

Деловой многоотраслевой форум
для руководителей ведущих
предприятий России и СНГ
7 апреля 2011 г., Москва



Вся палитра
бизнес-приложений

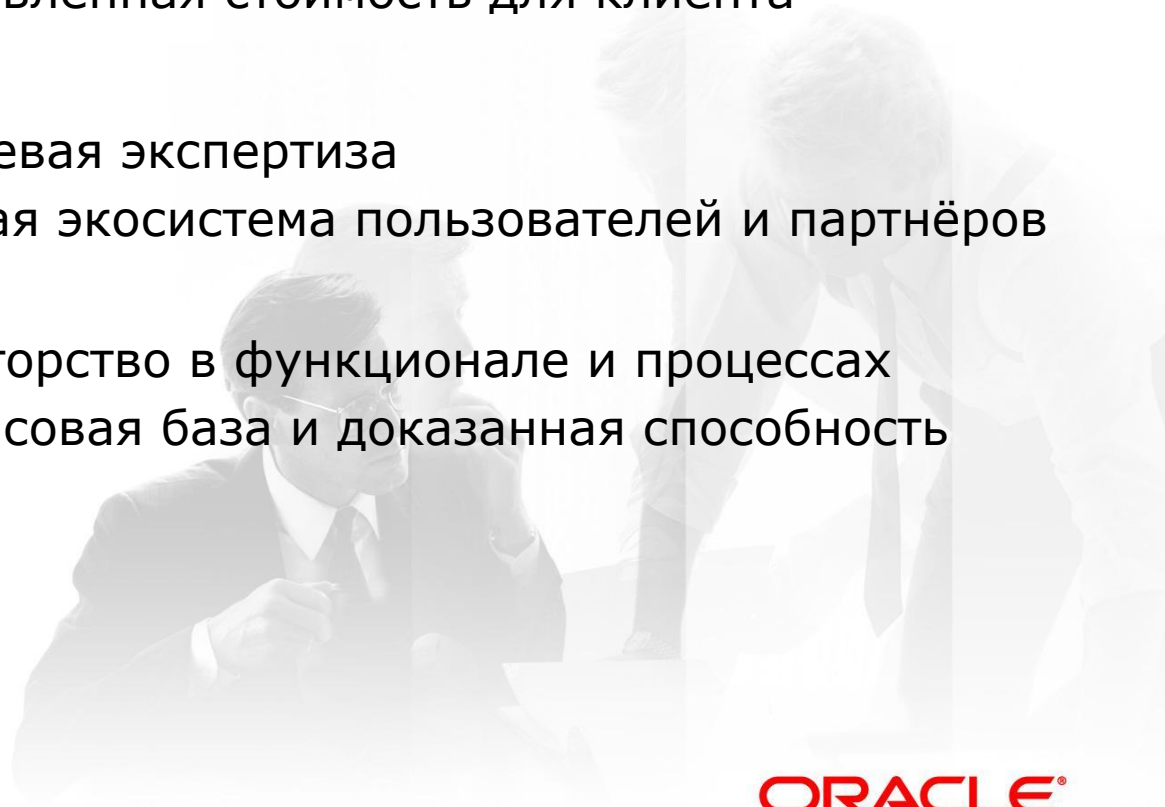
совершенство
ОТТЕНКОВ

Развитие OTM и его экосистема

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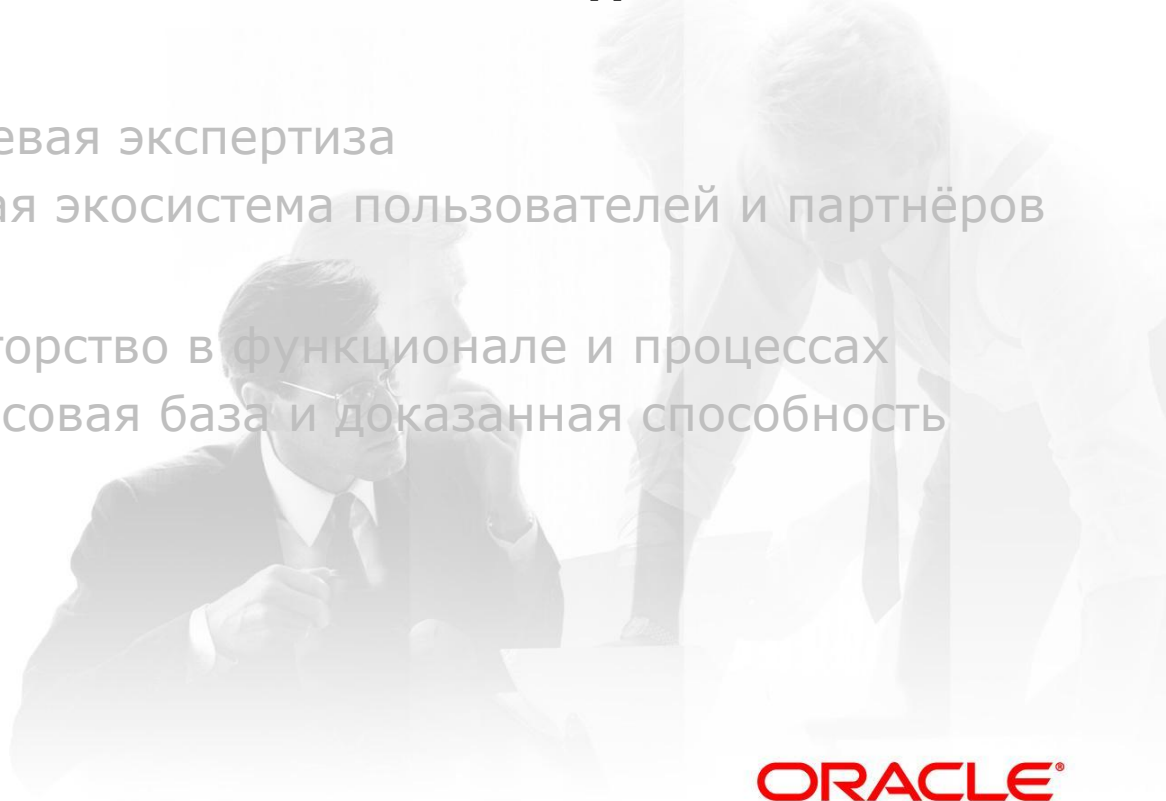
Почему Oracle?

- Продукт
 - Полнота и глубина проработки
 - Проверено: добавленная стоимость для клиента
- Люди
 - Глубокая отраслевая экспертиза
 - Живая и растущая экосистема пользователей и партнёров
- Развитие
 - Стратегия: новаторство в функционале и процессах
 - Надёжная финансовая база и доказанная способность развития



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Логистика: постоянное развитие



Для устойчивого и успешного развития логистическим компаниям нужна **ПЛАТФОРМА ДЛЯ РАЗВИТИЯ БИЗНЕСА**: глобальная, интегрированная, надёжная, развитая, в режиме реального времени, единые справочники

Oracle Transportation Management

10+ лет эволюции в настоящую платформу для бизнеса



Управление перевозками

Совместная разработка маршрутов



Оперативное планирование перевозок

Выбор поставщиков транспортных услуг



Оплата фрахта, выставление счетов за услуги и претензии

Ежедневная управленческая отчётность по перевозкам



Управление парком ТС

Прослеживаемость товарных запасов



Брокерские услуги и форвардинг

Соблюдение правил международной торговли



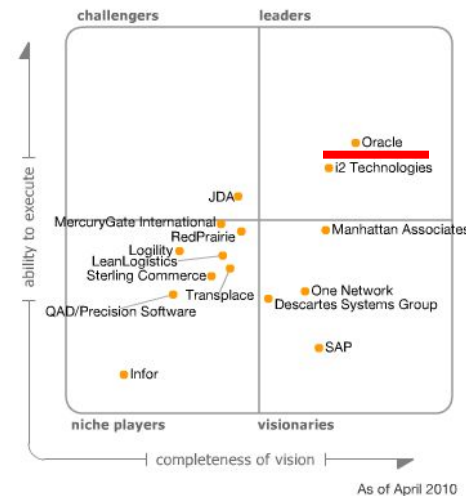
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Мнение Gartner.

Oracle

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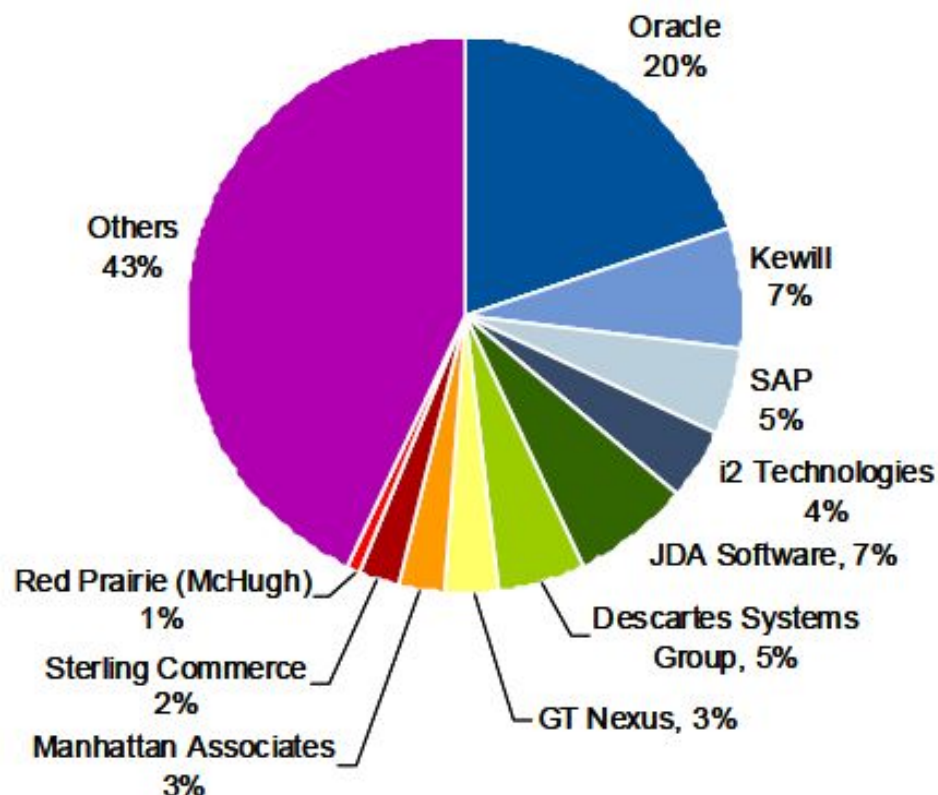
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Доля рынка – в 3 раза больше ближайших конкурентов



Figure 6. Total TMS Software Revenue Market Share by Vendor



Note: The revenue share distribution data is based on total software revenue.

Source: Gartner (November 2009)



Клиенты выбирают OTM



Логистические компании



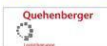
Грузоотправители





OTM – ядро бизнеса логистических компаний



Die Quehenberger Logistikgruppe



Клиент	Роль OTM
	<ul style="list-style-type: none"> • Логистика <ul style="list-style-type: none"> • Управление логистическими услугами • Прозрачность цепочки поставок и управление по событиям • Экспресс <ul style="list-style-type: none"> • Прозрачность цепочки поставок и управление по событиям
	<ul style="list-style-type: none"> • Бизнес-платформа <ul style="list-style-type: none"> • Бизнес-процесс Quote-to-cash поддерживает все БЕ во всех странах • Oracle – основная бизнес-платформа – OTM, ERP, CRM • Трансформация бизнеса <ul style="list-style-type: none"> • Переход от автоперевозок к мультимодальным перевозкам
	<ul style="list-style-type: none"> • OTM поддерживает трансформацию бизнеса <ul style="list-style-type: none"> • Эффективное слияние бизнесов TNT Logistics и Eagle Global Logistics

OTM: российский опыт





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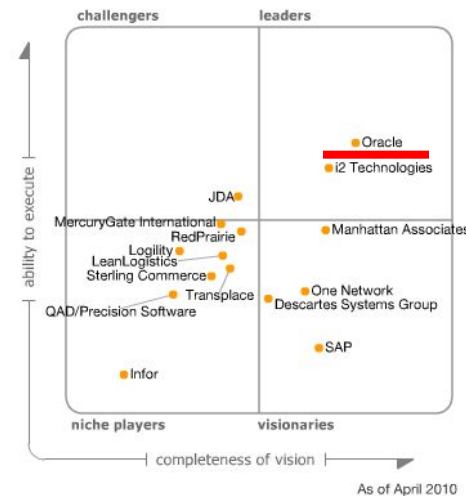


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Клиенты «рулят»

OTM Customer Advisory Board



Логистические компании



KUEHNE+NAGEL



Производство



Розничная торговля



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OTM Special Interest Group (SIG)

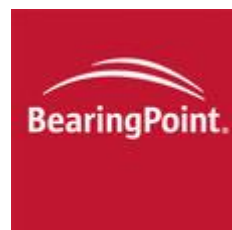
Сообщество клиентов и партнёров



A screenshot of the OTM SIG website. The header features the OTM SIG logo and a picture of a Boeing 747. A navigation menu on the right lists: Home, Mission, Participate, Forums, Resources, and Contact Us. The main content area includes a welcome message, a world map, and sections for "our mission", "Who is the OTM SIG?", "Latest News" (with links to HTML and PDF versions), and "Make a Difference!". A sidebar on the right contains "OTMFAQ Blogs: Latest" and "OTMFAQ Forums: Latest" sections, both with "Subscribe now" links and "Grab the Headline Animator" links.

- ☐ Активное сообщество клиентов и партнёров
- ☐ Управляется большим сообществом OTM (не Oracle)
- ☐ Ежегодные конференции по OTM
- ☐ Обмен информацией и бизнес-идеями: онлайн-форумы и блоги

ОТМ: партнёры в России





Почему Oracle?

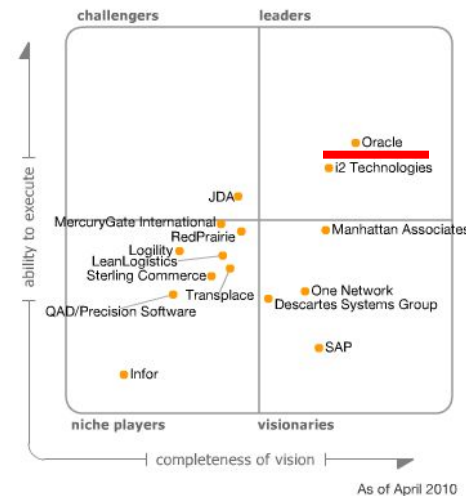
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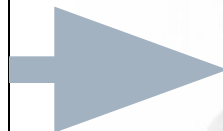
Функциональное развитие

Бизнес-драйверы и области развития



Бизнес-драйверы

- ☐ Контроль/ снижение затрат
- ☐ Операционная эффективность
- ☐ Глобализация
- ☐ Загрузка активов
- ☐ Интегрированная цепочка поставок
- ☐ Надёжность цепочки поставок

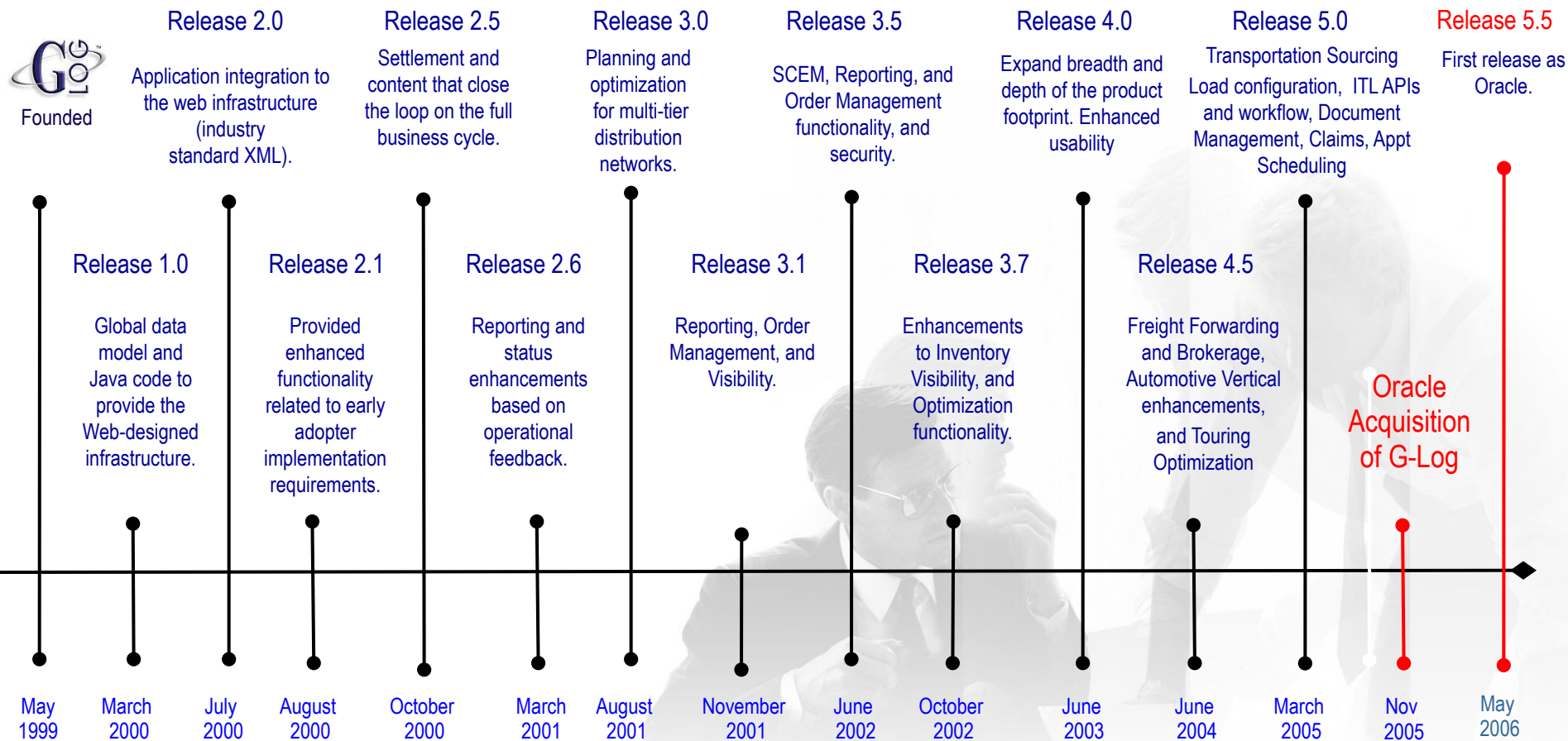


Развитие продукта

- ☐ Управление парком ТС
- ☐ Соблюдение правил международной торговли
- ☐ Бизнес-аналитика
- ☐ Выбор поставщиков
- ☐ Море, ж/д, мелкие грузы
- ☐ Планирование
- ☐ Экспедирование
- ☐ Финансовое управление

Развитие OTM

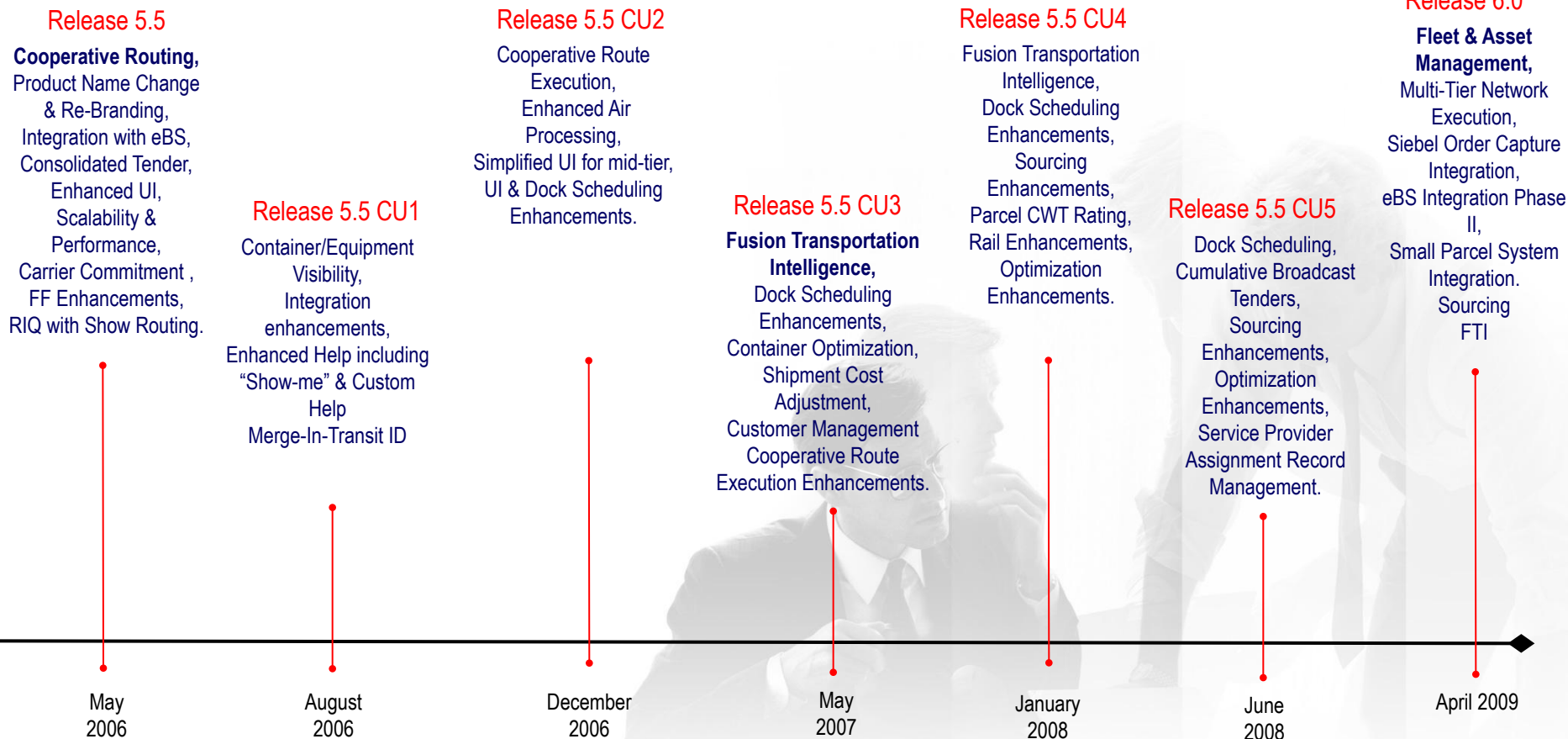
Основа для успеха



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Развитие OTM

Вглубь и вширь



Развитие OTM

Вглубь и вширь



Release 5.5 CU6

Dim Rate Factors
Dock Scheduling
Ground Schedules
UI / Usability
Configurable
Auto-Tendering
Service Provider
Assignment
Settlement and
Financial Management
Allocation
FTI
Cooperative Routing

Release 6.1

GTM
Fleet Management
Mobile Communications
Load Configuration
Freight Payment
FTI
Ocean Sourcing
Usability
Planning Diagnostics
...and more

Release 6.2

GTM
Fleet Management
Load Configuration
Financials
FTI using ODI
LTL Sourcing
Dock Scheduling
Order Management
Parcel Tracking and
Freight Pay
Rail
Usability
BI Publisher
Network Printing
...and more



Increase Shareholder
Value

✓ Increase Revenue
✓ Increase Operating Income
✓ Increase Capital Efficiency

✓ Reduce Working Capital ✓ Increase Volume
✓ Reduce Operating Costs ✓ Increase Market Share

✓ Improve on time deliveries ✓ Reduce freight and logistics costs
✓ Improve customer service ✓ Reduce stockout losses
✓ Improve fulfillment & planning coordination ✓ Streamline transportation systems
✓ Reduce order cycle time ✓ Reduce inventory carrying costs
✓ Improve carrier coordination ✓ Reduce labor costs
✓ Reduce returns ✓ Reduce inventory levels & carrying costs

September
2009

December
2009

December
2010

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Вопросы менеджера по логистике



- ? . Как контролировать затраты на перевозки?
- ? . Как повысить уровень доставки в срок?
- ? . Как поддерживать усложнение цепочки поставок?
- ? . Как снизить логистические риски?
- ? . Как быстро выводить на рынок новые предложения?
- ? . Как получить информацию о перевозках в режиме реального времени для своевременного принятия решений?



Вопросы менеджера по ИТ



- ? . Как ИТ может быстро отвечать на изменяющиеся требования бизнеса?
- ? . Как сделать инвестиции таким образом, чтобы получить результат сейчас, но не увеличивать затраты на ИТ в будущем?
- ? . Как направлять большую часть ресурсов на инновации, а не на обслуживание существующих систем?
- ? . Как оптимально использовать уже сделанные инвестиции в ИТ?



Наш ответ - Oracle

- Продукт
 - Готовое промышленное решение
 - Полнота и глубина проработки
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- Защита инвестиций
 - SOA-архитектура позволяет работать с другими системами, например, SAP или 1C