 한다.

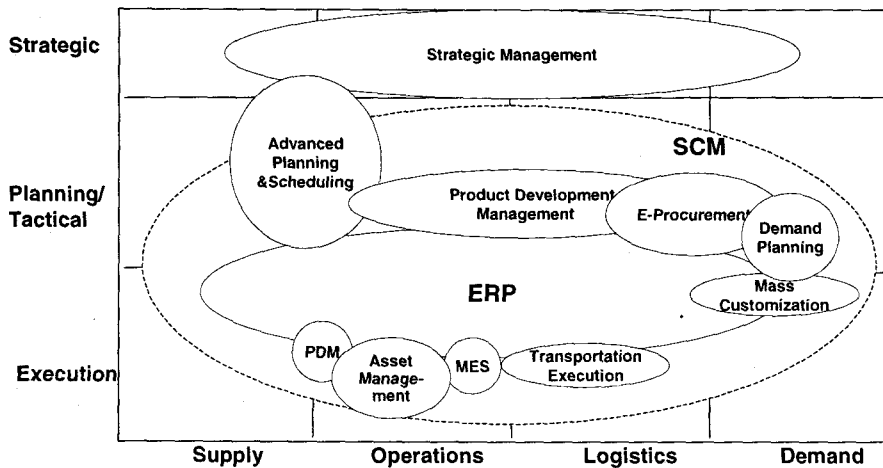
그렇다면 통합이 왜 중요한가?

프로세스의 최적화로 비용을 절감하고 경영을 혁신시켜 기업의
경쟁력을 키우기 위한 선결과제가 바로 통합이기 때문이다.

- 2002년 5월 6일 개최된 디지털 포럼 중에서 발췌

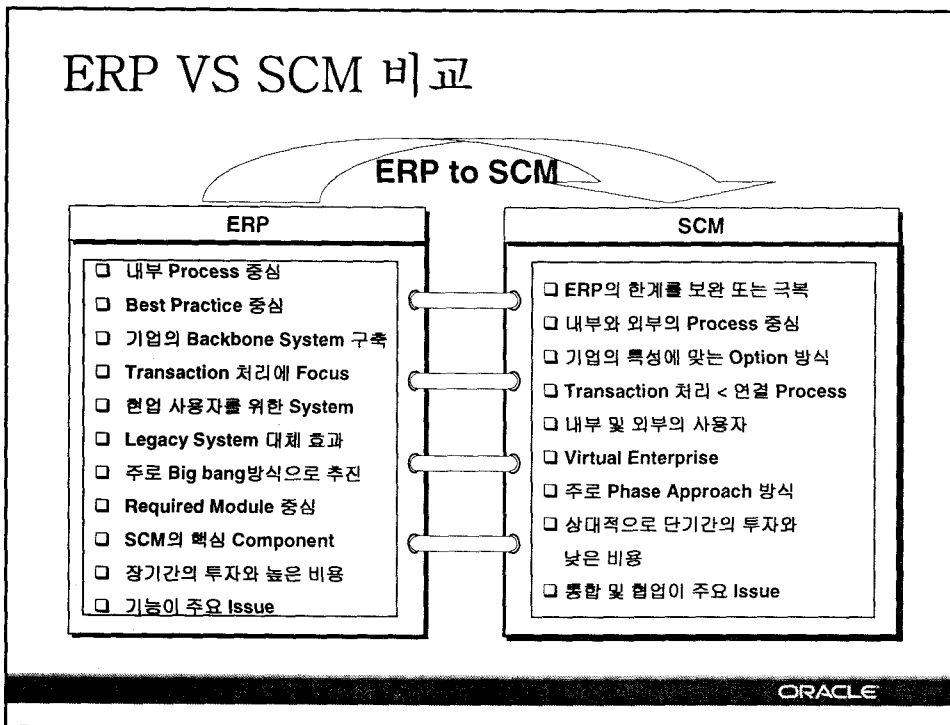
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SCM 영역

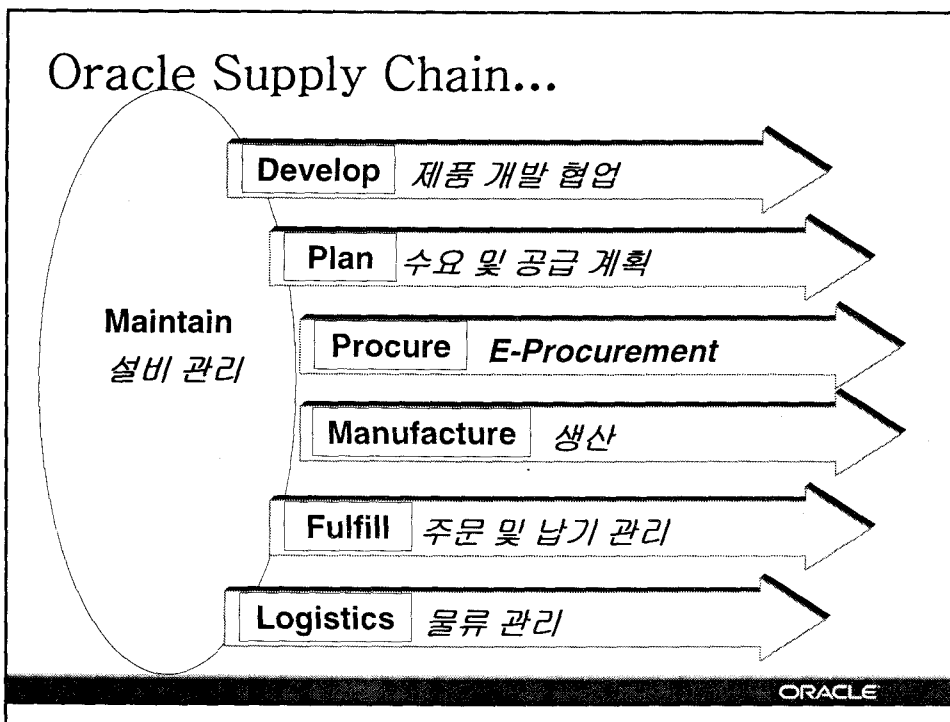


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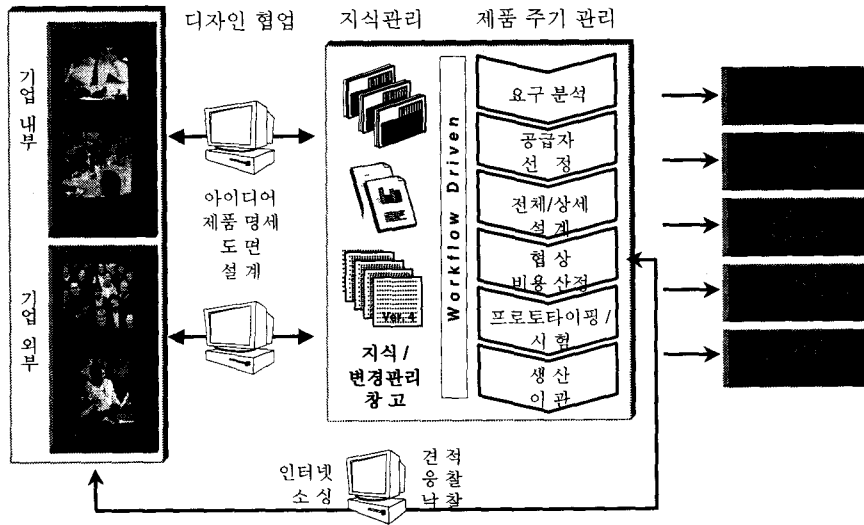
ERP VS SCM 비교



Oracle Supply Chain...

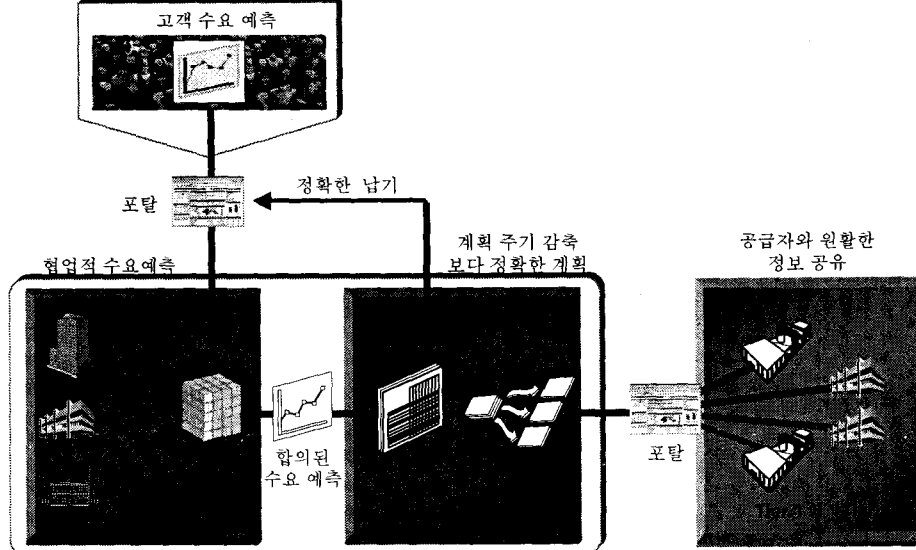


제품 개발 협업



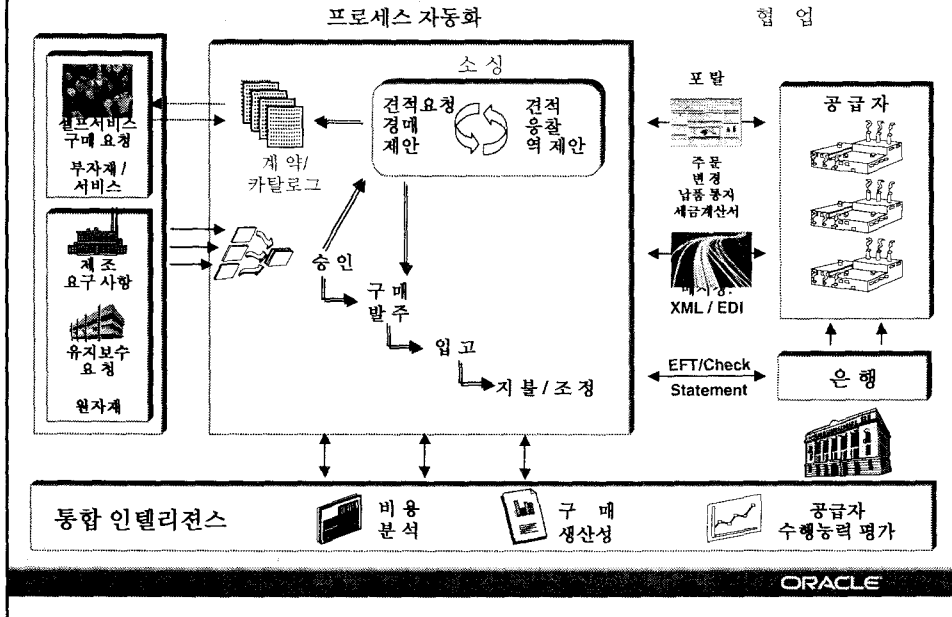
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수요 및 공급 계획

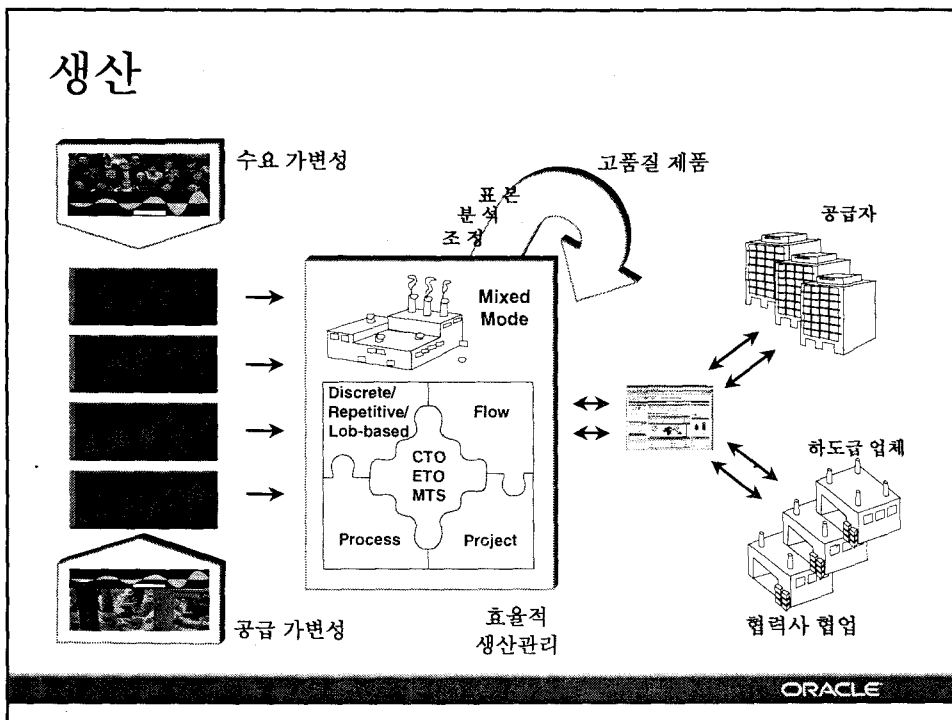


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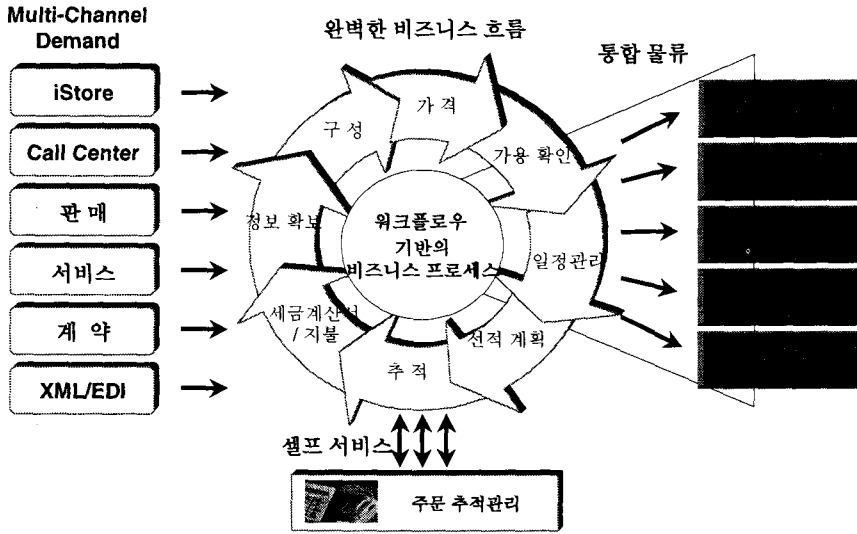
E-Procurement



생산

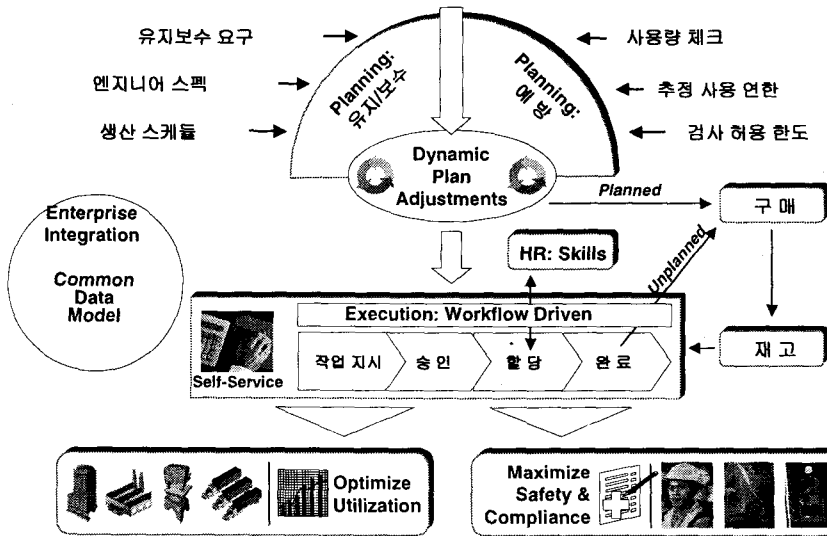


주문 및 납기 관리



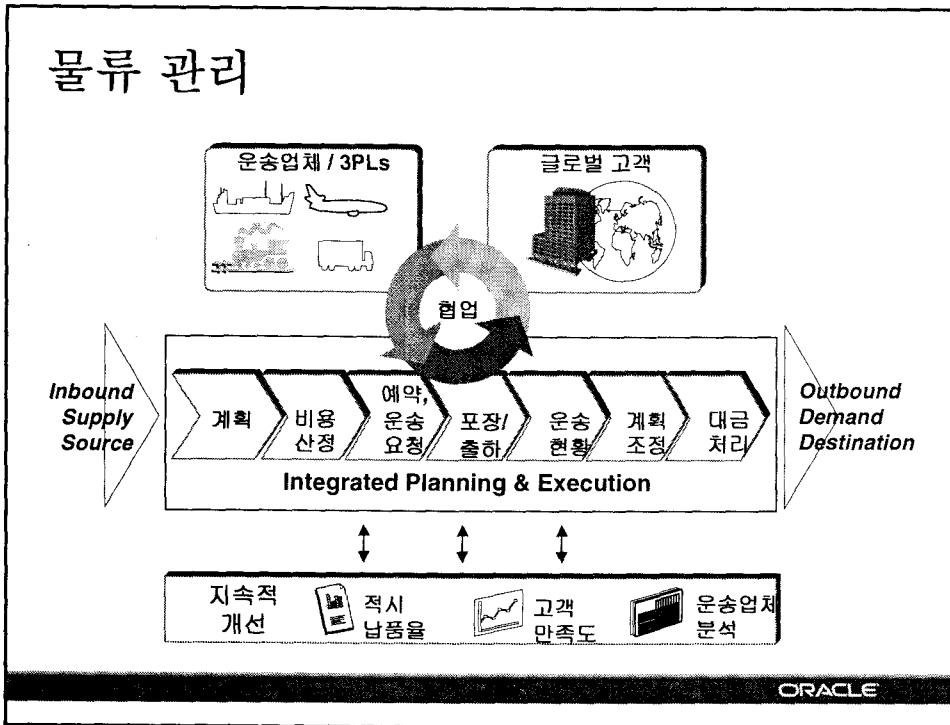
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설비 관리

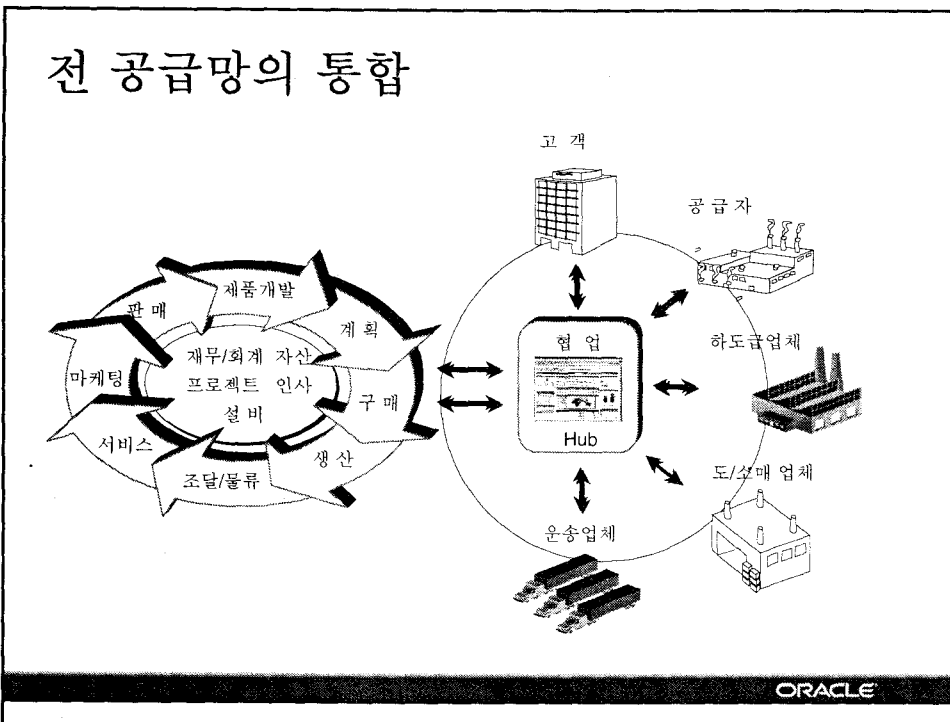


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물류 관리

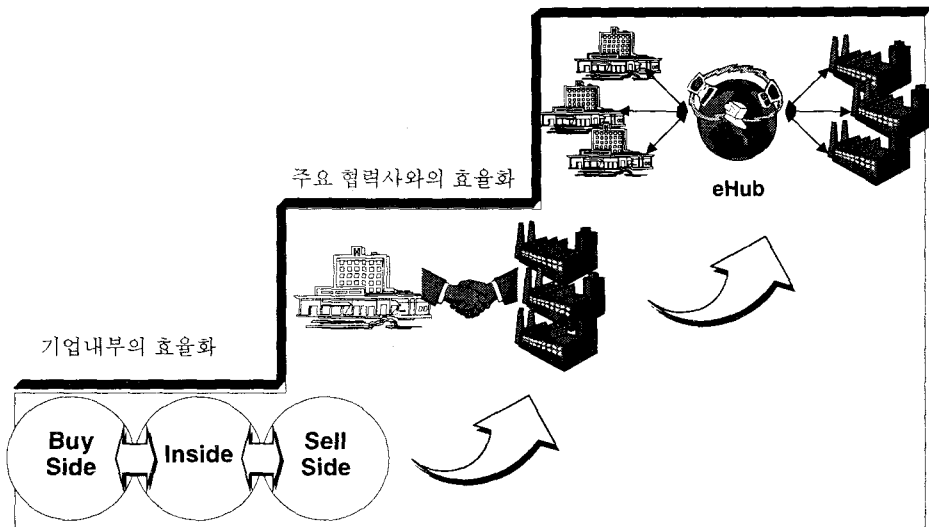


전 공급망의 통합



단계적 공급망 통합

공급망 전반에 걸친 효율화
(완벽한 협업)



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Customers

posco

- **\$9B world's largest steel manufacturer based in Korea**
 - 50 plants for 76,000 hot and cold-rolled steel products
 - Considered most sustainable company in steel industry
- **Live on 11/ since June 2001 -- single global instance**
 - 7,500 users for Discrete Manufacturing, Order Mgmt, Purchasing, iProcurement, Planning, Costing, Financials
 - 19K users for Self-Service Expenses and HR
 - 30K transactional orders/day, 50K work orders/day
 - Over 1 million daily inventory and WIP transactions

Reduced delivery lead time 53% (from 30 days to 14 days)

Reduced new product development from 4 yrs to 1.5 yrs

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Customers



- **\$40B -- world's largest supplier of computing systems**
- **Live on 11i**
 - iProcurement, Purchasing, Purchasing Intelligence
 - Managing \$32B total & \$5.67B on indirect goods/svcs.
 - 30,000 live users, including 4000 p-card users
 - Punching out through Exchange.Oracle.com to suppliers
- **"We believe we can achieve a 200% ROI in our first year of deploying Oracle."** -- Paul Box, Director Corp. Procurement

Reduced cost of processing PO's by 50% (\$12M savings)
Improved supplier relationships (\$36M savings)

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Customers



- **\$40B worldwide leader in foodservice and restaurant operations**
 - 28,000 restaurants in 120 countries
 - Manages franchisee and joint venture relationships
- **Live on 11i**
 - Each restaurant and each distribution center is managed as a distinct inventory organization
 - Track material availability and consumption

Manage 4,000 sites on inventory systems -- 8K more to come this FY
Extended global visibility into supply chain processes

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Customers

HAWORTH™


- **\$1.6B world's second largest designer, manufacturer, and marketer of office furniture**
 - Facilities in every global market
 - 10,000 employees/members at 40 manufacturing locations, 60 showrooms, and 800 dealers worldwide
- **Chose Oracle Advanced Planning over i2**
 - Integrated supply chain planning with manufacturing execution via a single data model, decision support tool
- **Live on 11i**
 - Manufacturing, ASCP, Demand Planning, Global ATP, Financials, HR, Customer Service

**Reduced inventories and transportation costs
Improved supply chain execution speed and efficiency**

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Customers

FedEx

- Win-Win Case 
 - Dell
 - Logistics 부분을 FedEx에 Outsource 함
 - "Dell turns inventory in less than 8 days vs. 60-90 days with traditional suppliers"
 - FedEx Logistics Service
 - Dell의 Order Entry 시스템과 연계된 Order Management 시스템 지원
 - Warehouse Management : 생산의 조립 부분 자원+재고 관리
 - 출하/통관/최종 납품 서비스 지원
 - Dell의 Order Entry 시스템과의 Interface 구축
 - 주요 제조업체와의 전략적 파트너십을 통한 지속적인 매출 창출과 고객의 Loyalty 확보

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Customers

UPS Logistics Group

UPS e-Ventures

- 대상고객 : SME(Small & Middle Sized Enterprise)
- 구성
 - UPS Logistics Service
 - Logistics 시스템 + 오프라인 물류 서비스 전담
 - PWC Consulting
 - Logistics 시스템과 제조사의 ERP 시스템과의 통합 컨설팅 및 구축 지원
 - ASP 운영 관리
 - Oracle ERP를 bundle하여 hosting service 제공
- 목표 : BSP(Business Service Provider) for SME distribution needs
- 예상 매출 : \$50 million LOB for UPS by 2003

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감사합니다.

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