

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



Вся палитра
бизнес-приложений

совершенство
ОТТЕНКОВ

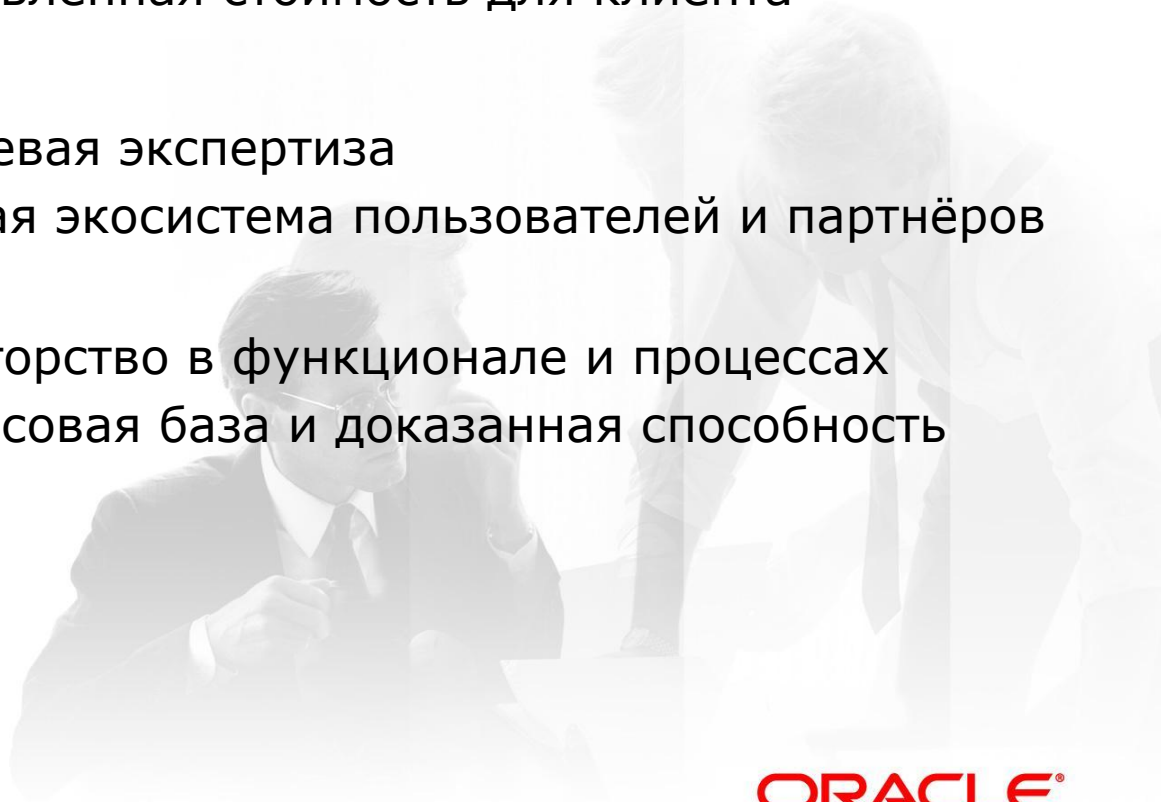
Развитие OTM и его экосистема

ORACLE®



Почему Oracle?

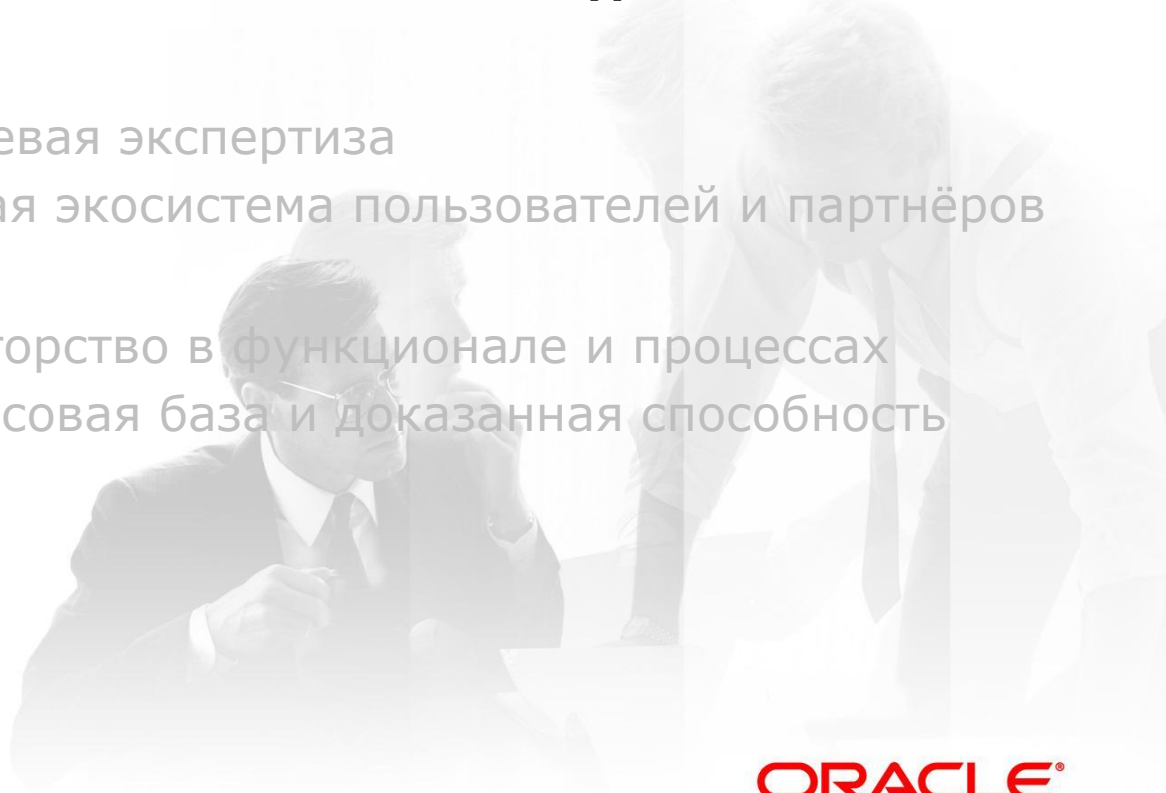
- **Продукт**
 - Полнота и глубина проработки
 - Проверено: добавленная стоимость для клиента
- **Люди**
 - Глубокая отраслевая экспертиза
 - Живая и растущая экосистема пользователей и партнёров
- **Развитие**
 - Стратегия: новаторство в функционале и процессах
 - Надёжная финансовая база и доказанная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



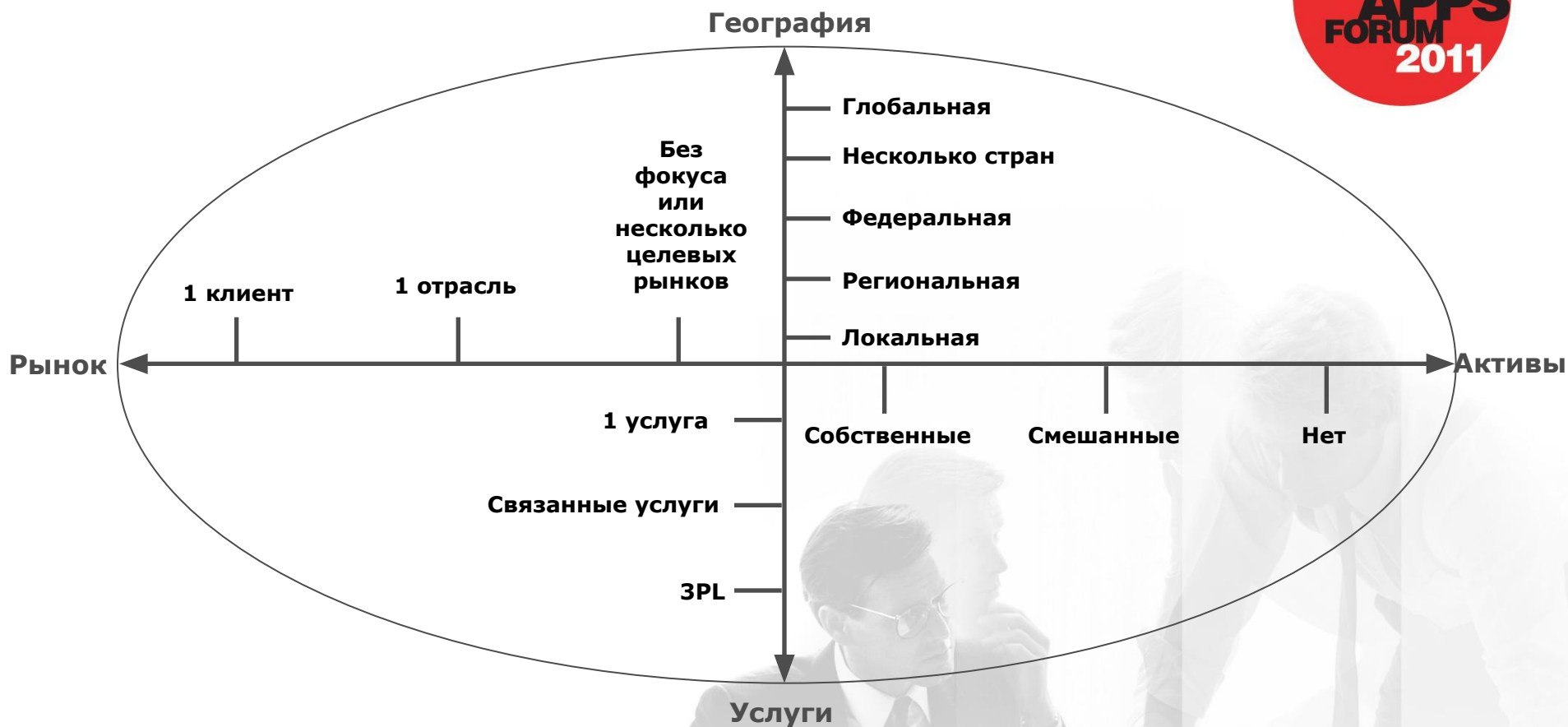


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Логистика: постоянное развитие



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

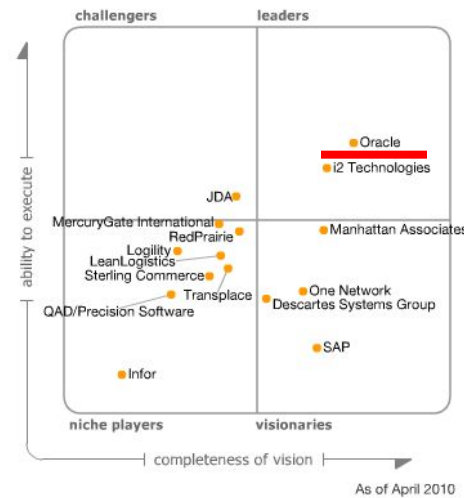


Брокерские услуги и форвардинг

Соблюдение правил международной торговли



Мнение Gartner.



Oracle

Strengths

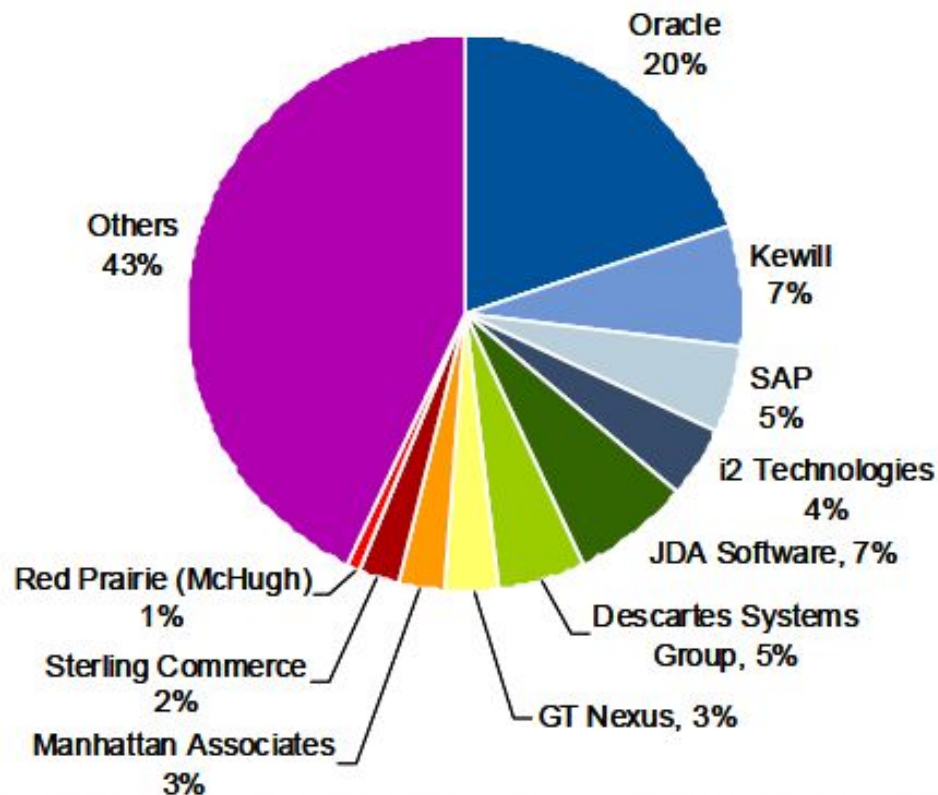
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- Oracle has a strong and active OTM customer advisory board that helps plan, prioritize and specify functional enhancements, and also supports peer-to-peer collaboration.
- OTM is the other TMS solution that is architecturally well-suited to organizations that want to manage transportation as a global shared service, where freight is managed simultaneously across multiple business units and geographic locations. This capability also allows OTM to work well in 3PLs and LSPs that plan and simultaneously manage freight for multiple customers on a common instance of the TMS.
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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



НОРИЛЬСКИЙ НИКЕЛЬ

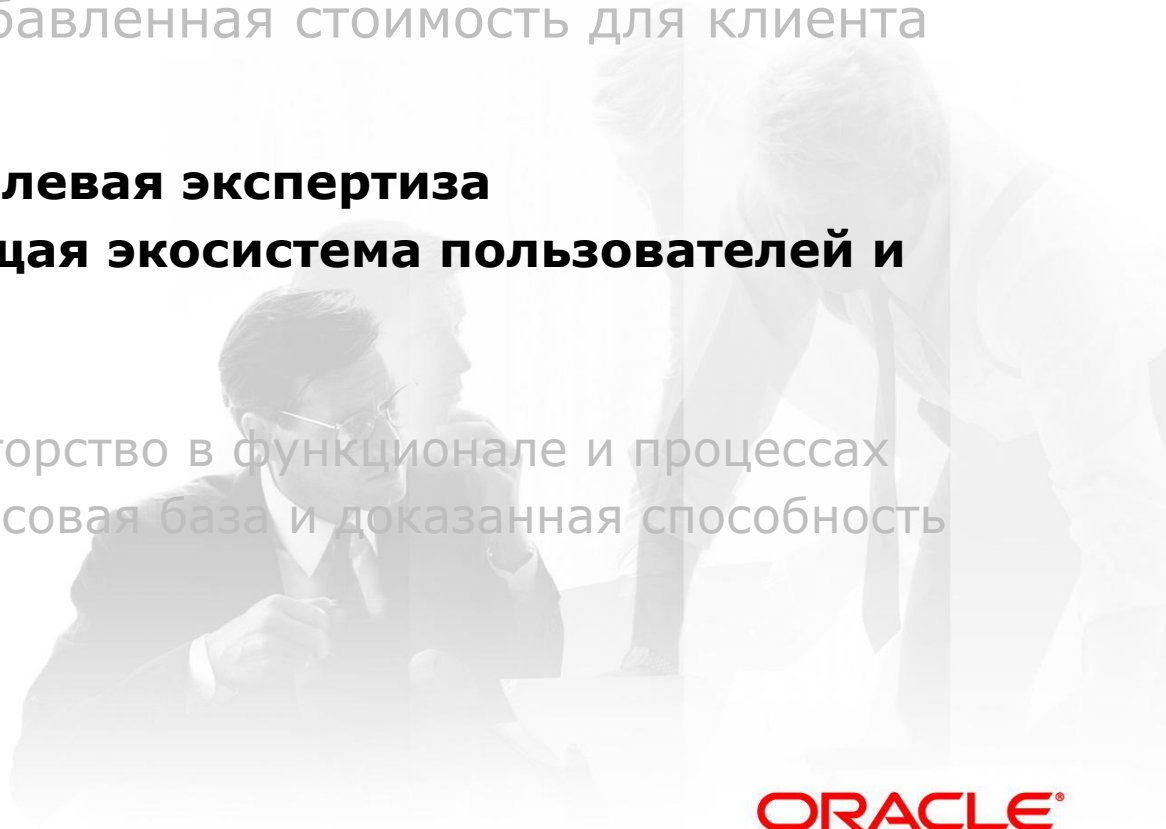


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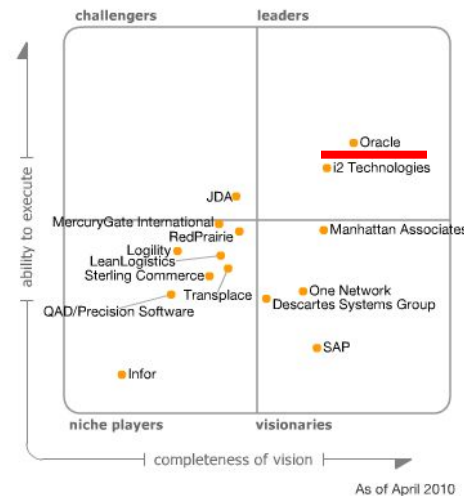


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Клиенты «рулят»

OTM Customer Advisory Board

Логистические компании



Производство



Розничная торговля



OTM Special Interest Group (SIG)

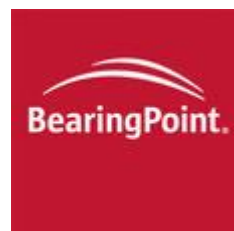
Сообщество клиентов и партнёров



A screenshot of the OTM SIG website. The header includes the OTM SIG logo and a navigation menu with links for Home, Mission, Participate, Forums, Resources, and Contact Us. The main content area is divided into sections: "Welcome to the OTM SIG!" with a world map, "our mission" with a double arrow icon, "Who is the OTM SIG?" with a paragraph of text, "Latest News!" with a link to "OTM SIG User Conference 2008 - Registration Open", "contact us" with a double arrow icon, and "Make a Difference!" with a paragraph of text. On the right side, there are two "Powered by Feedburner" widgets: "OTMFAQ Blogs: Latest" with a "Subscribe now" button and "OTMFAQ Forums: Latest" with a "Subscribe now" button. The background of the website features an image of an airplane flying over a world map.

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

OTM: партнёры в России

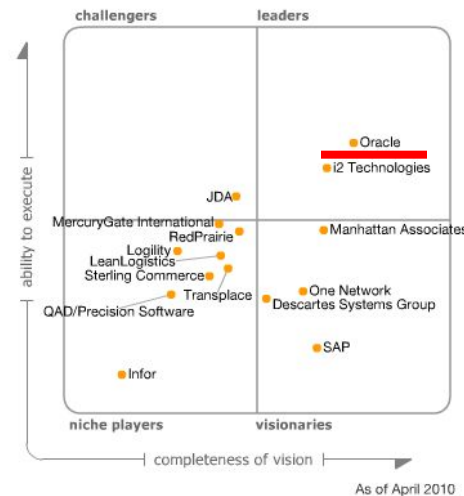




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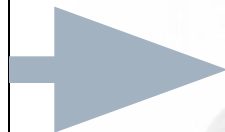
Функциональное развитие

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



Founded

Release 2.0

Application integration to the web infrastructure (industry standard XML).

Release 2.5

Settlement and content that close the loop on the full business cycle.

Release 3.0

Planning and optimization for multi-tier distribution networks.

Release 3.5

SCEM, Reporting, and Order Management functionality, and security.

Release 4.0

Expand breadth and depth of the product footprint. Enhanced usability

Release 5.0

Transportation Sourcing Load configuration, ITL APIs and workflow, Document Management, Claims, Appt Scheduling

Release 5.5

First release as Oracle.

Release 1.0

Global data model and Java code to provide the Web-designed infrastructure.

Release 2.1

Provided enhanced functionality related to early adopter implementation requirements.

Release 2.6

Reporting and status enhancements based on operational feedback.

Release 3.1

Reporting, Order Management, and Visibility.

Release 3.7

Enhancements to Inventory Visibility, and Optimization functionality.

Release 4.5

Freight Forwarding and Brokerage, Automotive Vertical enhancements, and Touring Optimization

Oracle Acquisition of G-Log

May 1999

March 2000

July 2000

August 2000

October 2000

March 2001

August 2001

November 2001

June 2002

October 2002

June 2003

June 2004

March 2005

Nov 2005

May 2006

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Развитие OTM

Вглубь и вширь



Release 5.5

Cooperative Routing,
Product Name Change
& Re-Branding,
Integration with eBS,
Consolidated Tender,
Enhanced UI,
Scalability &
Performance,
Carrier Commitment ,
FF Enhancements,
RIQ with Show Routing.

Release 5.5 CU1

Container/Equipment
Visibility,
Integration
enhancements,
Enhanced Help including
"Show-me" & Custom
Help
Merge-In-Transit ID

Release 5.5 CU2

Cooperative Route
Execution,
Enhanced Air
Processing,
Simplified UI for mid-tier,
UI & Dock Scheduling
Enhancements.

Release 5.5 CU3

**Fusion Transportation
Intelligence,**
Dock Scheduling
Enhancements,
Container Optimization,
Shipment Cost
Adjustment,
Customer Management
Cooperative Route
Execution Enhancements.

Release 5.5 CU4

Fusion Transportation
Intelligence,
Dock Scheduling
Enhancements,
Sourcing
Enhancements,
Parcel CWT Rating,
Rail Enhancements,
Optimization
Enhancements.

Release 5.5 CU5

Dock Scheduling,
Cumulative Broadcast
Tenders,
Sourcing
Enhancements,
Optimization
Enhancements,
Service Provider
Assignment Record
Management.

Release 6.0

**Fleet & Asset
Management,**
Multi-Tier Network
Execution,
Siebel Order Capture
Integration,
eBS Integration Phase
II,
Small Parcel System
Integration.
Sourcing
FTI

May
2006

August
2006

December
2006

May
2007

January
2008

June
2008

April 2009

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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

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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 - Надёжная финансовая база и постоянное развитие
- **Защита инвестиций**
 - SOA-архитектура позволяет работать с другими системами, например, SAP или 1С