



Simone Marchetti
Digital Supply Chain Sales Development
Manager
Oracle



Flussi Logistici e 4.0

Essere competitivi nell'era digitale

Simone Marchetti

Digital Supply Chain Sales Development Manager
Oracle Italia



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Simone Marchetti

Sales Development Manager, Digital Supply Chain Solutions at Oracle

Oracle • Speexx

Italy • 500+

Business development manager, results-oriented, involved in planning and development of go-to-market activities, highly performing in complex projects and scenarios. Adding value in planning & managemen...

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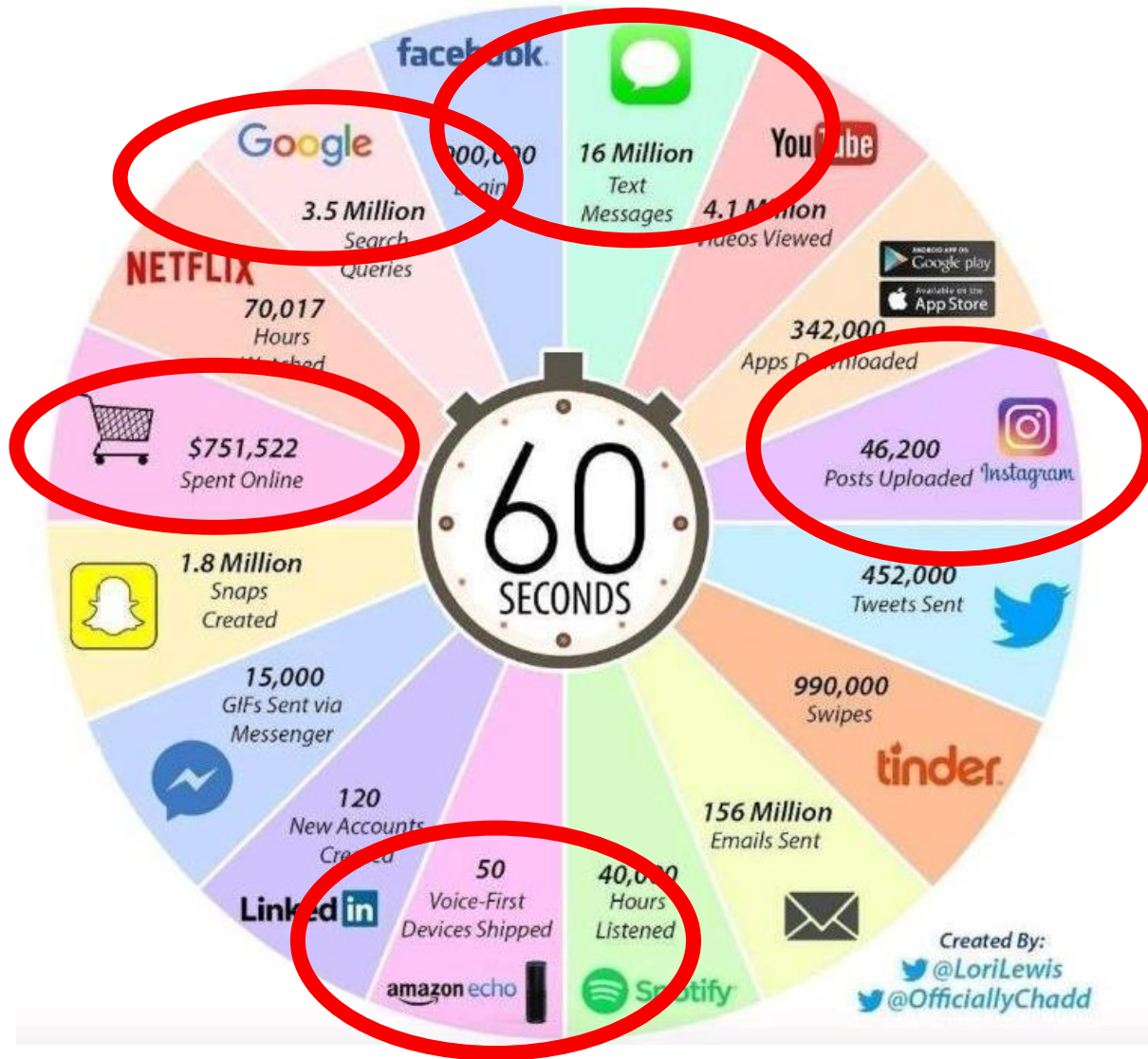
See connections (500+)

Contact and Personal Info

Simone's Profile, Web
Birthday

Messaging

The World Has
Changed!



AN INTERNET MINUTE

Created By:
 @LoriLewis
 @OfficiallyChadd

Information is the new currency

$$\text{Value} = \frac{\text{Information}}{\text{Latency}}$$

Brand value in 2017



170 B\$ (+10%)



139 B\$ (+43%)



101 B\$ (+23%)



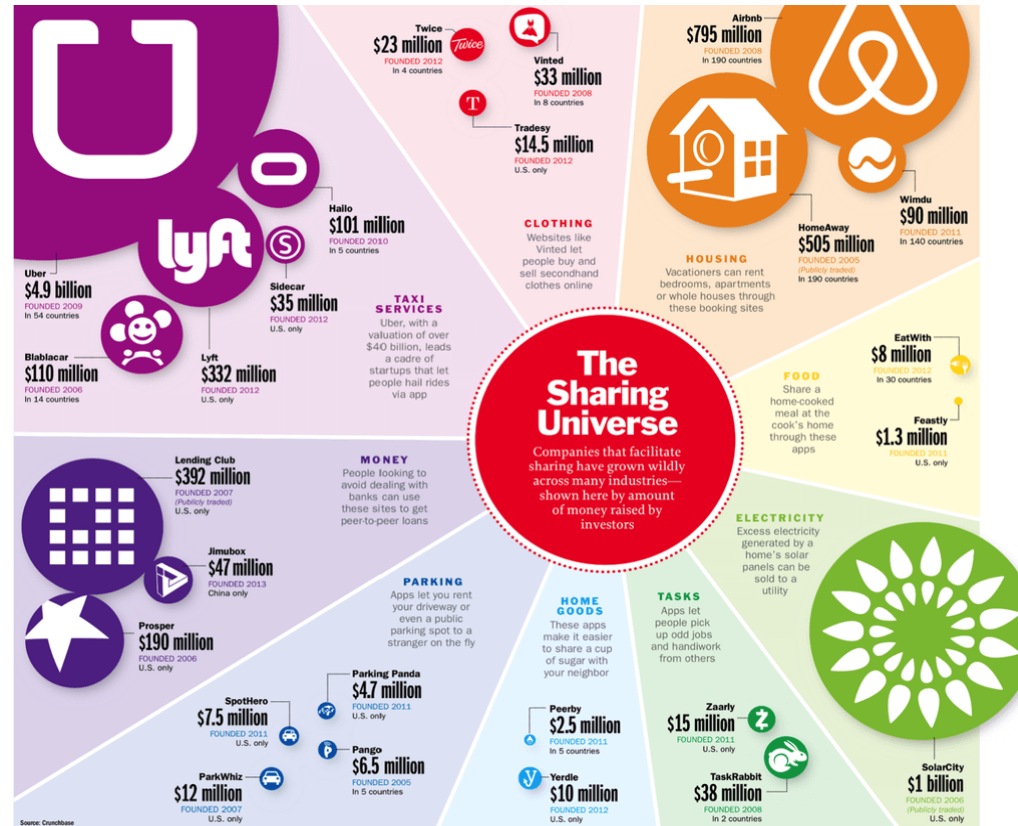
56.4 B\$ (-4%)



4 B\$

Fonte:
[Interbranhttps://www.forbes.com/powerful-brands/list/#tab:rankd](https://www.forbes.com/powerful-brands/list/#tab:rankd)

Sharing Economy



Servitization



Hyper-customization



Customers are on-line and they are not loyal!





CUSTOMER CENTRICITY

SILOED PROCESSES





LINEAR SUPPLY CHAIN TOOK TOO LONG

HYPER-COMPETITION



MULTICHANNEL ORDERS



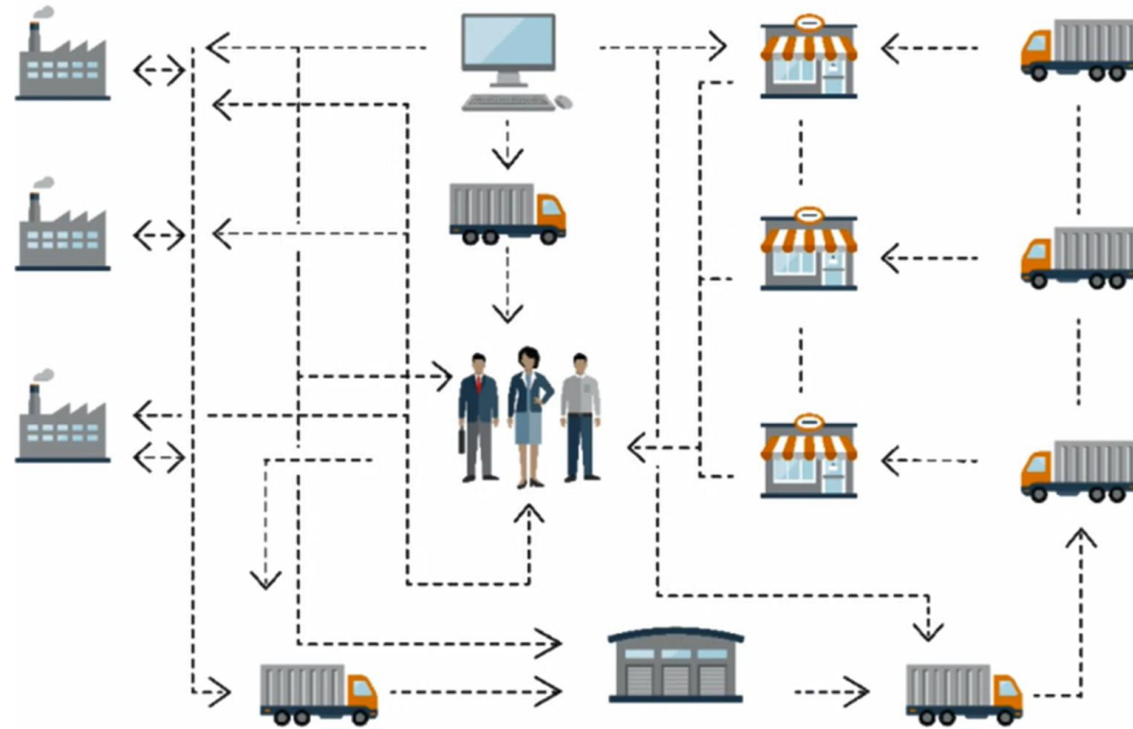
GLOBALIZATION



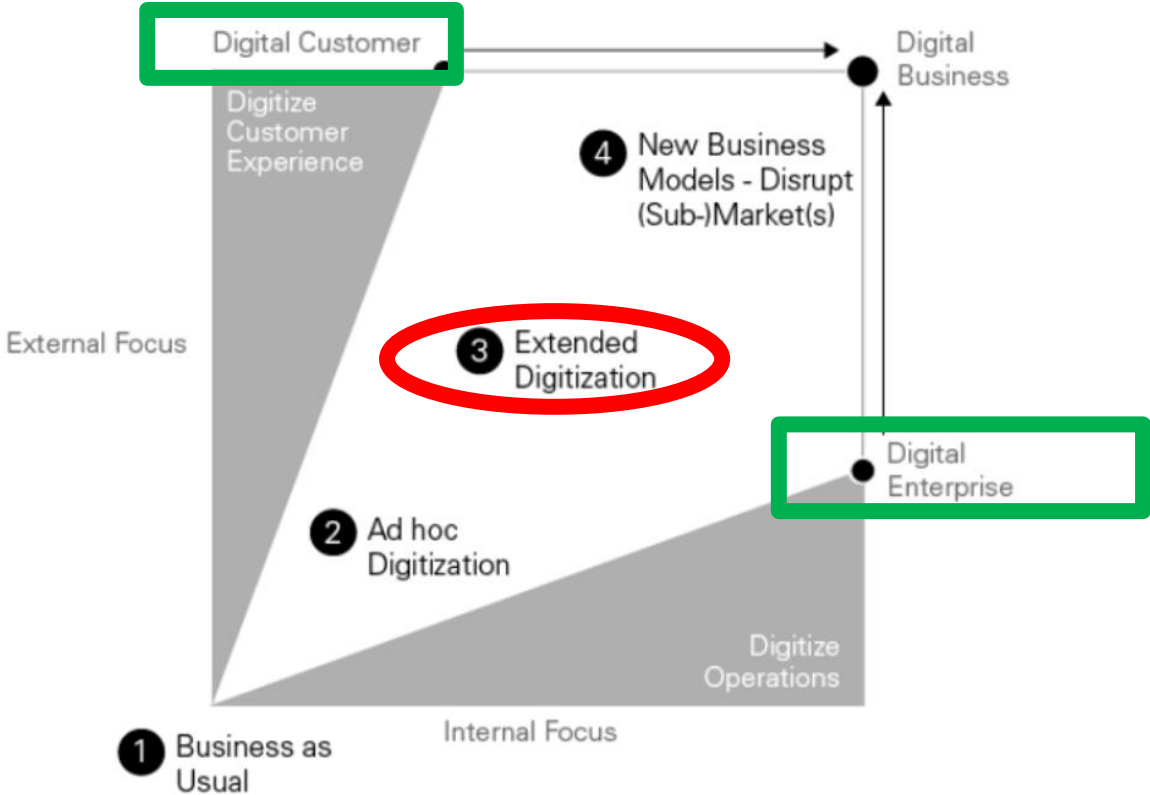
FLEXIBLE LOGISTIC



NEW FULFILLMENT ECONOMY



DIGITIZE OPERATIONS



Industry 4.0 Puzzle



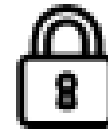
Cloud



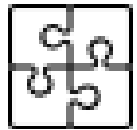
Augmented
Reality



Big Data &
Analytics



IT Security



Software
Integration



Artificial
Intelligence



Customization



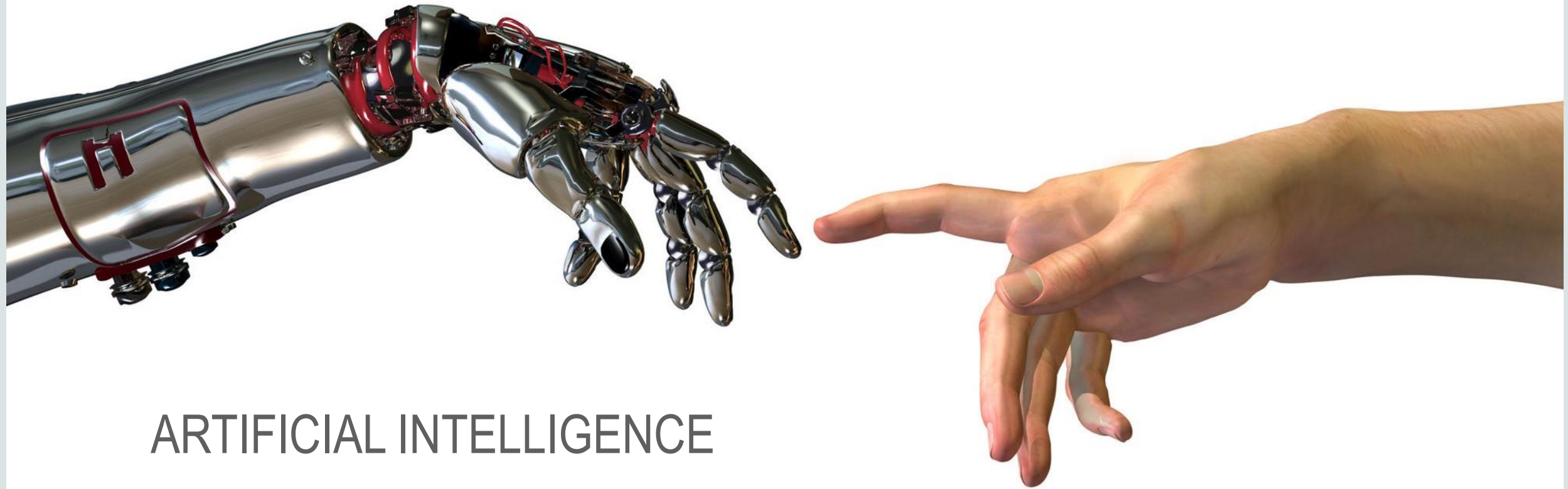
Automatable
Robots



INTERNET OF THINGS



AUGMENTED REALITY



ARTIFICIAL INTELLIGENCE



STEP 1 OF 4



STEP 2 OF 4



STEP 3 OF 4



STEP 4 OF 4

TRUCKING

- Initiated
- Exception
- Documents

PROGRESS



Loaded In Transit Delivered

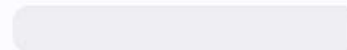
VIBRATION



AIR FREIGHT

- Initiated
- Exception
- Documents

PROGRESS



Loaded In Transit Delivered

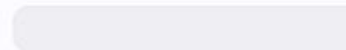
VIBRATION



CUSTOMS

- Initiated
- Accepted
- Documents

PROGRESS



Received In Progress Completed

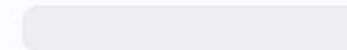
VIBRATION



TRUCKING

- Initiated
- Exception
- Documents

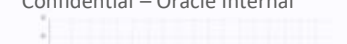
PROGRESS



Loaded In Transit Delivered

VIBRATION

Confidential – Oracle Internal



Blockchain Transaction Visualizer

Welcome associate.manufacturing ([Logout](#))

REFERENCE NO:

74277

Go

EMAIL US AT



bac@oracle.com

CALL US FOR ANY QUESTIONS



+12346598563

Order Details

Order Number	Customer	Manufacturer	Item	Order Value (USD)	Status	Notification
74277	Vision Operations	Associate Mfg	Drive Assembly	1,730.92	Export Compliance Documentation	

Transaction Details for Order 74277

Smart Contract Terms and Conditions

TREE-OFF

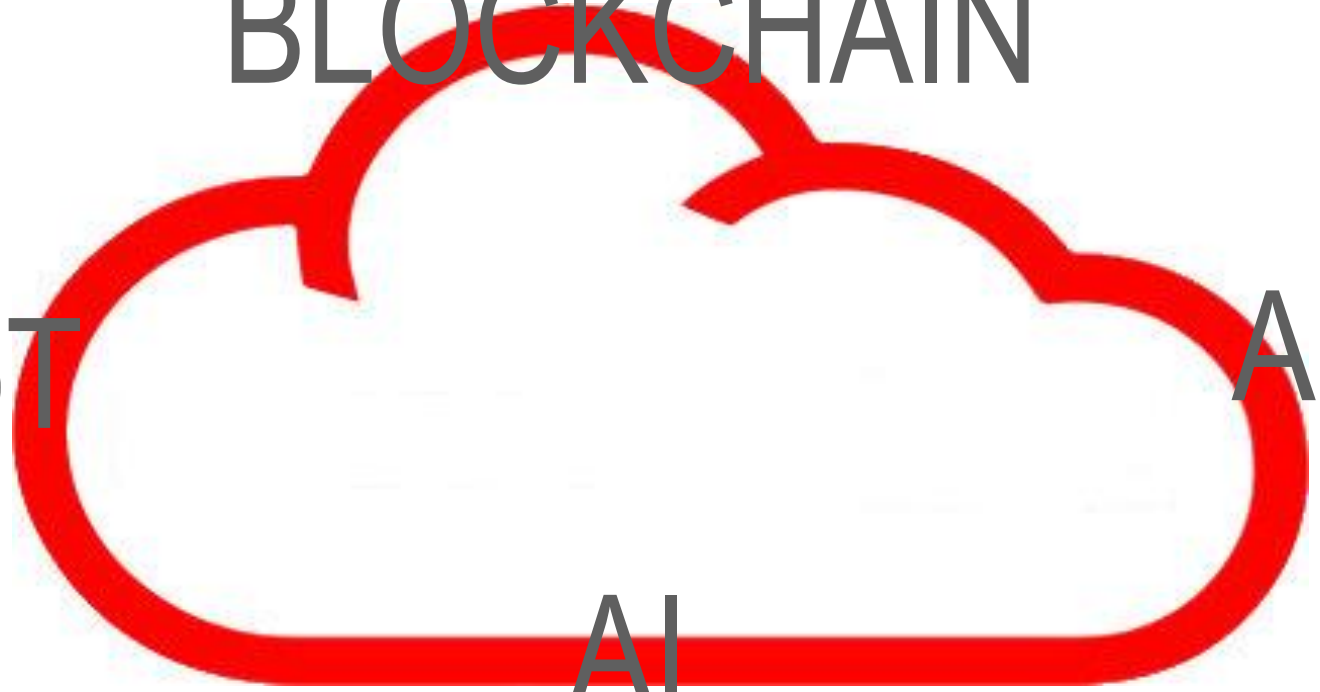
ID	Date & Time (UTC)	Event	Exception	Notification	Owner	Custody	
1	2018-03-12 15:54:27	Order Received			Vision Operations	Associate Mfg	
2	2018-03-12 15:54:33	RoHs Compliance Certificate			Vision Operations	Associate Mfg	
3	2018-03-12 15:54:38	Conflict Minerals Compliance			Vision Operations	Associate Mfg	
4	2018-03-12 15:54:43	Final burn-in and Test Certificate			Vision Operations	Associate Mfg	
5	2018-03-12 15:59:13	Shipment Executed			Vision Operations	Associate Mfg	
6	2018-03-12 15:59:19	Export Compliance Documentation			Vision Operations	Associate Mfg	
7	2018-03-12 16:11:30	Invoice Generated			Vision Operations	Associate Mfg	
8	2018-03-12 16:27:20	Shipment En-route to Airport by Road - Started			Vision Operations	Arrow Shipping	
9	2018-03-12 16:28:22	Shipment En-route by Road - Arrived			Vision Operations	Arrow Shipping	
10	2018-03-12 16:31:28	Shipment En-route by Road - Arrived			Vision Operations	Arrow Shipping	
11	2018-03-12 16:31:31	Export Compliance Documentation			Vision Operations	Arrow Shipping	

BLOCKCHAIN

IoT

AR

AI



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Luca Lesignoli

CEO

De Girolami Group

