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Straight Talk about Oracle Order Fulfillment: A Customer Panel

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Agenda

- Oracle Order Fulfillment
- Business Challenges
- The Oracle Solution
- Customer Presentations



- Questions

Order Fulfillment

- Oracle Order Management, Configurator, and Advanced Pricing are key components of the Order Fulfillment Solution
- Providing an integrated order fulfillment flow that satisfies demand from all channels at the lowest cost for today's Global Business



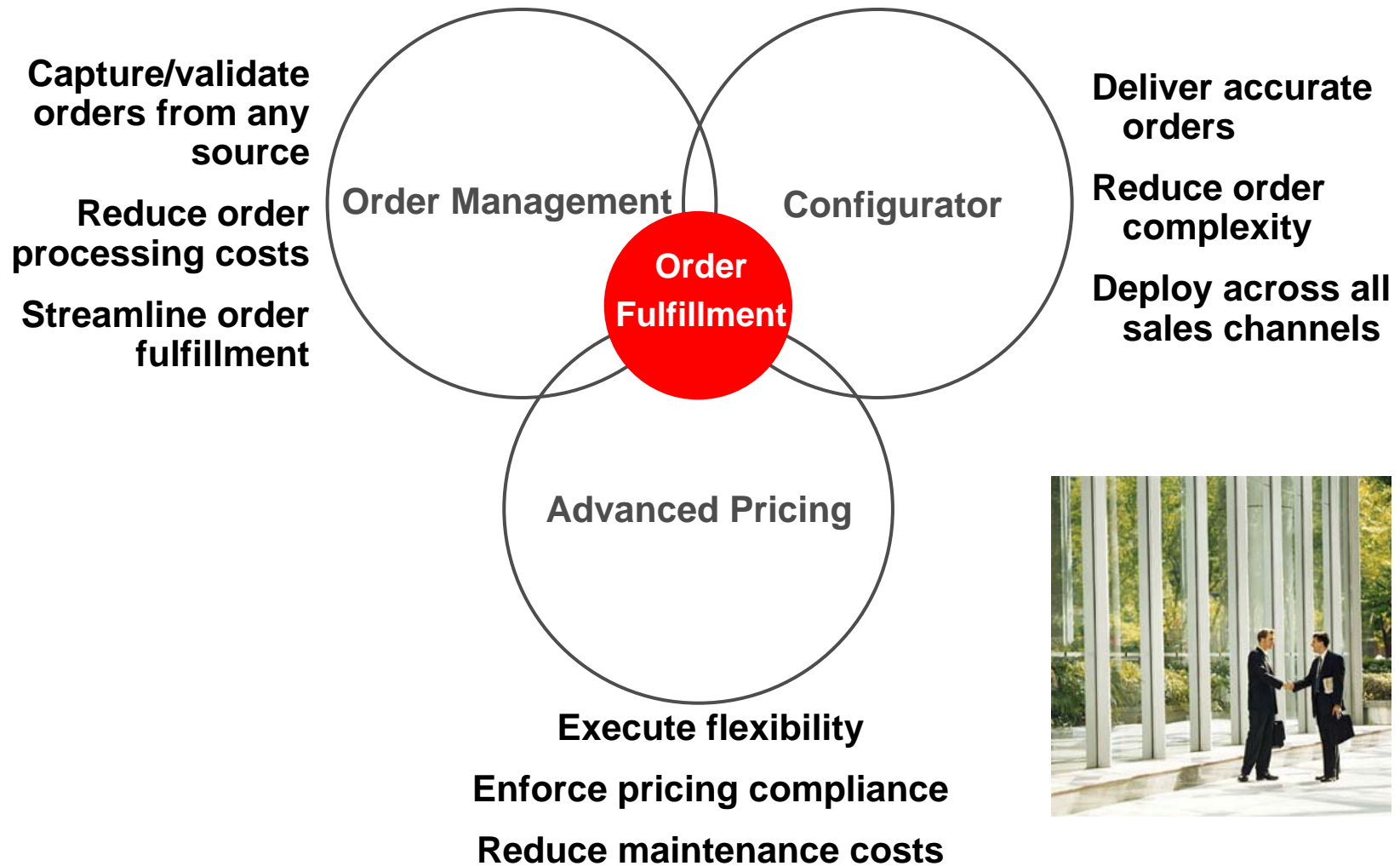
Business Challenges

- Implement complex and volatile pricing strategies for a global marketplace
- Create accurate configured orders for increasingly complex products
- Handle orders from sources across the enterprise and around the globe



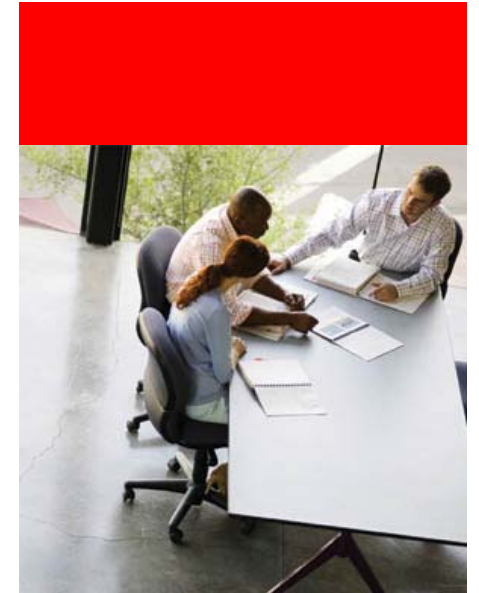


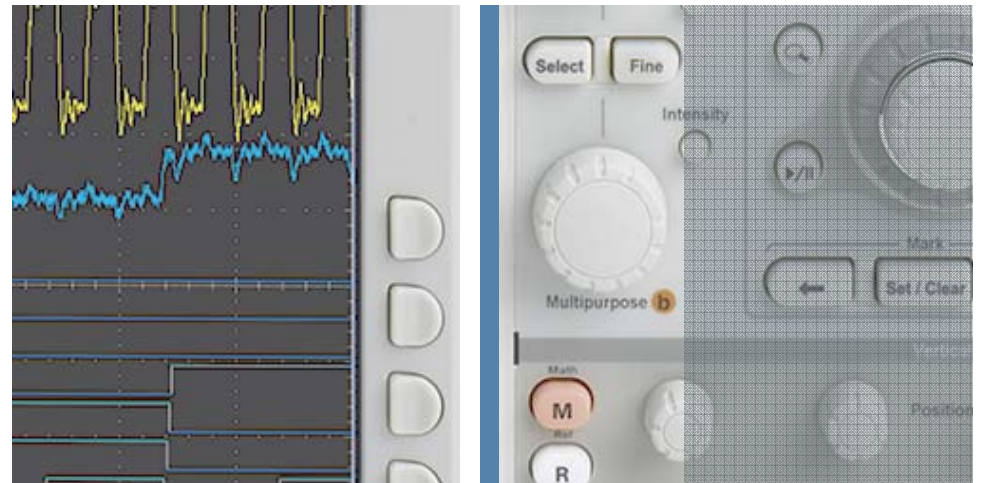
The Oracle Solution





Customer Presentations





Straight Talk about Oracle Order Fulfillment

- A Customer Panel

Tektronix 11i Financials Upgrade

Presented by William Mumford

Tektronix®

Tektronix Today

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services

- ▶ Subsidiary of Danaher Corp.
- ▶ Over \$1B in annual sales
- ▶ Strong market share positions
- ▶ Global footprint



Core Strengths

- ▶ Trusted Brand
- ▶ Innovative Technology
- ▶ Global Customer Reach
- ▶ Financial Strength
- ▶ Exceptional People

Global Footprint



Our Products and Services: General Purpose Test

Markets Served

A broad range of industries that research, design, manufacture, and service electronic components, subsystems, and products.

Offerings

- Oscilloscopes
 - Value to Ultra-performance
- Logic Analyzers
 - Portable and modular
- Signal Sources
 - AWGs and logic sources
- Real Time Spectrum Analyzers
- Accessories and Application Software
- Service and Support



Our Products and Services: Video

Markets Served

Industries that create and deliver video content and the manufacturers of consumer and professional video products

Applications

- ▶ Development of consumer and professional video products
- ▶ Creation of video content
- ▶ Distribution of video
- ▶ Transmission of video

Offerings

- Baseband Products
- MPEG Products
- Service and Support



Our Products and Services: Communications Business

Markets Served

Network equipment manufacturers and carriers for mobile and fixed line multi-service communications networks

Offerings

- Network Diagnostics
 - Functional Test
 - Load Test
 - Field Test
 - Portable Monitoring
- ▶ Network Management
 - Network Assurance
 - Service Assurance
 - Customer Assurance
- Installation & Value-added Services





Oracle Applications Footprint

- Oracle 'Classic' is the neural backbone of our business
 - 10.2 beta > 10.7 > 11.5.10
 - Order Management Financials HR
 - Advanced Pricing Discrete Manufacturing Self-Service HR
 - Configurator Inventory Management Adv Benefits
 - iStore Purchasing HR Intelligence
 - eBusiness Intelligence Project Costing Internet Expense
 - iProcurement iRecruitment
- Single Instance worldwide
 - 2 Sun servers (Data base/Interfaces)
 - Sun 2900 w/12 processores
 - Sun 445 w/ 4 processors



Transition Objectives

- Strengthen Core architecture
 - Reduce risk
 - Move from desupported 10.7 to current supported application.
 - Migrate non-Oracle packages to Oracle where possible increases support efficiencies
 - Open-Market > iStore
 - Take advantage of new features to reduce custom code.
 - Replace custom tax and intercompany accounting with standard packages (Sabrix, VT)
 - Enable future business model changes
- Leverage updated capabilities
 - Workflow
 - Multi-byte support



Transition Objectives

- Strengthen Core architecture
- Leverage updated capabilities
- Leverage Advanced Pricing for organizational growth
 - Move from regional pricing to central administration
 - 185 country/channel specific price lists (40M lines) supported by Excel
 - > 1 core price list which automatic exchange rate, market adjustments, rounding and applicable product set (70K lines)
 - Greater system implementation of marketing programs
 - CSR hand entry leads to uneven implementation and errors
 - Better connection to the customer



Order Fulfillment Solution

- 11.5.10 with customizations for
 - Pricing/modifier mass load
 - Pricing/system auditability
 - Function specific information display
 - Intercompany accounting bolt-on package (Virtual Trader)



Project results

- Successful system conversion / transition
 - 3 down days worldwide for conversion
 - System stable out of the shoot
 - No delays in quarter closing
 - Expected payback in a little over 1 year.
- Pricing implementation
 - 50%+ reduction in support headcount.
 - WW pricing changes implemented in hours vs. weeks



Experience & Lessons Learned

- Flexibility has a cost
 - Lack of internal audit trails led to customization and external processes
 - Complexity requires external processes to manage/document
 - Configuration is critical
 - Minor configuration changes dropped 1hour configurator requests to minutes (150 line BOM).
 - Systematized functions are faster, human interactions are slower than 10.7 (modifiers, order entry, ???)
- Need for mass change tools
- Viewpoint change from price lists/discounts to Modifier/Qualifier structure is not natural and creates a steep learning curve
 - Advanced pricing troubleshooting tools are much more important
- GUI/Java interface has limitations
 - Limited resizing, java resulted in large hardware upgrade costs

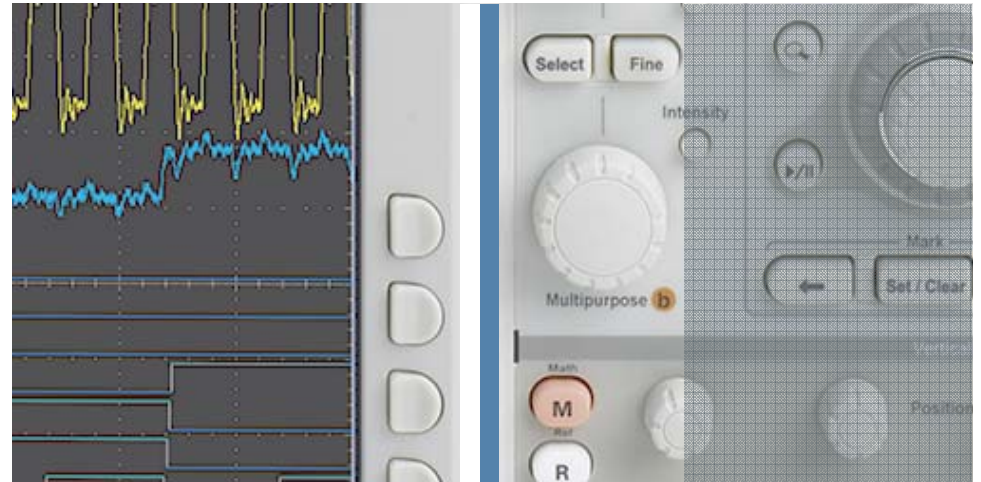


Looking Forward

- Expand core architecture to related functions
 - iStore
 - Sales quoting/management tools
 - Service
- Grow from current functionality to more fully utilize application capability
 - PTO's for organizational efficiency
 - More customer reactive programs and contracts

Tektronix®

Enabling Innovation



Tektronix®



Oracle OM at Hologic

Dave Rudzinsky
SVP & CIO Hologic, Inc.
April 14, 2008

Agenda

- About Hologic, Inc.
- Oracle at Hologic
- Why Oracle
- Why Order Management
- Our Implementation
- ROI and Benefits
- Questions

About Hologic

- Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostics, medical imaging systems and surgical products dedicated to serving the healthcare needs of women. Hologic leads the industry in digital mammography systems and offers the most advanced technology for breast imaging and breast biopsy.
- Hologic's core business units are focused on breast health, diagnostics, GYN surgical, and skeletal health.
- Hologic provides a comprehensive suite of technologies with products for mammography and breast biopsy, radiation treatment for early-stage breast cancer, cervical cancer screening, treatment for menorrhagia, osteoporosis assessment, preterm birth risk assessment, and mini c-arm for extremity imaging.

A History of Innovation*

1986

Founding of HOLOGIC

1990

HOLOGIC goes public



1995



Fan-beam Technology

1998



Delphi

1999

Acquisition of Trex Medical U.S. Assets including LORAD



2000

Acquisition of Direct Radiography



2001

Launched Discovery



2002

Launched Selenia FFDM in U.S.



2003

Introduced Tomosynthesis at RSNA



2004

Acquired Fischer IP. Become sole distributor for Esaote Extremity MRI



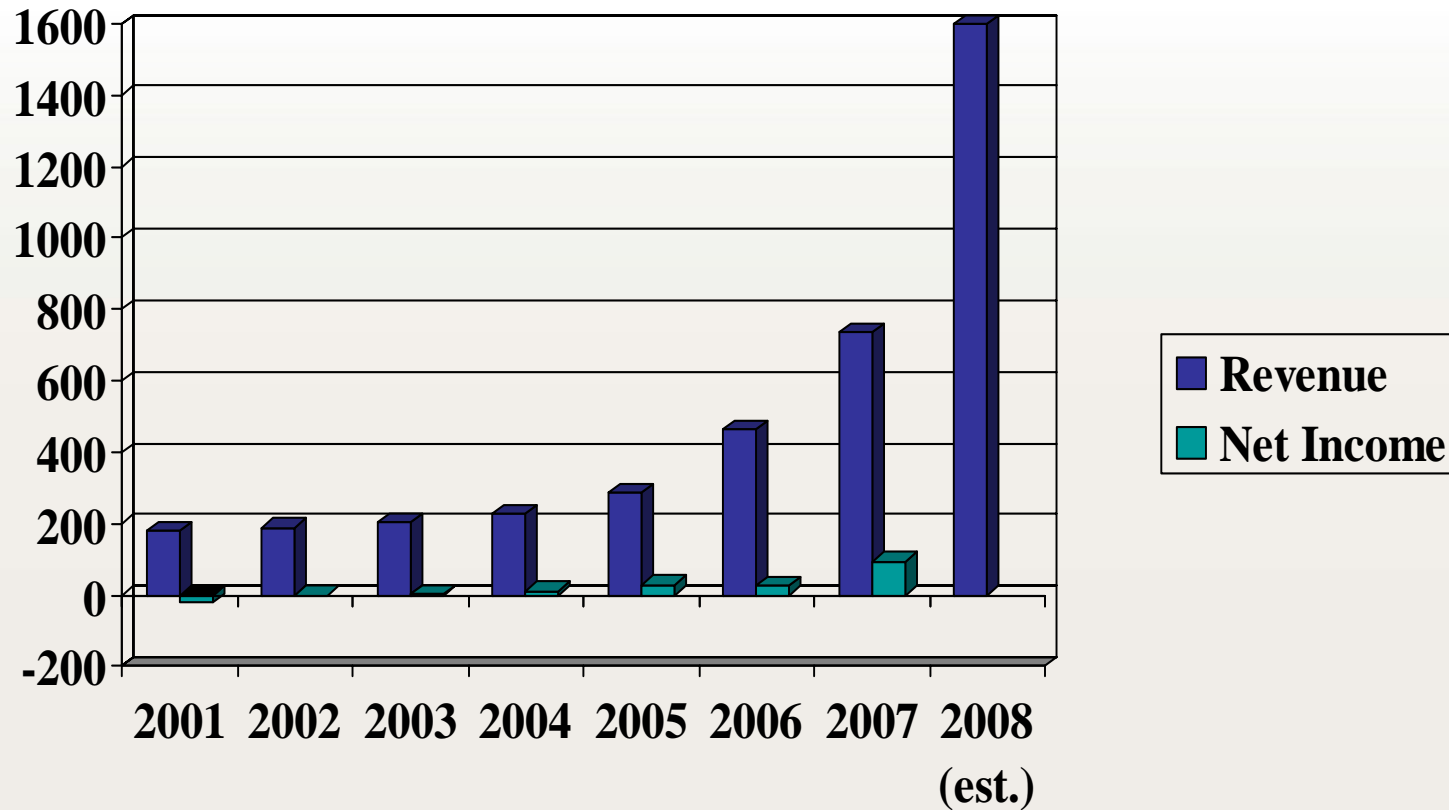
2005

Acquisition of R2, Suros and AEG



*Acquired BioLucent Sept 2007 & Cytac Oct 2007

A History of Growth



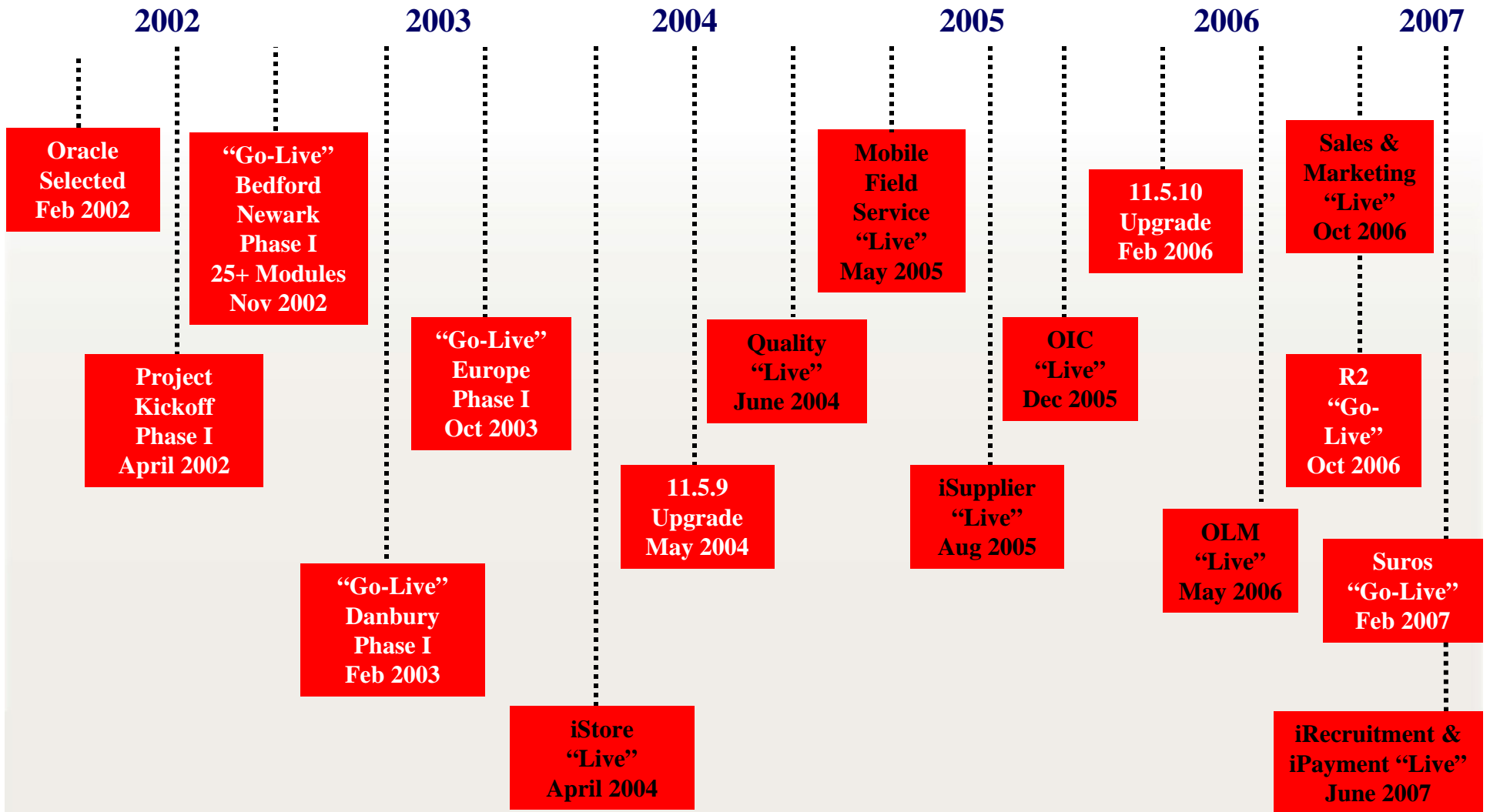
Current Oracle System

- Oracle eBusiness Suite 11i (11.5.10.2)
- Single Global Instance
- Sun Solaris platform – 2 tier architecture
- Host and support apps ourselves
- In-house staff with Consulting support as needed
 - Independents, KBace, Apps Assoc
- 3rd Party DBA support – Data Intensity
- No Major Customizations or Extensions
- Integrations to Agile and Vertex
- Regulatory Compliance (SOX/FDA)

Oracle Modules

- Financials (AP, GL, FA, AR, COST, *iExpense*)
- MFG/Supply Chain (Discrete MFG, Quality, Inventory, Planning, Purchasing, *iSupplier*)
- Order Management / Shipping Execution
- HR, Incentive Comp, *iRecruitment*, OLM
- CRM (Installed Base, Contracts, Tele Service, Depot Repair, Spares Management, Mobile Field Service, *iStore*, Sales and Marketing)
- ADI, FSG, Discoverer, OBI EE

Hologic Oracle Timeline



Why ERP?

- Information wasn't available when needed!
- To Support our Acquisition Strategy
- Customer information in different places
- Several manual processes were used and many disconnected systems and databases existed with redundant information
- **Spreadsheets were running our business!**

Why Oracle?

- The Technology - Web Based, Single Centralized Database Solution with an eBusiness Focus
- Mixed Mode, Full Featured MFG
- Single Customer Master and Integrated OM
- Fully Functional and Integrated CRM
- Medical Device Industry Experience
 - Portex/Smiths, Zoll, GE Medical, Toshiba Medical
- No Perfect Solution - Fewest Gaps

Why Oracle OM?

- It talks to MFG and Financials
- It uses Advanced Pricing
- It works with iStore

But mostly because...

... It is part of the Integrated Suite and we own it!

Our Implementation

- How We Did It
 - Strong Corporate Support
 - It was NOT an IT Project!
 - A Great TEAM – Internal and External
 - Stuck to our Philosophies and Guidelines
 - Leveraged Business Flows - “Leading Practices”
 - Good Testing and Training
 - **Scope Control!**
- Phased Approach (20+ Modules)
 - 8 Months for Bedford, MA/Newark, DE
 - 3 Month for Danbury, CT
 - 2+ Months for Brussels, BE

ROI and Benefits

- Need to start with original Goals & Requirements
- Can't attribute all our success to Oracle
- It is a tool that has helped us achieve our goals
- Oracle is a Platform or Foundation for Growth
- Cost Avoidance and Increased Productivity
 - Managing Growth without adding resources
 - Becoming more efficient and effective
- Single Global Database – Solid Foundation
- Focused IT Strategy
- Better Customer Service

Our Partnership With Oracle

- Better than I expected...Hologic is important!
- Sales and Customer Support really help
- Customer Advisory Boards (CABS) – Product and Industry
- Lifetime Support – Solid Release Strategy
- Oracle Product Strategy – Strategic Acquisitions and Fusion
- OAUG
 - Enhancement Process
 - Sigs and Geos

Straight Talk on Order Fulfillment

Michael Peterson, Apps Developer – Configurator



Straight Talk on Order Fulfillment

Michael Peterson, Apps Developer – Configurator

- Tax software – Sales, Consumer Use, Payroll, Communications, VAT, Income Tax
- Live four years
- Consolidated several systems
- 105 modules in Oracle
- Implemented in less than one year
- Currently upgrading to 11.5.10

Straight Talk on Order Fulfillment

- Sales Tax Q – 534 environments
- Stopped counting at 100,000
- Brought in Configurator
- Needed to capture pricing and technical attributes
- Set Up Flexfields in CZ Tables
- Technical Attributes
 - Vendor, Vendor Application, Hardware, Operating Systems, Databases, Web Server, and more
 - Used for Monthly Updates and Releases
 - Customer Support has access to these attributes

Straight Talk on Order Fulfillment

- Implemented Advanced Pricing
- Pricing Attributes
 - License Type
 - Number of Users
 - Additional Site
 - Data Center
 - Number of Clients
 - Total of 90 Pricing Attributes
 - Used in Initial Year and Renewal Year Pricing

Straight Talk on Order Fulfillment

- Advanced Pricing
 - Extensive Use of Formulas and Factor Lists
 - Automatic Modifiers
 - Manual Modifiers
 - Multi-Currency Functionality

O Series Price Screen

Is this an Upgrade from STO?

Select Products to be Configured

- O Series Solutions**
- Sales Tax O Series Solution
 - Sales Tax O Series Solution for Retail
 - Consumer Use Tax O Series Solution
 - Value Added Tax O Series Solution
 - Lease Tax O Series Solution
 - Vertex Reporting and Analysis Solution
 - Zip+4 Precision for O Series ByDesign

- O Series Integrations**
- Standard Integration Component
 - Oracle Integration Component
 - Peoplesoft Integration Component
 - SAP Integration Component
 - Vertex Tax Links for Oracle

Delivery Method

Pricing Information

License Type Migration?

	Dollars or Transactions Evaluated	Pricing Tier	Primary Product
Sales Tax	<input type="text" value="125000"/>	3	<input type="button" value="Sales Tax"/>
Consumer Use Tax	<input type="text" value="7500"/>	1	



Contracts Pricing Attributes Form

Pricing Contexts

Communications Tax Data Only	
Data Center Fee	No
Delivery Method	ED
Number of Employees	
Number of GUI Users	
Interface	INT0005
License Type	User Based
Migration Fee	
Number of Clients	0
Number of Deluxe Packs	
Number of Power Packs	
Number of Tax Analysts	
Number of Tax Reporters	
Number of Tax Strategists	
Number of Topics	
Additional Sites (y/n)	No
Number of States	

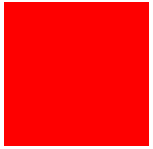
OK Cancel Clear Help

Discoverer Reporting

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2	INT0012	Oracle IntegratA	STO Level	CUT Level	VAT Level	LTO Level	POS Level	STO Tier	CUT Tier	VAT Tier	LTO Tier	POS Tier	New # Employees	POS Upgrade	O Series Connections
3	OSERIES000	O Series					5-3-0					0.0			
4	CUT0001	Consumer Use T													
5	OSERIES000	O Series													
6	OSERIES000	O Series	5-3-3	5-3-2	5-3-0	5-3-0		3.0	2.0	0.0	0.0			No	
7	CUT0001	Consumer Use T					5-3-0					0.0			
8	STO0001	Sales Tax O Se	5-3-3	5-3-2	5-3-0	5-3-0		3.0	2.0	0.0	0.0			No	1.0
9	STO0001	Sales Tax O Se	5-3-3	5-3-2	5-3-0	5-3-0		3.0	2.0	0.0	0.0			No	
10	INT0012	Oracle Integrat					5-3-0					0.0			
11	INT0012	Oracle Integrat	5-3-3	5-3-2	5-3-0	5-3-0		3.0	2.0	0.0	0.0			No	3.0
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