

Technology Customer Success

Case Study: A Global High-Tech Company Accelerates Product Time-to-Market with Oracle Cloud EDM

This success story illustrates how a leading high-tech company, known for its rapid innovation and frequent product launches, solved its data governance challenges by implementing Oracle Cloud Enterprise Data Management.

Business Pain and Need

The client, a global high-tech firm, faced significant data fragmentation due to its rapid growth and diverse portfolio of products. Each business unit, from hardware to software and services, operated on different systems, with inconsistent ways of defining product data, customer segments, and organizational hierarchies. This created a major bottleneck in the product development lifecycle. The finance team struggled to get a unified view of profitability by product, which delayed strategic decisions on where to invest R&D dollars. Furthermore, the company was preparing for a major organizational restructuring, and they lacked the tools to model and implement the changes without risking data integrity and causing system chaos. They needed a single, governed hub to manage their most critical data and accelerate their product time-to-market.

The Solution

The company implemented Oracle Cloud EDM as a centralized master data hub. The solution was designed to:

Establish a "Single Source of Truth" for Product Data: They used EDM to create a single, governed master list of all products, with consistent attributes and hierarchies. This ensured all downstream systems—from the core ERP and product lifecycle management (PLM) systems to the sales and financial reporting applications—used the same, accurate product data.

Align Organizational and Financial Hierarchies: EDM was used to create and maintain a unified hierarchy for all departments, legal entities, and cost centers. This allowed the company to consistently report on profitability and operational performance from a single, accurate perspective.

Model and Implement Organizational Changes: The firm leveraged EDM's scenario modeling capabilities to simulate the impact of the planned restructuring before any data was moved. This

allowed them to see how the new organizational structure would affect financial reporting, drastically reducing the risk of a botched implementation.

Automated Data Governance Workflows: The company configured EDM to automate the process of creating new products or organizational units, ensuring all changes were reviewed, approved, and automatically published to all subscribed applications.

Implementation Timeline

The project was completed in approximately seven months. This included the initial discovery and design phase, the configuration of EDM, the integration with their existing ERP, EPM, and PLM systems, and the training of their business teams. The phased approach allowed the company to begin with a critical business unit and then scale the solution to others, including newly acquired entities.

ROI and Business Value

The implementation of Oracle Cloud EDM provided a clear and compelling return on investment, with a payback period of under a year. The key business values and ROI metrics included:

Accelerated Product Time-to-Market: The company reduced its product time-to-market by 25% by streamlining the data management process and eliminating manual data entry, which had been a major bottleneck.

Improved Strategic Decision-Making: For the first time, leadership had a unified, accurate view of profitability by product, business unit, and region, enabling them to make better-informed decisions about their product portfolio.

Reduced Audit Risk: The automated, auditable workflows ensured complete data integrity, which simplified the audit process and reduced compliance risk.

Increased Productivity: By empowering business users with a self-service EDM platform, the company freed up its IT team to focus on more strategic, high-value projects rather than day-to-day data management.

This video provides an overview of how Oracle Cloud SCM can help technology companies. Technology and High Tech with Oracle Cloud SCM.

