

# ORACLE ACTIVE RETAIL INTELLIGENCE



- Enhanced product-cycle management
- Improved and proactive supply-chain management
- Increased productivity
- Improved uniformity of business operations

*Given the immense amount of retail data requiring analysis on a daily basis, routine inventory or supply-chain issues frequently go unnoticed for a day or more—creating critical out-of-stock situations that result in higher shipping costs, missed sales, and other inefficiencies.*

## Create an Information-Driven Retail Business

Retailers are looking for ways to develop proactive exception monitoring across various business applications so that they can speed resolution, increase productivity, and reduce costs. More and more retailers are discovering that Oracle Active Retail Intelligence can help them create an insight-driven enterprise, so that they can make smarter business decisions and increase profitability.

## Oracle Active Retail Intelligence Delivers Results

Oracle Active Retail Intelligence provides proactive exception management that immediately identifies opportunities, recommends courses of action, and automates routine tasks. Driven by business rules that you determine, Oracle Active Retail Intelligence monitors business activities in real-time and alerts staff members to exceptions or the next business process. This reduces the amount of time spent identifying and solving routine supply-chain problems, letting you cut labor costs and focus on more strategic initiatives.

Working with the Oracle Retail Merchandising System, Oracle Active Retail Intelligence provides a tool-set for building rules-based exceptions against transaction and decision support systems. When an exception occurs, Oracle Active Retail Intelligence alerts users to the exception via the desktop, e-mail, text pager, voicemail, or fax. It can monitor user actions in response to the exception and can be set to trigger automatic fixes.

Oracle Active Retail Intelligence is a productivity-enhancing tool for retailers. It closes the loop between information and action, enabling you to have the right product in the right place and time—and at the right price and quantity.

## Benefits of Oracle Active Retail Intelligence

- **Increased Sales.** With so much data to analyze, critical out-of-stock positions might go unnoticed for a day or longer. Oracle Active Retail Intelligence can alert you to exceptions immediately as they occur and help prevent out-of-stock situations.
- **Increased Productivity.** Automated tracking of problems and exceptions enables staff members to be more productive. You can reduce labor costs or focus more on strategic initiatives such as driving sales, refining assortments,

and optimizing profitability.

- **Improved Product-Cycle Management.** By alerting the many staff members involved in the product lifecycle to take action, Oracle Active Retail Intelligence can smooth out the process from concept to clearance. For example, purchase orders don't get "stuck" in import warehouses due to missing data. Product is allocated quickly from the warehouse to reduce storage and handling costs, or shipments of promotion goods can be expedited.
- **Improved and Proactive Supply Chain Management.** With thousands of items and locations being created, changed, or deactivated every week, errors can occur during the set-up of the product flow, such as setting incorrect replenishment parameters. This can result in out-of-stocks weeks down the road. Oracle Active Retail Intelligence alerts users weeks before an out-of-stock occurs.
- **Improved Uniformity of Business Operations.** Setting up enterprise-wide business rules monitored by Oracle Active Retail Intelligence ensures that everyone in the company conforms to best practices.

### Key Features of Oracle Active Retail Intelligence

- **Rules-Based Exception Detection And Notification.** Monitors business applications for conditions of interest and alerts you when an exception occurs, presenting information to resolve the exception.
- **Workflow Management for Exception Resolution.** Interacts with the systems that it monitors, enabling you to take the actions for exception resolution.
- **Rules-Based Enterprise Process Modification.** Provides the ability to modify and optimize retail business processes—without extensive and costly hard-coded modifications to the retail software.
- **Variety of Alerts.** Alerts can be sent to one or more users via the desktop, pager, e-mail or voicemail, all defined during the exception set-up.

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