

Fact Sheet

Fujitsu ERP and Supply Chain solution built on Oracle® Software for Consumer Packaged Goods (CPG) companies

Our industry solution templates reduce the difficulty of implementing a successful CPG enabler in the optimal time using fewer resources and budget dollars.

Challenges

The challenges and issues facing today's CPG companies are many and more complicated in the areas of:

- Trade management accounting
- Brand management inconsistency
- Sales and marketing planning complexity
- Time to market of product and offerings
- Distribution partner agreements
- Greater cost pressure from the need to manage logistics networks
- Higher inventory levels and requirements to manage stock levels at the distribution and retail locations
- Consumers being more empowered and obligating CPG companies to respond with customized products and services
- Product lifecycles are shortening and new product development is critical
- Demand for private labeling
- Product shelf-life issues increasing inventories, causing outages or creating waste

Reliability, better productivity, and lower cost of ownership are the top three things that companies want from any technology enabling toolset to better address these challenges. It is tough to achieve all of them together in today's fast-paced environment where processes change quickly and the movement of products is managed by multiple systems. It is even more difficult when your business depends on your enterprise resource planning (ERP)

solution to sell and deliver to customers. That places a greater burden on the ERP team and pushes them towards excellence programs.

Customers struggle to bring their finance, sales, operations and procurement departments together as one to face challenges in overall growth. Be it introducing a new product, defining trade events, or designing a demand driven supply network, the organization generally has a tough time figuring out what will be a good role based approach to bring a centralized system inside the organization.

How we can help

Through years of working with major CPG companies implementing software solutions on the Oracle eBusiness Suite, Fujitsu has developed unique skills and intellectual property that expands on the base software product to create a templated solution for CPG that can be customized for your specific business. Fujitsu has over 25 customizations, solutions and extension for CPG with the seven major application areas being:

- Sales and Operations and Integrated Business Planning
- Forward Buying and Trade Optimization
- Scan Based Trading and Demand Driven Supply Network
- Catch Weight Management
- Chargeback Management and Reverse Logistics
- New Product Introduction
- Warehouse Management Planning and Execution



The Problem

Consumer packaged goods companies face greater pressure than ever to achieve higher revenue, profits, and growth in an increasingly competitive and technologically advanced environment across the entire value chain. Industry focused integrated solutions need to address key areas of:

- Complex supply chains
- Trade promotions
- Product innovation
- Sustainability
- Consumer reach and loyalty
- Cost pressures

The total of the solutions can encompass the entire ERP and Value Chain offerings of Oracle. Because Fujitsu has created these solution packets in template form and has the industry experience installing them, you can expect a more cost-effective implementation with a quicker time to benefit thus producing the greatest ROI.

Benefits

Fujitsu CPG practice provides benefits which could be explained both in qualitative and quantitative ways. Mainly driven by a quantitative set of data, Fujitsu CPG solution drives KPIs like increased sales, fill rates, on time delivery, forecast accuracy, review cycles, carrying inventory, etc.

Clients have achieved some of the following results:

- Reduced forecast errors by 20% YOY
- Reduced aging product losses
- Reduced packaged goods inventory by 16%
- Improved case fill rate to 99.4%
- Improved Complete Order to 94%
- Improved OTD to 94%
- Reduces logistics costs by 5%
- Enhanced Procurement Visibility and Tracking
- Better Quality Compliance
- Smooth Transition of Acquired Companies to Corporate System
- Reduced Inventory and Spoilage Levels in VMI Retail Environments

What we offer

- End-to-end supply chain consulting in the CPG industry at any juncture of a project life cycle.
- Total Implementation and System Integration Services on Oracle Software Products
- Upgrades that optimize your current applications at the latest release with extended and expanded functionality and technology
- Value Chain Planning and Execution
- 25 Top solution IPs pre-compiled and ready to go

Fujitsu provides all of these benefits for CPG at a surprisingly low cost of ownership. We deliver highly flexible services designed to give end-users the right tools and services to help them deliver a high-quality, consistent supply chain process experience. Fujitsu helps customers to set a stage for continuous process improvement path. Every project Fujitsu delivers in the CPG industry is driven by results and payback that are fully KPI driven. The Fujitsu end-to-end accelerated CPG solution stack resolves 90% of the immediate pain of business processes by role based approach, cutting extra steps in a process, and merging existing processes with best practices. Results are measured by payback, fully using your KPIs.

How it Works

Driving Continuous Improvement By How People Work

The CPG group is supported by our world class Macroscopic® D3 methodology. This unique way of delivery focuses on understanding what matters to you so we can continually find better ways to deliver it.

Delivering Consistently Excellent Projects

Fujitsu CPG practice delivers consistently excellent projects based on business process and technology customized to each client's needs.

Delivering Value

The main goal of Fujitsu is to deliver value. Each and every deliverable that the CPG group brings to the customer has a unique, measurable value.

Solutions in Action

How customers have benefited

- Increased sales by enabling scan based trading process
- Improved visibility along the supply chain
- Reduced cost of stock overages
- Improved Time to Market
- Improved Retailer Relationships
- Reduced Order Processing Costs
- Lowered Cost of Inventory
- Improved Financial Metrics

Why Fujitsu

Enabling the global enterprise

Fujitsu provides a full array of end-to-end CPG Supply Chain solutions leveraging best in class ERP systems. The Fujitsu CPG practice is always looking for improving customer processes by staying on top of industry needs. Creating clients for life, kaizen and trend setting based on market needs make the Fujitsu CPG practice unique from others.

Our Differentiators:

We are a big company with a personal, smaller company approach

- Resources from a full service global consulting firm made up of 500+ Oracle personnel
- We deliver team consistency--our team is our delivery team
- We service a mix of large and mid-size consumer goods companies

We are more than technology installers

- We paint a vision and devise a strategy for rollout
- Bring leading practices from past industry experiences
- Robust approach, facilitation and tools to get to results
- We don't believe technology "go live" alone defines success
- Proprietary toolsets for faster ROI

With deep Value Chain expertise

- Our team has the right technical and solution experience with Oracle Value Chain products
- Expertise in Oracle as well as other leading packages for cross solution practice sharing and innovation
- We are partnering with Oracle on two VCP software applications for cross solution sets: Scan Based Trading and the Fusion Buyers Workbench
- We have significant global and US relationships with Oracle and are a Diamond level global partner. Their highest level.

And Consumer Goods is our focus

- 75% of our supply chain business is in our consumer goods, distribution and retail sector
- We have practical solutions for demand driven evolution

About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies.

For more information, please visit: <http://solutions.us.fujitsu.com/> and <http://twitter.com/fujitsuamerica>

Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at: www.fujitsu.com/global/about/environment/



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