The New Digital Reality for High Technology Companies
Digital disruption is changing the course of the manufacturing industry. From transportation, sales, distribution, suppliers and manufacturing, a company needs the ability to execute on innovation.

In order to survive in this new digital reality, high-tech manufacturers need to develop the core digital capabilities that are becoming integral to staying on the cutting edge of technology. Constant reinvention is the new normal. But how do companies now keep pace with innovation and testing out of new approaches and new formats? The ability to continually shape and form ideas into action requires a foundation of cloud technology – and a rethink of what drives value.

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**High Technology Transparency**

Within an organization, the digitalization of the full gamut of operations vertically and horizontally so that all levels access the data of the complete enterprise is one aspect of being a modern high-tech Manufacturer.

The ability to prototype new products and manufacturing assembly in the cloud versus the long, drawn-out efforts of actual creation and sporadic changes is the holy grail of manufacturing. This ability to prototype, as well as the design and test of new products in the cloud, will save time and expense in the high-tech manufacturing process.

The availability of data also makes modern high-tech manufacturing more innovative-centric as companies can tailor business models or offer products as services, and even provide for a manufacturing batch of an integrated technology component—easily moving from today’s prototype capability to delivering an end tech product that is specifically targeted to the unique needs and requirements of a customer.
A New Approach to Business-Model Innovation

5 steps to turn your beliefs upside down

01 Outline the dominant business model in your industry

What are the long-held core beliefs in your industry about how to create value?

02 Dissect the most important long-held belief into its supporting notions

What underpins the most important core belief - eg, notions about customer interactions, technology performance, or ways of operating?

03 Turn an underlying belief on its head

This means formulating a radical new hypothesis, one that no one wants to believe - at least no one currently in your industry.

04 Sanity-test your reframe

Many reframed beliefs will not make sense. Applying a proven reframe from another industry may succeed. Unlike product and service innovations, business-model innovations travel well from industry to industry.

05 Translate the reframed belief into your industry’s new business model

Once you arrive at a reframe, the new mechanism for creating value pretty much suggests itself—just take the reframed belief to its logical implications.

Once you arrive at the business model, the question still remains – is our technology ready to support the needs of the business? Incumbents in high technology manufacturing must be ready for digital, mobile, international growth and expansion, and scale. Established companies must also go beyond efficiency improvements and move to intelligent operations. The path to building flexibility and embedded intelligence into the operations requires industrial manufacturers to adopt cloud.

2- Source: McKinsey
Cloud is the Fastest Route to Continuous Innovation and Digital Leadership

High-tech manufacturers must examine their innovation planning process to keep pace with the evolution of business models. Struggles facing high tech manufacturers today:

- 87% use disconnected tools, e.g. PowerPoint and Excel for product roadmaps, proposals and portfolio reviews
- 84% make investment decisions on outdated and incomplete information
- 69% have no systemic method for valuing business opportunities

Oracle Delivers Value to High-Tech Manufacturers – Don’t Get Left Behind

High-tech manufacturers must support their growth objectives

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<tr>
<th>Higher Customer Satisfaction</th>
<th>Drive Revenue</th>
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<tr>
<td>With products that meet all requirements every time</td>
<td>By making more informed decisions about your innovation portfolio</td>
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<th>Accelerate Time-to-Market</th>
<th>Increase Productivity</th>
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<td>With faster access to more complete information and a strong innovation pipeline</td>
<td>With a single, connected system to manage the innovation process</td>
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<th>Improve Success Rates</th>
<th>Reduce Development Costs</th>
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<td>With real-time insight into how you’re tracking with original objectives</td>
<td>By rationalizing constraints and focusing on higher value projects</td>
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3- Source: Oracle Innovation Study, 2014
High-tech manufacturers must tap into best practices with simple, modern approach.

Available on the Oracle Cloud

- Connected
- Analytics
- Social
- Traceable
- No pre-requisite products
- Easily integrates
- Can stand-alone
- Fast time-to-value

High-Tech Manufacturers Can Begin Planning for Innovation with Oracle Cloud

High value, low risk cloud solution with multiple use cases throughout the business
Access the system in 5 days, live in 8-10 weeks with end-to-end innovation planning visibility
Complete, and modern user interface, embedded with social and analytics

Partner with a company that has deep expertise in industrial High technology and mobilizing innovation. The right solution is a combination of evaluating strategy, market needs, solution capabilities and market experience in cloud solutions.

Oracle is committed to helping you succeed with your innovation initiatives. We invite you to contact us at your convenience to discuss your requirements and any questions you might have. To contact Oracle directly, please call 1-800-633-0738 or visit the Oracle Global Contacts page to find the phone number for your country.

External Sources: