Oracle
Playbook

CONSUMER PACKAGED GOODS

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

Consumer packaged goods

The consumer packaged goods (CPG) industry is undergoing its most profound transformation in decades. Consumer preferences are evolving, with more interest in healthier options and environmentally friendly products and packaging. CPG companies must also comply with an evolving set of regulations, such as allergen labeling, junk food taxes, and consumer product safety. CPG companies are dealing with continued supply chain and logistics disruptions including those due to issues at ports and in waterways that have caused substantial trouble in recent years.

Oracle **Playbook**

Key imperatives for consumer packaged goods

1 New competition

2 Supply chain disruption

3 New shifts in consumer behavior and preferences

4 Fragmentation of the global economy

5 Committing to sustainability

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Forces shaping consumer packaged goods industry

INDUSTRY CHALLENGES

VISION OF SUCCESS

Click on a section to learn more.

Increased competition for consumers
Shifting preferences towards healthier options reduce demand for traditional snacks and sodas.

1 Turbocharge customers interactions

Pervasive supply chain disruptions
Inventory, demand, logistics, and supplier reliability are core issues that present daily challenges. Disruptions and issues cause customers to lose faith and take their business elsewhere.

2 Improve supply chain efficiency

Changing preferences
With limited room for further price increases, it's likely that volumes still have a long way to go before overall sales growth trends upward again.

3 Improve product innovation

Ever-changing compliance needs
Companies must maintain regulatory and environmental compliance. As these regulations are implemented and updated, companies must be able to adapt and prove they are compliant.

4 Keep up with safety and compliance needs

Challenges determining the right expansion strategies
Mergers, acquisitions, and international trade influence market share and expansion.

5 Expand profitably

6 Digitize the business on cloud

Cost and margin pressure
Simplifying, digitizing, and automating operations are needed to help reduce costs and improve efficiency.

7 Starting your journey

1: Turbocharge customer interactions

Leverage data analytics and AI to deliver personalized recommendations, offers, and communication.

Recommended actions:

- Create a cohesive customer experience that spans all channels
- Use generative AI to hyperpersonalize customer interactions
- Improve targeting and management of customer opportunities and profitability

How to get started:

- Identify disparate sources of customer and product data
- Collect data about discounts and pricing
- Learn how AI can improve efficiency and accuracy
- Plan to create transparency of sustainability efforts to share with increasingly concerned customers

Oracle capabilities enabling strategic goals

Sales	Marketing	Inventory management	Omnichannel	Generative AI	Pricing
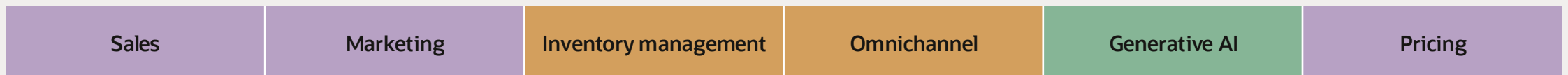
2: Improve supply chain efficiency

Have accurate and timely visibility into your supply chain, use agentic AI to generate new plans in response to supply chain upsets, compare alternate scenario responses, rapidly communicate new expectations.

Recommended actions:

- Advance your supply chain effectiveness and agility with AI, automation, and blockchain
- Build a supplier network with redundancy and resiliency
- Improve accuracy of profitability analysis by collating all relevant data sources
- Use agentic AI to optimize routes

How to get started:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price
- Learn about the latest AI opportunities, including Agentic AI

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Sustainability	Agentic AI	Blockchain

3: Improve product innovation

Develop new, healthier, and more convenient products to meet evolving consumer demands in cereals, dairy, frozen foods, snacks, and sodas.

Recommended actions:

- Manage product innovation with precision
- Define and manage product quality
- Connect product information to customer feedback and approvals

How to get started:

- Understand your current sources of product data and where there are gaps
- Learn how AI and automation can improve accuracy and efficiency

Oracle capabilities enabling strategic goals

Product information management	Product lifecycle management	Customer orders	Sustainability	AI/ML	Blockchain

4: Keep up with safety and compliance needs

Protect systems from threats. Keep up with changing regulatory and sustainability needs. Enhance customer and worker safety and quickly respond to any issues.
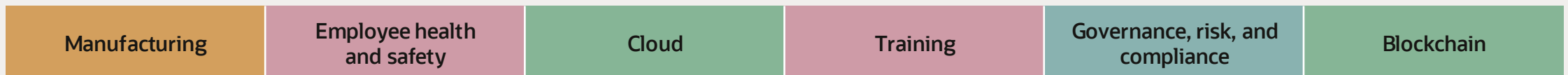
Recommended actions:

- Leverage secure cloud technology for current compliance and threat protection
- Implement modern employee health and safety systems to help keep workers safe
- Track and measure adherence to changing compliance needs

How to get started:

- Understand key regulatory and compliance requirements for consumers and workers
- Learn how blockchain can help secure the food supply chain
- Learn about modern technologies that can improve driver and worker safety such as sensors and VR/AR
- Plan a cloud modernization for aging systems that expose security risks

Oracle capabilities enabling strategic goals

Manufacturing	Employee health and safety	Cloud	Training	Governance, risk, and compliance	Blockchain

5: Expand profitably

Engage in mergers, acquisitions, and strategic partnerships to enhance product offerings, market share, and distribution networks in cereals, frozen foods, and personal care products.
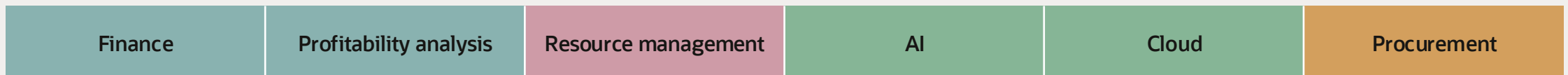
Recommended actions:

- Evolve planning and budgeting in strategic areas such as M&A and new partnerships
- Get granular about profit margins and business results

How to get started:

- Analyze existing financial, market, and operational data
- Use predictive analytics to improve profitability and forecasting

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	Resource management	AI	Cloud	Procurement

6: Digitize the business on cloud

Link customer activities with business operations. Use precision analytics and AI to optimize operations and marketing strategies.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud that spans front- and back-office
- Tie sales and marketing to operations, inventory, and supply chain realities

How to get started:

- Analyze existing financial and operational data
- Use analytics to improve outcomes
- Identify the data siloes with the biggest impact on your business—and work to fix those first
- Learn about AI and how AI can drive better efficiency and optimization throughout the business

Oracle capabilities enabling strategic goals

Finance	Planning and budgeting	Resource management	AI	Customer, sales, marketing	Procurement
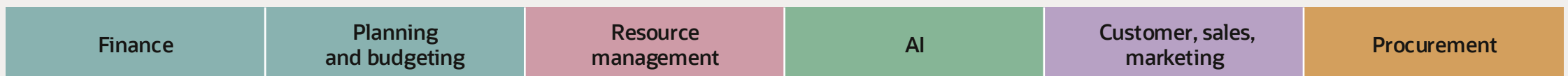
Internal questions to get going

Data and analytics readiness

Do we take advantage of modern technology such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?
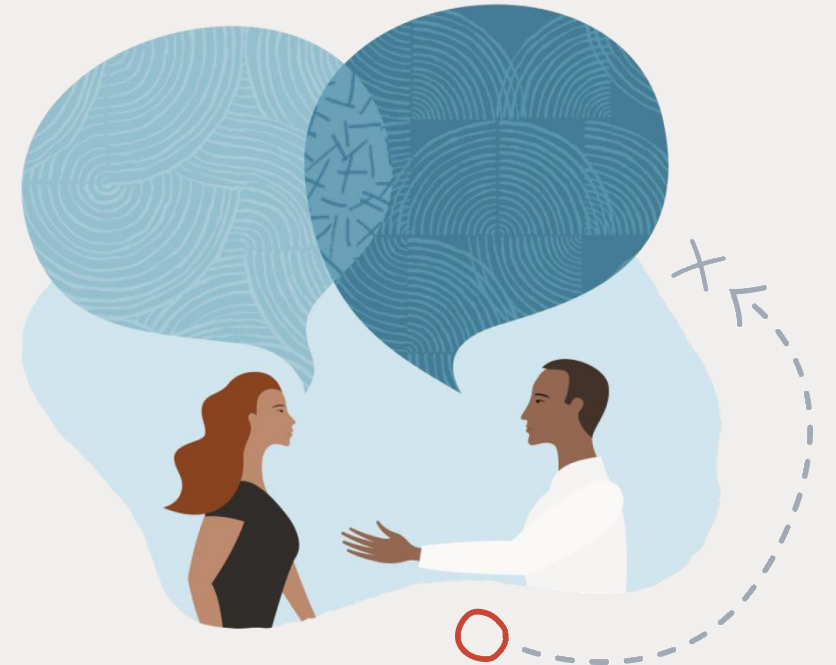
Sustainability shift

Are we keeping up with new sustainability demands from regulators and customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?
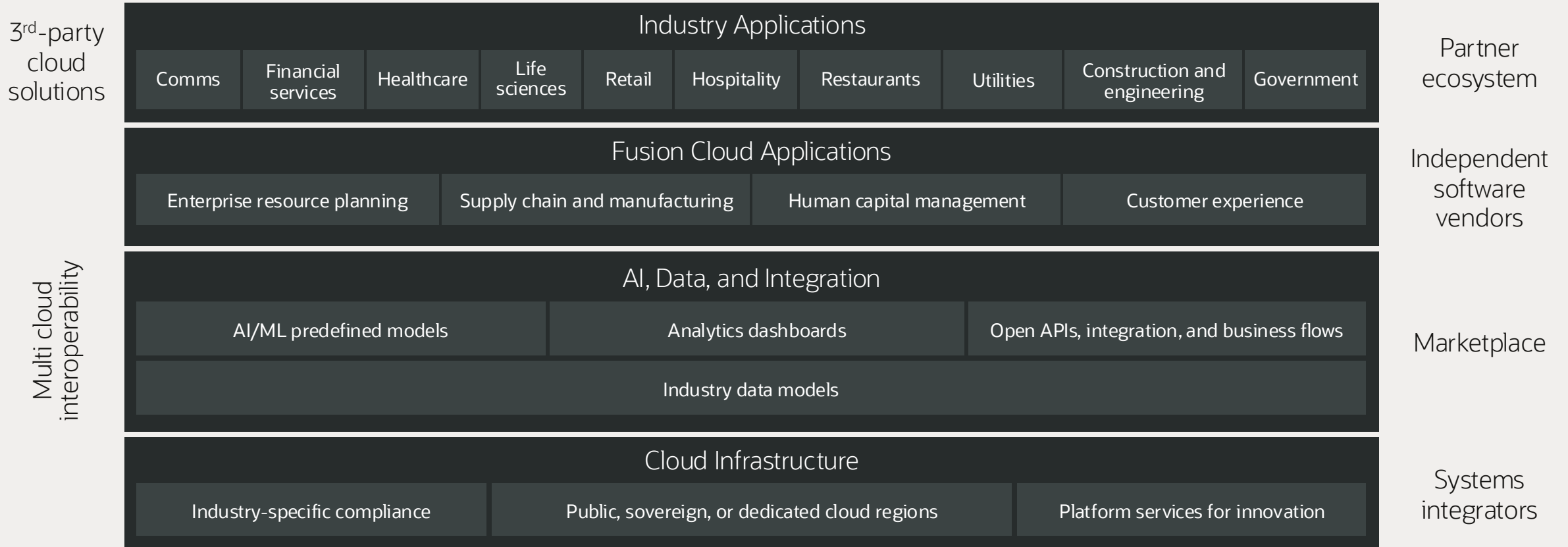
Finance and profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of our chart of accounts?

Are we able to accurately measure product and customer profitability?

Supply chain

What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?

Oracle solutions for every industry

3rd-party cloud solutions

Multi cloud interoperability

Industry Applications

Comms	Financial services	Healthcare	Life sciences	Retail	Hospitality	Restaurants	Utilities	Construction and engineering	Government

Fusion Cloud Applications

Enterprise resource planning	Supply chain and manufacturing	Human capital management	Customer experience

AI, Data, and Integration

AI/ML predefined models	Analytics dashboards	Open APIs, integration, and business flows

Industry data models

Cloud Infrastructure

Industry-specific compliance	Public, sovereign, or dedicated cloud regions	Platform services for innovation

Partner ecosystem

Independent software vendors
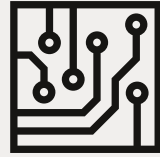
Marketplace

Systems integrators

Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.

Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Oracle Playbook

Committed to your success
Oracle Cloud Success Navigator: An interactive digital platform to help guide you

Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.

Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.

Find value at every turn

Get more from your quarterly releases using AI assistance and preview environments to experience and adopt the latest features that matter to you.

Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.

Welcome to Navigator, Emily

Recommended actions
Complete these activities to get started

Innovate
Review and set up your production profile
Establish production details for tailored insights and recommendations.   Complete

Team Members
Manage team members
Assign roles and permissions to ensure a collaborative setup.   Complete

Implement
Manage programs and projects
Set up and track programs, projects, and milestones.   Complete

Feature Roadmaps
Build feature roadmaps
Plan future feature adoption aligned with organizational goals.   Complete

Innovate
Unlock personalized recommendations and manage adoption.

Adoption insights and tailored recommendations

Production Profile

6 products in use
- Not in Use
- Implemented
- Implementing

Your latest features   Expand

All Features (2227)
ERP (339)
SCM (7...
HCM (1152)

My Team
Manage your team by adding members and assigning them to tasks.

Show All | Team | Oracle | Partner

AS Abhieshek Srinivas
Oracle | Architect

Adrian Hill
Team Member | Architect

AC Aj Collette
Oracle | Project Manager

Ajay Kumar

Upcoming Events

Feb 27 HCM – Let's Talk Tech: Personalizing HCM Redwood Pages Using VB Studio #1 - Key Concepts (Part I)
11:00 AM - 12:00 PM

Mar 3 HCM – New Features in Talent Management 25A
10:00 AM - 11:00 AM

Mar 3 HCM - Let's Talk Tech: Personalizing HCM Redwood Pages Using VB Studio #2 - Key Concepts (Part II)
11:00 AM - 12:00 PM

Mar 5 ERP – Oracle Fusion Cloud Student Financial Aid: Year In Review and What's Ahead
11:00 AM - 12:00 PM

View all

Extensive partner ecosystem

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Partners and ISVs

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Deloitte.

KPMG

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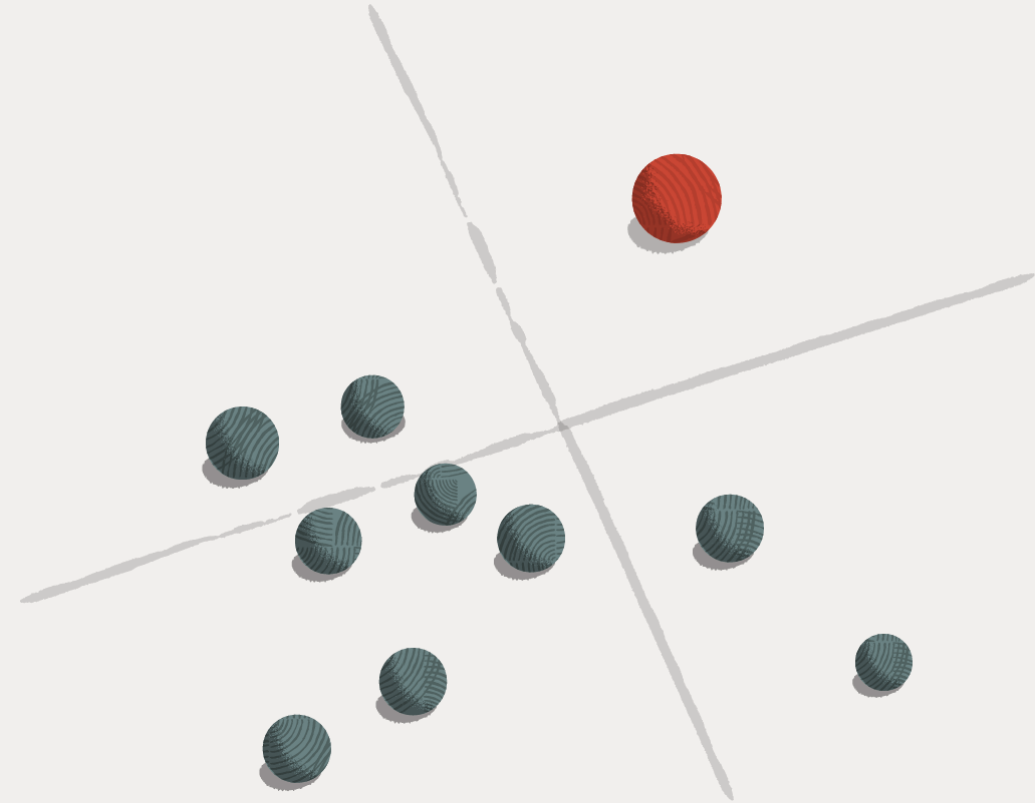
Thank you

To learn more, please visit:

oracle.com/consumer-packaged-goods/