

Leveraging Mobility for a Competitive Edge

Increase Productivity and Cut Costs by Integrating Mobile Devices with Oracle's E-Business Suite



Integrating Mobile and Wireless Devices with Oracle Supply Chain

January 21, 2009



ORACLE

RedLine
SOLUTIONS

RedLine Solutions

- **10+ Years Privately Held, Silicon Valley HQ**
- **Wireless and Mobile Bar Code & RFID Specialist**
- **Leading Data Collection Integrator for Oracle WMS and MSCA**
- **Work with Fortune 1000 to Starts Up Companies**
- **Customer Installations Worldwide**
 - **Over 30 Sites Installed with Oracle/Symbol**
 - **Skilled Systems Engineers**
 - **Providing Ongoing Support of Installed Clients**
- **Strong Reputation for Outstanding Customer Service**

RedLine Solutions

➤ Oracle R12 & 11i WMS/MSCA Implementations

- ✓ Long History integrating Oracle with Symbol and Zebra
- ✓ Typically Customers are Larger with Multiple Sites
- ✓ Strong Installed Reference Base

Agilent Technologies

Herbalife International

Greenball Corporation

SGI

TCI

Verifone

RedLine Solutions Strategic Partners



MOTOROLA

*PartnerSelect
Business Partner*



Intermec®

HONORS
PARTNER 



FAMOUS
SOFTWARE

ORACLE®



Why WMS

Core improvements to your fulfillment operations...

- **C**apacity - *Increased*

- Optimize Storage Rules – less space
- Optimize pick sequence – less time
- Faster order processing – more throughput

“shipped
30% more
with same
staff”

- **C**ost – *Reduced*

- *More efficient use of labor – lower personnel cost*
- *More accurate inventory – reduced product cost*
- *Eliminate overflow Space – eliminate lease costs*

“increased
productivity by
30%”

- **C**ompliance – *Improved*

- *Minimize missed dates, lower customer returns*
- *Improve Order accuracy*
- *Assure labeling and packing requirements*

“Maintained service
levels, despite staff
reduction”

****Actual Customer Results**

*Get it **RIGHT** with Oracle WMS!*



Oracle WMS Differentiators

Key Features...

- **R**ules Driven Architecture
 - *Automated decisions using any criteria point in the data model*
- **I**ntelligent Decision Making
 - *Pre-built Business Intelligence and reporting across Oracle applications*
- **G**lobal Installation
 - *Deploy on a single instance. 100% real-time world-wide.*
- **H**ooked in to Oracle ERP
 - *“Built-in, not Bolt-on”. No external interfaces or reconciliation issues.*
- **T**CO – The lowest Cost of Ownership
 - *the lowest total cost of ownership of any WMS option for Oracle EBS.*

Get it *RIGHT* with Oracle WMS!




Rules Driven Architecture

... Business-Specific Functionality Without Customization!

Directed Picking, Directed Put-away, Task Assignments, Costing, Labeling

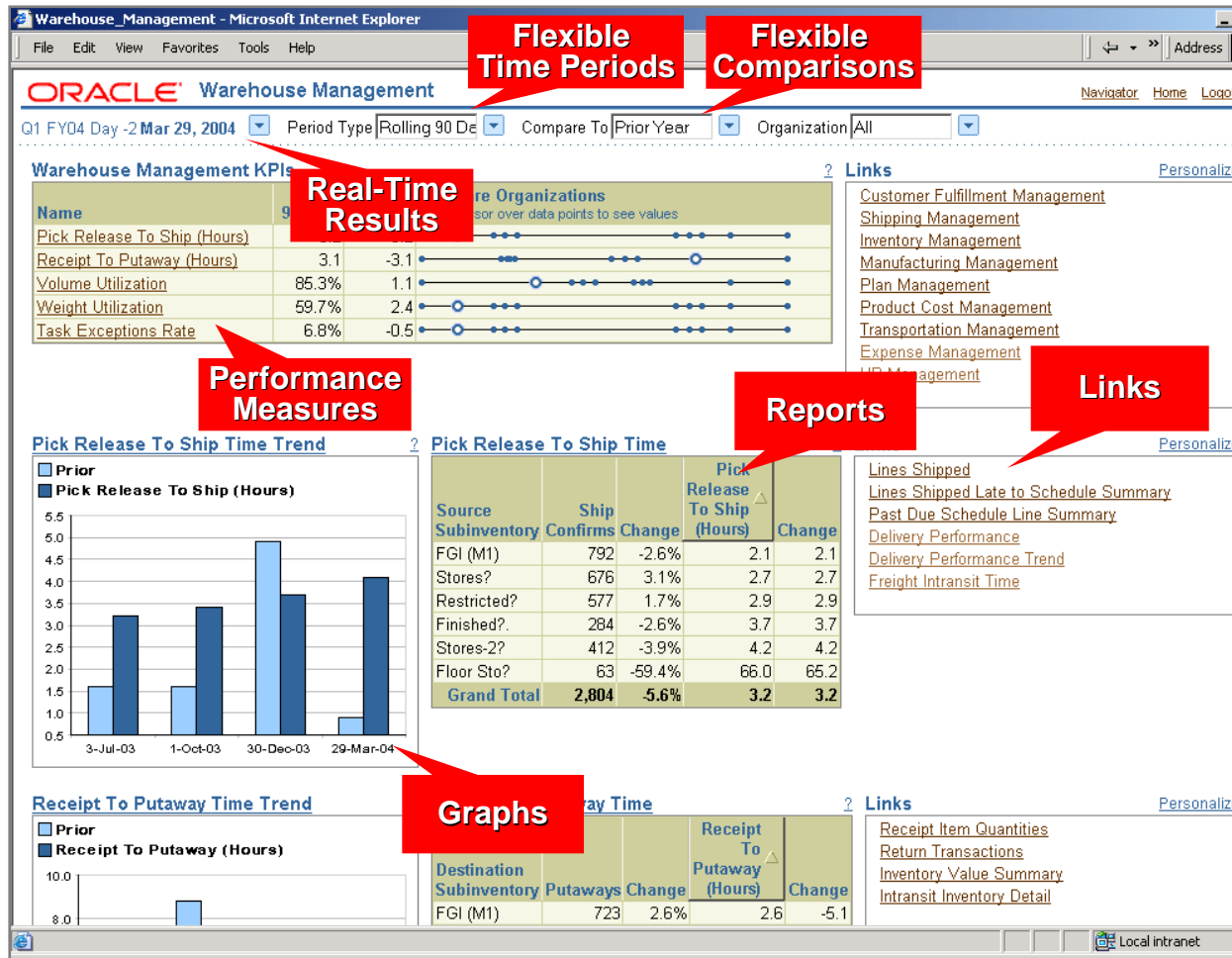


- Eliminates customizations
 - Single, common, tool with examples
 - Easily changed and evolved
- 
- Improves ROI
 - Accelerates implementation
 - Increases long-term flexibility

Get it *RIGHT* with Oracle WMS!

Intelligent Decision Making in the DC

... Timely, Accurate, Relevant, Information the way YOU want to see it!



- Daily updates on key performance indicators
- Actionable information on savings and incremental revenue opportunities
- *At a glance:*
 - Inventory quantity and turns
 - Inventory accuracy
 - Pick-to-ship cycle time
 - Warehouse labor costs

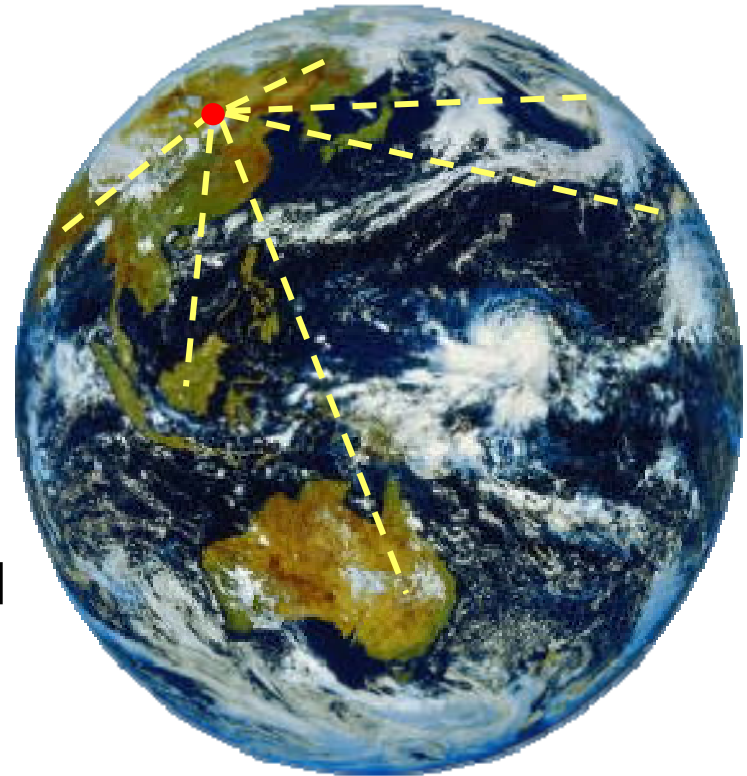
Get it ***RIGHT*** with Oracle WMS!



Global Deployment

... One view of inventory across the Supply Chain, no reconciliations!

- Deploy on a single instance
- Configure local requirements for each location.
- Eliminate inventory balance variances among systems.
- Improve supply chain planning and order promising performance.
- Multi-org, multi-lingual, multi-currency, and multi-national capabilities

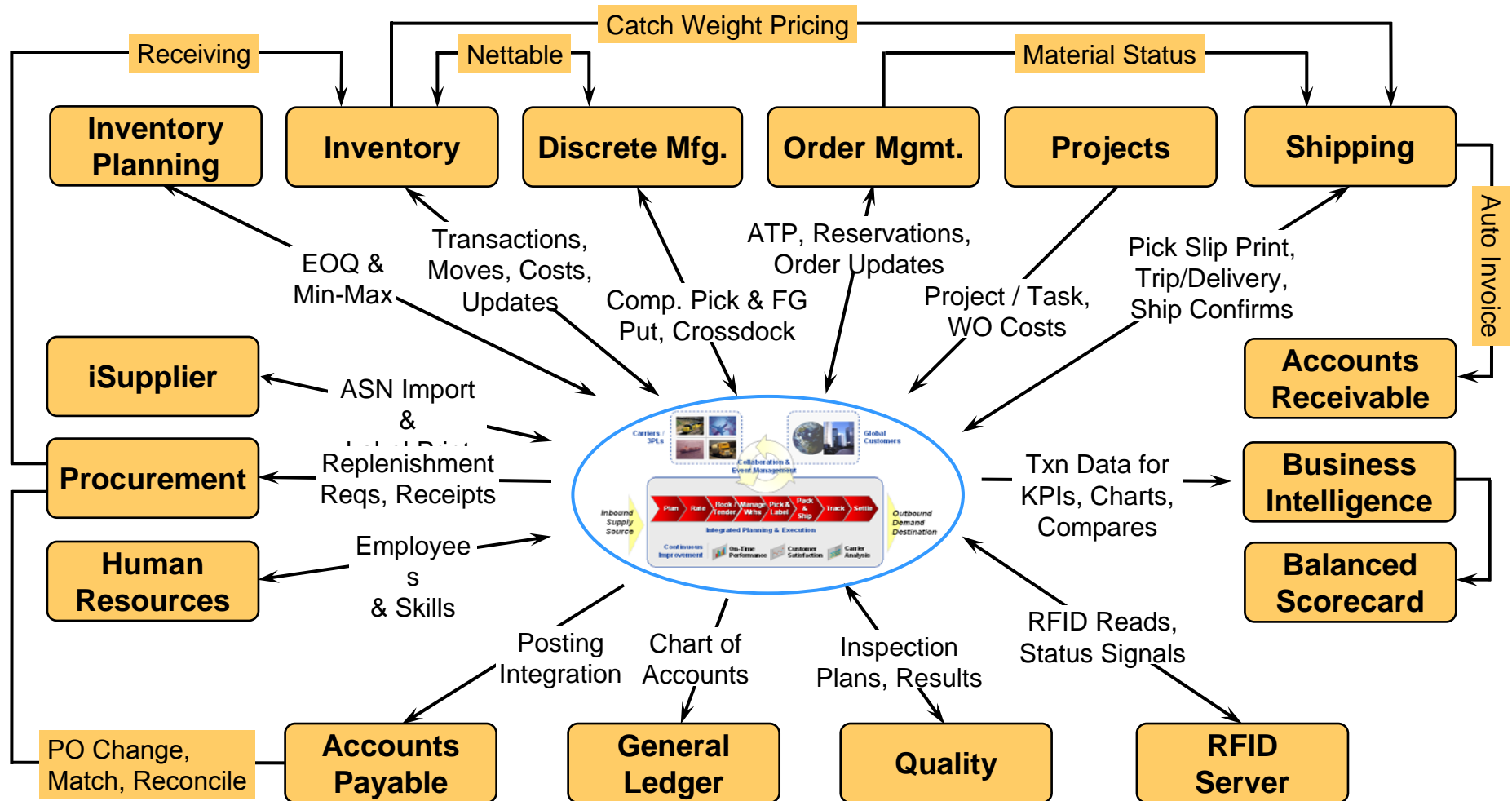


Get it ***RIGHT*** with Oracle WMS!

Hooked in to EBS

... Built in, not bolt-on!

...No Integration pain as you grow!



Get it ***RIGHT*** with Oracle WMS!



TCO – Lowest Total Cost

... Lower TCO than any other EBS WMS option!

Configure, Automate ,
Don't Customize ...

using a single global instance, mobile applications, built-in integration, labeling and RF capabilities, embedded analytics, SOA enabled

- Eliminate Integration
- Reduce Cost and Complexity
- Reduce Risk and Upgrade Issues
- Eliminate Problems with Reconciliation
- Simplify Support

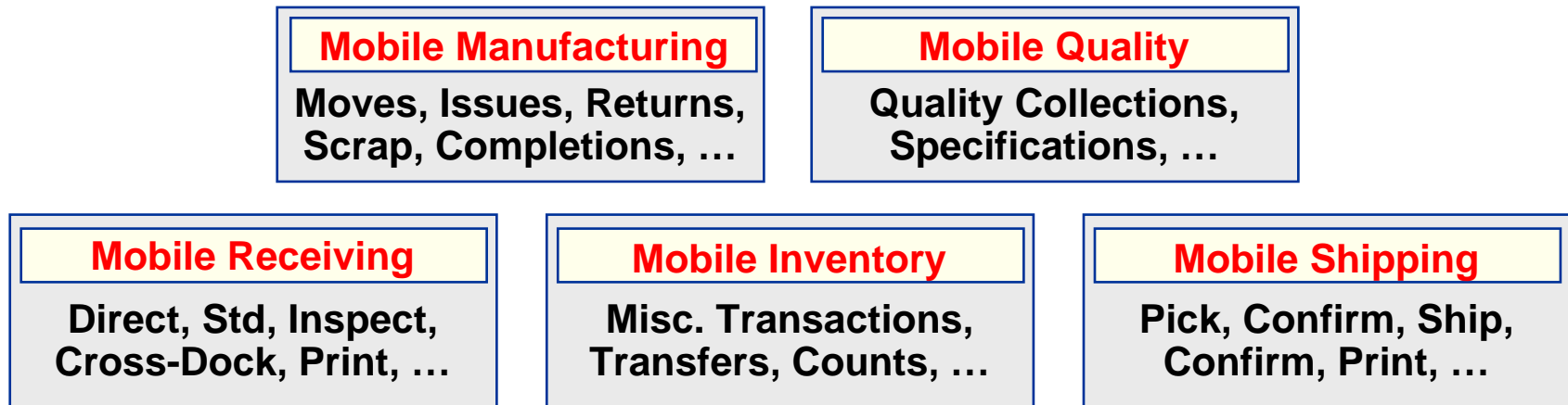
Get it ***RIGHT*** with Oracle WMS!



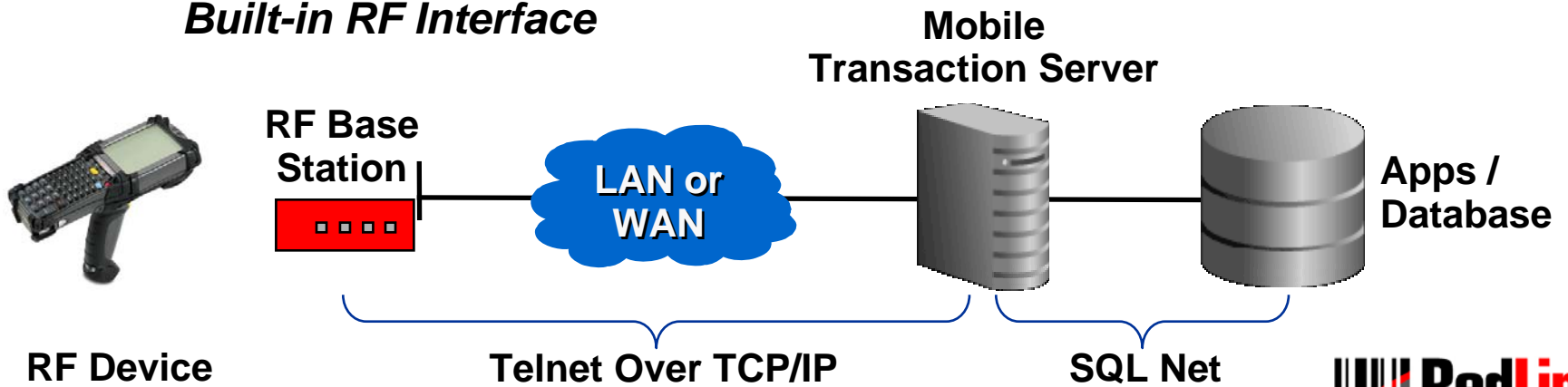
Oracle Mobile Supply Chain Apps (MSCA)

Support Basic Warehousing Needs...

Built-in Mobile User Interface



Built-in RF Interface



Symbol Mobile Terminals

Windows Based

MC9090 G, K, S

Built in TelNet



Vehicle-Mount

VRC5090



Economy Minded
MC3000



Durability Specs, MC9090G

- 6 foot drop to concrete
 - Operating:
 - Color (-10° to 50° C)
 - Mono (-25° to 50° C)
- IP64 sealing
- 2000 one-meter tumbles



Wireless Device Management

Provides Central Console for Device Management

Insures devices have

- Same Configuration

- Same Program

- Configuration for network

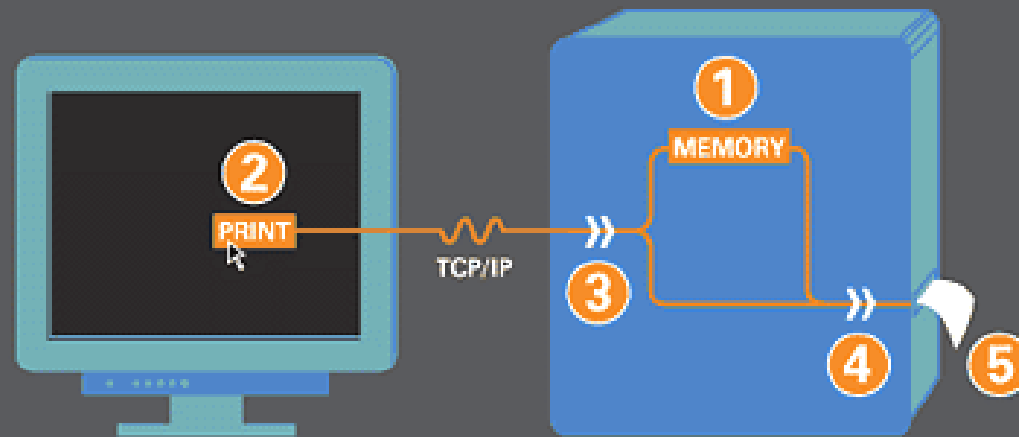


Wireless Terminals



Zebra XML Printers for Oracle

Zebra® XML-enabled printers create a direct connection with many of today's leading ERP systems.



ERP HOST COMPUTER

XML-ENABLED ZEBRA PRINTER

- 1 XML-enabled ZPL format is stored in printer's memory.
- 2 Host send XML print job to printer over network via TCP/IP.
- 3 XML print job data stream is parsed for label format name, label quantity and variable field data.
- 4 Printer recalls stored XML-enabled label format and applies variable field data.
- 5 Label is printed upon detection of 'end label' within XML data stream.



Zebra XML Printing

Document Type Definition (DTD)

```
<!ELEMENT labels (label)*>
<!ATTLIST labels _FORMAT CDATA #IMPLIED>
<!ATTLIST labels _JOBNAME CDATA #IMPLIED>
<!ATTLIST labels _QUANTITY CDATA #IMPLIED>
<!ATTLIST labels _DUPLICATES CDATA #IMPLIED>
<!ATTLIST labels _PAGES CDATA #IMPLIED>
<!ATTLIST labels _PRINTERNUMBER CDATA
#IMPLIED>
<!ATTLIST labels _PRINTERNAME CDATA
#IMPLIED>

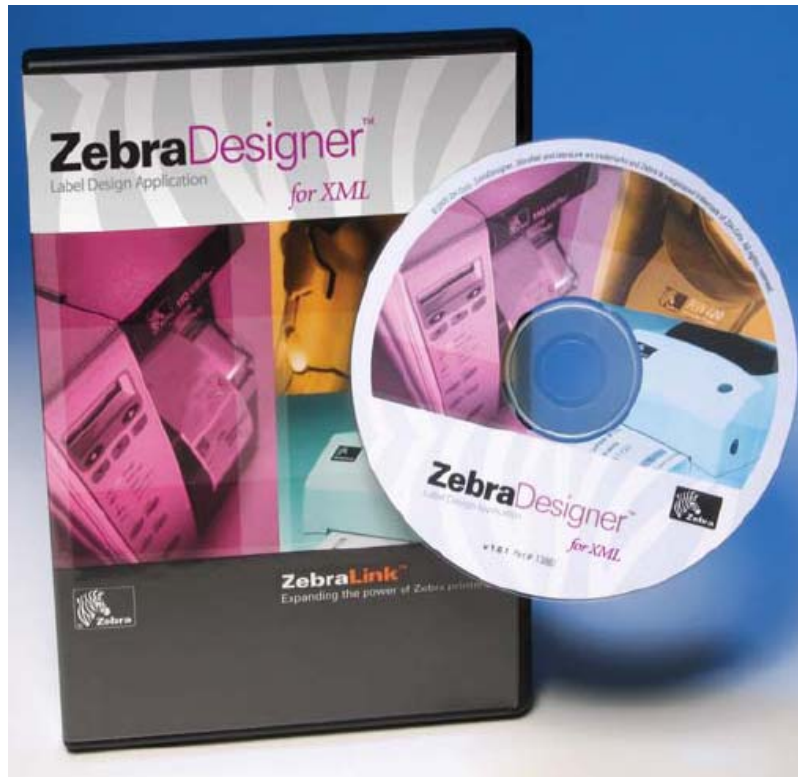
<!ELEMENT label (variable)*>
<!ATTLIST label _FORMAT CDATA #IMPLIED>
<!ATTLIST label _JOBNAME CDATA #IMPLIED>
<!ATTLIST label _QUANTITY CDATA #IMPLIED>
<!ATTLIST label _DUPLICATES CDATA #IMPLIED>
<!ATTLIST label _PAGES CDATA #IMPLIED>
<!ATTLIST label _PRINTERNUMBER CDATA
#IMPLIED>
<!ATTLIST label _PRINTERNAME CDATA #IMPLIED>

<!ELEMENT variable (#PCDATA)>
<!ATTLIST variable name CDATA #IMPLIED>
```

XML data stream

```
<?xml version="1.0" standalone="no"?>
<!DOCTYPE labels SYSTEM "label.dtd">
<labels _FORMAT="E:SERIAL.ZPL" _QUANTITY="1"
_PRINTERNAME="Printer 1" _JOBNAME="LBL101">
  <label>
    <variable name="organization">611</variable>
    <variable name="item">Nuts</variable>
    <variable name="lot">1234</variable>
    <variable name="serial_number">12345</variable>
    <variable name="revision">V2</variable>
    <variable name="lot_status">1234</variable>
    <variable
name="serial_number_status">Active</variable>
  </label>
</labels>
```

Zebra Designer for XML



Oracle Seeded Label Formats

Label Type	Description	Seeded Oracle Name	Zebra Format Name
LPN	License plate information	Seeded Label Default for LPN	LPN.ZPL
LPN Content	LPN plus details about contents	Seeded Label Default for LPN Content	LPNCONT.ZPL
LPN Summary	LPN plus nested contents summarized	Seeded Label Default for LPN Summary	LPNSUMM.ZPL
Material	Item, quantity, lot, revision details	Seeded Label Default for Material	MATERIAL.ZPL
Serial	Material plus serial details	Seeded Label Default for Serial	SERIAL.ZPL
Location	Organization, subinventory, and locator	Seeded Label Default for Location	LOCATION.ZPL
Shipping	Customer and address	Seeded Label Default for Shipping	SHIPPING.ZPL
Shipping Content	Shipping plus content information	Seeded Label Default for Shipping Content	SHIPCONT.ZPL
WMP Content	Discrete manufacturing details	Seeded Label Default for WIP Content	WMPCONT.ZPL
Flow Content	Flow manufacturing plus customer information	Seeded Label Default for flow Content	FLOWCONT.ZPL

*All the above is included with the Oracle Extension CD ROM, which is shipped with the Xi XML enabled printers

New Oracle Enterprise Connector

Enterprise Label Printing Software

BI Publisher Integration

Licensed by Server, unlimited printers

Easy Set Up

Store and Manage Hundreds Customer Formats

Fast Throughput

www.zebra.com/oracle

Use with Zebranet Bridge




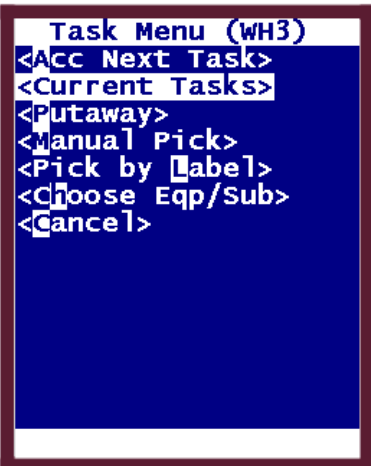

Replicate Printer Settings

Monitor Printers across enterprise

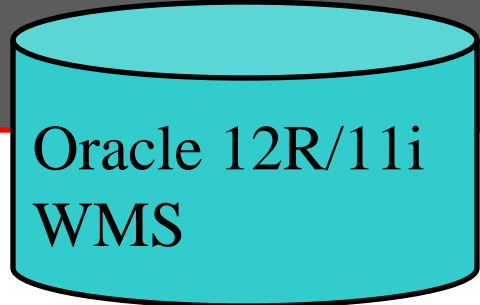


ORACLE Warehouse Management System

Oracle WMS Demo:
Pick & Pass, Dock Loading Shipping



Task Menu (WH3)
<Acc Next Task>
<Current Tasks>
<Putaway>
<Manual Pick>
<Pick by Label>
<Choose Eq/Sub>
<Cancel>



MSP Server



RFS6000



Oracle MWA
Server



Access
Ports



Oracle TN
Clients



Customer Wins



- International Leading Supplier of Food Supplements
 - Over 1.7 Million Distributors in over 60 Countries



Click on the flags of the countries below or use the navigation on the bottom left to find out more about Herbalife's presence worldwide.



- ✓ Mobilized inventory and order fulfillment processes
- ✓ Increased Inventory Visibility Worldwide allowing better planning

Customer Wins



Leader in custom wheel and tire supply

Live on Oracle 11i

- **Order Management, Inventory Management, Advanced Supply Chain Planning, Financials, Oracle on Demand, Mobile Supply Chain**
- **Rapid implementation to 8 sites in less than 2 months**
- **Reduced Time to locate and ship product**
- **Reduced Physical Inventory Process Time from 5 days to 3**

- ✓ **Virtually Eliminated Shipping Errors**
- ✓ **Increased throughput by 30% without growing staff**
- ✓ **Reduced Overtime Saving \$200,000 in first year**

Customer Wins



Leader in high performance computing, visualization and the management of complex data

- **Over 2,600 employees serving 5 key markets: Government & Defense, Sciences, Manufacturing, Energy and Media**
- **Live on 11i**
 - **Warehouse Management, Discrete Manufacturing, Order Management, Incentive Compensation, iProcurement, Financials, Financials and Sales Analyzers**
 - **Rapid implementation; less than 2 months from CRP**
 - **Maintained service levels, despite a reduction in staff**
 - **Achieved ROI in half the expected time (6 versus 12 months)**

- ✓ **Increased inventory accuracy to 97%**
- ✓ **Recovered \$500K of “lost” inventory**

RedLine Provided Products & Services

- **Identify appropriate hardware options based on user requirements**
- **Perform RF Site Survey to define installation sites wireless infrastructure requirements**
- **Supply, test and configure and Install Wireless Network Mobile Devices, and XML Printers**
- **Install and Configure Device Management Console**
- **User and Admin Training**
- **Document AS-Built: IP Configurations of Device Management Console, Mobile Terminals, and Access Ports, Printers**
- **Provide Post Implementation Support**
- **Manage Hardware and Warranty and Contract Service**



Work with the Experts @ RedLine Solutions

RedLine Solutions helps you mobilize your Oracle 11i and R12 E-Business Suite implementations

ORACLE

See us downstairs at
Booth # 6



Contact Us



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