

Why Consumer Packaged Goods Companies Should Consider Oracle Supply Chain and Logistics Applications in Their Digital Transformation Journey





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INTRODUCTION

Consumer packaged goods (CPG) companies face increasing complexity — shifting consumer preferences, SKU proliferation, sustainability demands, and a volatile global supply chain landscape. Competing in this environment requires more than incremental change; it requires a digital-first supply chain built on visibility, agility, and intelligence.

Oracle Fusion Cloud Supply Chain & Manufacturing (SCM), including Oracle Cloud Warehouse Management (WMS) and Oracle Transportation Management (OTM), empowers CPG organizations to modernize operations, enable omni-channel fulfillment, and achieve true end-to-end supply chain orchestration.

Key Reasons to Consider Oracle Cloud SCM, WMS & OTM

SMART, SCALABLE TECHNOLOGY PURPOSE-BUILT FOR CPG AGILITY

Built on Oracle Cloud Infrastructure (OCI), Oracle SCM applications combine advanced analytics, embedded AI/ML, IoT, and automation to address CPG challenges like perishable inventory, promotional demand spikes, direct-to-consumer logistics, and regulatory traceability.

theWonderfulcompany™

CUSTOMER EXAMPLE

The Wonderful Company harvests savings and boosts efficiency with Oracle Cloud

“With Oracle Cloud Applications, we don’t have to depend on multiple systems. Everything is connected in one platform—manufacturing operations, order fulfillment, supply chain, financial models, accounting, and reporting. All the data is right there in real time which is a big plus.”



 **ORACLE CUSTOMER STORY**

For detailed information, visit: www.intellinum.com

Oracle Cloud WMS: Intelligent Fulfillment for a Fast-Moving Market



CPG warehouses must manage a high volume of SKUs, lot- and expiration-controlled products, and multi-channel orders at scale. Oracle WMS offers:

- Real-time inventory visibility with lot, serial, expiration, and batch tracking
- Embedded support for D2C and retail distribution center workflows
- Configurable mobile UIs for picking, replenishment, and cycle counting
- Rules-based putaway and task orchestration for optimal labor utilization
- Native integrations with conveyors, voice picking, robotics (AMRs/AGVs), and RFID

WHY IT MATTERS FOR CPG

Perishable goods, seasonal spikes, and channel-specific fulfillment rules make CPG warehousing uniquely complex. Oracle WMS helps minimize waste, improve service levels, and support high-volume, high-velocity fulfillment.

CUSTOMER EXAMPLE

Unilever Prestige lowers inventory and cuts waste with Oracle Fusion Cloud SCM

“Unilever Prestige measures forecast bias as the organization’s primary forecast quality assessment. That metric went from +/-20 to +/-10, helping the company more accurately meet market demands and maintain better in-stock rates.”



ORACLE CUSTOMER STORY



Oracle Transportation Management (OTM): Deliver Efficiently, Sustainably, Globally



OTM enables CPG companies to plan, optimize, and execute multimodal transportation strategies with:

- Automated freight rating and carrier selection for cost-effective routing
- Route optimization for temperature-sensitive and time-critical shipments
- Real-time shipment visibility, including IoT integration for cold chain monitoring
- Freight audit and payment automation with contract compliance validation

WHY IT MATTERS FOR CPG

In the CPG world, transportation is mission-critical. From delivering fresh produce to meeting retail delivery windows, Oracle OTM helps reduce transportation spend, improve OTIF (on time in full), and enable sustainability goals with carbon footprint tracking.

CUSTOMER EXAMPLE

Love is in the air: How 1-800-Flowers delivers smiles and builds meaningful relationships

“They are also expanding their warehouse and fulfillment footprint to bring products closer to customer locations, decreasing fulfillment time for shipments, and reducing transportation costs. Overall, achieving this end-to-end supply chain visibility led to higher shelf-life accuracy, lowering customer inquiries by 30%.”



ORACLE OTM CUSTOMER STORY



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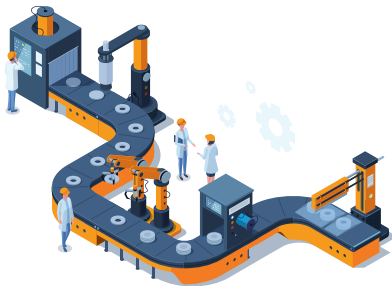
End-to-End Functionality for Consumer Packaged Goods

Oracle Cloud supports CPG operations with an integrated digital thread across:

| APPLICATION | KEY CPG BENEFIT |
|---|--|
| Product Lifecycle Management (PLM) | Accelerate innovation and packaging compliance across brands and regions |
| Supply Planning | Align production, co-packing, and replenishment to actual shelf demand |
| Manufacturing Execution | Enable real-time visibility into make-to-stock and private-label production lines |
| Warehouse Management (WMS) | Boost inventory turns and fulfillment accuracy across DCs and 3PLs |
| Transportation Management (OTM) | Reduce freight costs, increase delivery performance, track compliance |
| IoT & Predictive Analytics | Monitor cold chain, predict equipment failure, and analyze SKU-level demand shifts |

What Makes Oracle Unique?

THE ORACLE ADVANTAGE FOR CPG SUPPLY CHAINS



Oracle delivers an integrated, intelligent platform that unifies SCM, WMS, OTM, ERP, and HCM — enabling true end-to-end process control. Built-in AI/ML enhances forecasting, fulfillment, and logistics, while quarterly updates keep your operations aligned with industry demands.

SCM – Up to 30% lower inventory costs and improved service levels through smarter planning

WMS – 30–40% faster fulfillment and 99%+ inventory accuracy with real-time, mobile-driven execution

OTM – Up to 30% savings in transportation spend and 25% better OTIF delivery via optimized logistics

Trusted by top CPG brands, Oracle helps companies scale global operations, maintain compliance, and continuously innovate.

What Makes Oracle Unique?

Oracle Cloud supports CPG operations with an integrated digital thread across:

| ORACLE ADVANTAGE | INDUSTRIAL IMPACT |
|--------------------------------|---|
| Unified Cloud Platform | One data model across SCM, ERP, and HCM — eliminates silos and reconciliations |
| Built-in Intelligence | AI-driven recommendations in planning, logistics, and warehouse tasks |
| Proven in Complex Environments | Used by global leaders in consumer packaged goods as well as power, energy, automotive, and aerospace |
| Cloud Agility & Security | Scale across geographies with built-in compliance and global reach |
| Continuous Innovation | Quarterly updates bring rapid enhancements |

CONCLUSION

Oracle Cloud SCM, WMS, and OTM give industrial manufacturers the digital foundation they need to modernize operations, respond quickly to market shifts, and compete globally. These solutions are not just “cloud versions” of legacy tools — they are intelligent, integrated, and engineered for transformation.

Whether optimizing a single warehouse or reimagining a global supply chain, Oracle offers the technology, scalability, and industry expertise to support your journey.

Industrial transformation begins with supply chain modernization — and Oracle Cloud is built for both.