

ORACLE

Accelerate Product Innovation and Go-to-Market

Powered by Oracle Fusion Cloud
Product Lifecycle Management





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Intelligence built in, not bolted on

Since the start of the cloud revolution, Oracle has embedded artificial intelligence and machine learning into our suite of supply chain management and manufacturing applications at no additional cost to customers. Beginning in 2025, we will give our customers an opportunity to leverage the next great innovation—generative AI—by adding AI agents to our supply chain applications.

AI agents have the potential to enhance supply chain management by infusing digital intelligence into every operational activity.

Oracle's AI agents bring human-like characteristics such as reasoning, memory, and critical decision-making into play to provide autonomous services tailored to specific parts of the business.

These AI agents can be deployed to perform important functions such as answering questions, offering recommendations, and completing routine tasks on behalf of employees. In doing so, they can help streamline workflows and reduce administrative burdens, potentially saving hundreds of hours of work a year as a result. This, in turn, can help companies automate strategic parts of supply chain management without the rigid structures of rule-based systems.



Unleash product innovation and reduce time to market with AI

Oracle's AI agents use data from Oracle Cloud systems, company-specific documentation, and multiple connected data sources to generate more up-to-date, contextually relevant information and assistance than is available via off-the-shelf generative AI applications. Each AI agent exhibits unique characteristics that enable it to produce relevant services for employees in a range of roles.

Using Oracle's AI Agent Studio, businesses can drive automation and shape the future of work. With access to more than 150 GenAI and AI agent capabilities, you can design workflows and agents to fit specific needs. Deploy and extend with prebuilt templates while retaining customization options to maximize productivity and streamline tasks.

AI agents work to deliver a common foundation of functionality across the entire supply chain, including:

- **Autonomous capabilities.** AI agents are sophisticated digital entities that can be set to autonomously perform tasks, working in conjunction with employees along the way. By leveraging higher levels of automation, supply chain teams can improve productivity without increasing headcount.
- **Interactive dynamics.** AI agents mimic human interaction, making them easy to incorporate into daily operations. Because they're machine learning-based, they learn from interactions with employees and get more accurate over time. For example, AI agents can respond to routine inquiries about order fulfilment with precision and consistency, learning and adapting based on each engagement.
- **Specialization in roles.** AI agents can be tailored to perform specific supply chain and manufacturing roles. Working alongside employees, AI agents can execute processes that require nuanced and role-specific judgment, thus becoming invaluable partners to SCM professionals and the broader business.



Build multi-agent teams to tackle complex tasks and broader business processes. Easily configure and refine these agent teams using the studio's intuitive interface, leveraging templates or building from scratch. Orchestrate agent teams with preconfigured workflows that enable seamless coordination, data sharing, and decision-making.

AI Agent Studio allows businesses to completely customize the way they use AI agents. Build processes that work for your organization. Streamline activities and make it easier for your workforce to focus on projects that have serious impact, rather than tedious tasks.

Leverage cloud-based connectivity for faster time to market

With increased global competition, innovation is the key to business. Getting new products to market first can be a huge advantage, but disparate legacy systems often delay the development process.

Legacy systems that aren't connected to the cloud make information sharing slower across an enterprise. As a result, product launches can feel like an uphill battle at every stage since businesses can't benefit the efficiencies offered through the cloud. This includes Oracle AI tools, which are embedded into applications across Oracle Fusion Cloud products.

Having a single, consolidated platform on the cloud can allow your business to bring their products to life faster and with greater success. In the cloud, you can work collaboratively across functional organizations to craft achievable development strategies. You can also identify roadblocks that prevent your development teams from efficiently delivering new products and services, enhancing current offerings, or phasing out products. And when you're ready to launch? You can effectively manage regulatory compliance and proactively track changes throughout your product's lifecycle to help streamline global product launches.

Next-generation PLM software can provide a unified data platform that ties together every element of your enterprise, producing a holistic view of a product's physical and digital data throughout its lifecycle. This begins at the earliest stages of ideation and design through manufacturing, supply chain, and service—establishing a seamless flow of governed data between business systems, processes, partners, and ecosystems.

Technology such as Internet of Things (IoT), artificial intelligence, and machine learning (ML) all contribute to this picture, delivering real-time insights into your company's product evolution throughout the lifecycle.

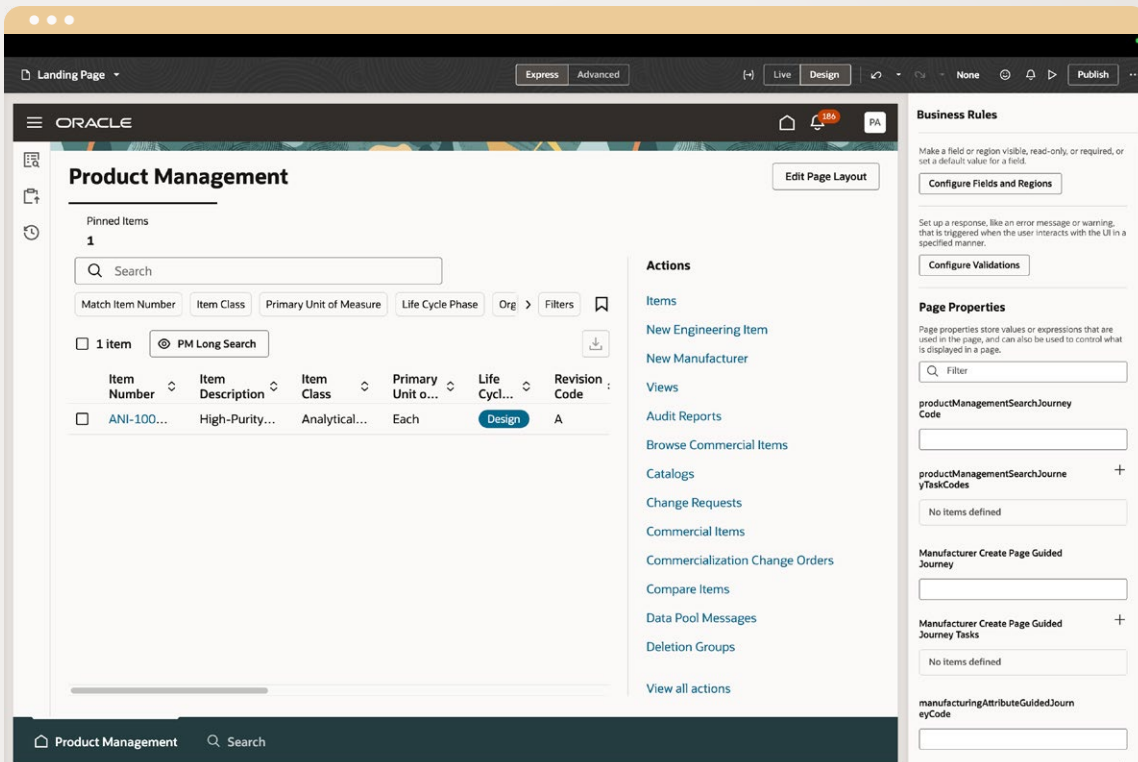


Embrace low-code/no-code solutions

The speed of innovation is accelerating, and customers are demanding more fulfilling experiences and personalized products. As a result, product leaders need to adapt to new processes, further customize their products, and bring ideas to market faster. Oracle Product Lifecycle Management delivers the advantage of speed through low-/no-code configuration capabilities so your business can focus on clicks, not code.

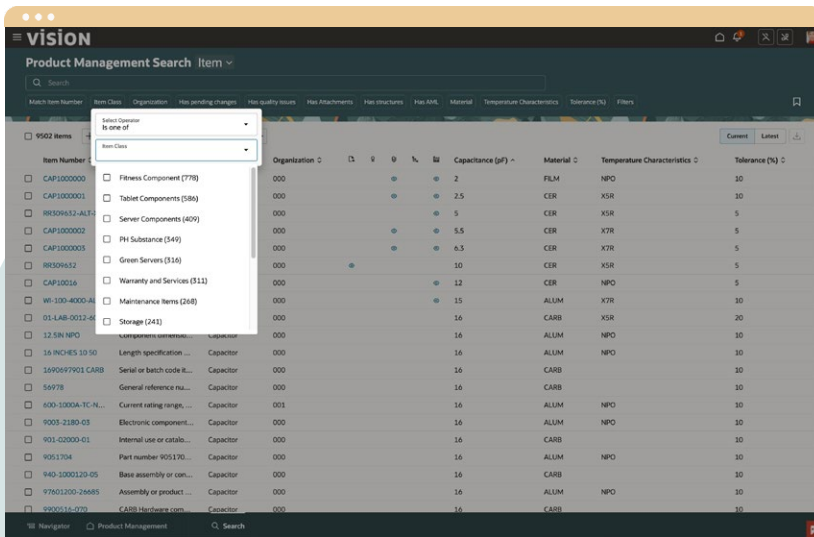
With Oracle Visual Builder Express, teams can easily tailor PLM applications so end users are presented with only the data they need. Core features include drag-and-drop modification, business rules to hide or show fields, simple validations, and live previews of changes before publishing. This enables product managers, engineers, and supply chain leaders to easily digest key information without getting tangled up in the data—no coding necessary.

If your business is looking to extend its capabilities, Oracle Visual Builder Advanced provides a robust low-code environment where you can rapidly design, build, and deploy web and mobile applications. Intended for more technical users and developers, Visual Builder Advanced offers action chains, event listeners, and REST integrations. It's ideal for complex custom code and UI logic. With this tool, you can unlock full development capabilities with low-code configurations.



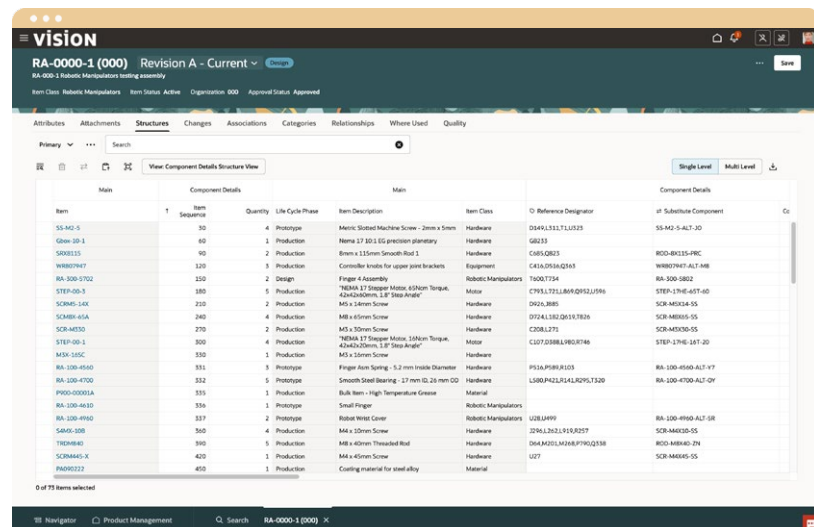
Enjoy modern, human-centered UX with Oracle Redwood

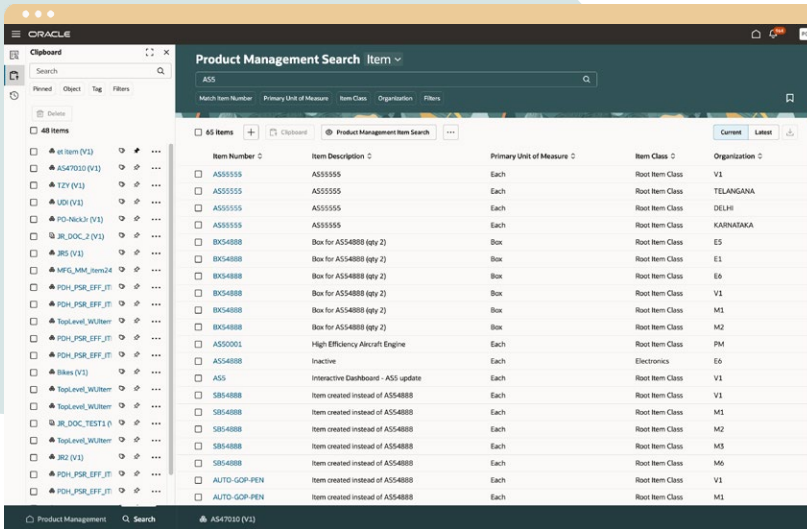
Oracle Redwood delivers state-of-the-art, consumer-grade UX. Oracle Product Lifecycle Management customers will find a familiar, yet modern user experience anchored around the PLM Navigator, powerful search engines, personalized views, data grid analysis, and saved searches.



Dense BOM Grid with personalized views

Fast and Modern Parametric Search





Navigator with Saved Searches and Clipboard

Innovate, design, and launch products at next-level speeds. Experience Redwood for Oracle Product Lifecycle Management:

- **A unified solution** that prevents product data fragmentation without the need for costly integration Interactive dynamics
- **A single, high-performing user interface** for all search needs for design engineers and change analysts across the product lifecycle
- **A modern grid UI** for management of complex product structures and BOM with read-through attributes
- **Intuitive navigation and quick access** to all parts of the application through the Navigator panel
- **Criteria-based access control** for granular security and IP protection, allowing key users to access information securely

Why Oracle Fusion Cloud Product Lifecycle Management

PLM software may have started out as a way to transfer large CAD files and manage documents, but it has evolved into a must-have for today's companies. To stay competitive, your product portfolio and new product introduction processes must align with your strategic sustainability and growth objectives. Yet many organizations are still using disconnected legacy systems—some are even using spreadsheets—that just can't keep up with these dynamic business challenges.

[Oracle Product Lifecycle Management \(PLM\)](#) is a cloud-based PLM 4.0 solution that's built on a software-as-a-service model, so it's always up to date with the latest features, functions, and best practices. With updates rolled out regularly, you're continuously leveraging the latest innovations. Access to these new capabilities means you get immediate value from built-in predictive analytics, [AI](#), [machine learning](#), IoT, and digital assistance. These capabilities work together to create digital twins that turn data into preventive, predictive, proactive, and prescriptive insights. Oracle Product Lifecycle Management can align design, planning, manufacturing, and service processes, providing a foundation for business transformation. And when your PLM solution is unified on a common platform that spans [ERP](#), supply chain management ([SCM](#)), [supply chain planning](#), [manufacturing](#), [maintenance](#), [IoT](#), and [customer experience](#), you can drive faster, higher-quality product innovations and remain resilient as markets pivot.

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