

ORACLE RETAIL BACK OFFICE



ORACLE RETAIL BACK OFFICE IS A BROWSER-BASED APPLICATION THAT PROVIDES ACCESS TO VITAL STORE INFORMATION FROM ANYWHERE IN THE STORE.

KEY CAPABILITIES

- Improve operational efficiencies with:
 - Local store parameter maintenance and system configuration
 - Promotional event management
 - Start- and end-of-day operations
 - Time and attendance maintenance
 - Role and security maintenance
- Increase responsiveness with remote access anywhere in store and enterprise
- Enhance decision-making with the most comprehensive, easy-to-use integrated reporting package

Oracle Retail Back Office gives real-time access to accurate information across the store providing the ability to react quickly to business needs and trends. With the ability to efficiently perform essential store operations and analyze in-store data, retailers can improve customer service and optimize profits.

Take Care of Business – Anywhere, Anytime

In today's hyper-competitive market, retailers are under more pressure to reduce expenses while increasing sales. And it is harder than ever to recruit and retain reliable, customer-service-oriented sales associates—so store managers must spend more time on personnel management. However, essential store operations, such as reporting and analysis, must still be performed to support best-in-class customer service at the point of sale and to optimize profits.

Oracle Retail Back Office gives retailers the flexibility to put store management and reporting functionality wherever it's needed—on the front register, the back-office PC, or tablet devices—so retailers can take care of business anywhere, anytime.

Gain Real-Time Access and Maintain Accurate Information

Oracle Retail Back Office gives retailers real-time access to accurate information across stores so they can better meet customer demands. Oracle Retail Back Office:

- Lets managers take care of business from the point-of-sale as needed
- Includes a comprehensive and easy-to-use reporting system, enabling managers to analyze their businesses and make fact-based decisions on their store environments
- Provides extensive reporting capability leveraging Oracle's BI Publisher with multiple viewing and output options, putting real-time operational intelligence at the fingertips when and where it is needed
- Allows managers to complete start-of-day / end-of-day cash management procedures
- Includes store-level employee, security, and time maintenance
- Enables managers to set up, view, and maintain item, price, and promotion files for store-specific assortments and events. Advanced features include Customer Specific Pricing and Promotions and sophisticated "Buy/Get" Promotion capabilities

Figure 2. Oracle Retail Back Office Item Maintenance

Payment Application Data Security Standards

To aid retailers in the fight against fraudulent purchasing, PCI (Payment Card Industry) developed an integrated standards solution for protecting cardholder data collected. The standards document, named the PCI-DSS (Payment Card Industry Data Security Standard), defines twelve data security requirement categories retailers can implement to help them protect cardholder data. In order to assist retailers with their PCI compliance process, Oracle Retail Back Office is PA-DSS certified.

Internationalization

Internationalization allows retailers to implement Oracle Retail Back Office in other countries in which they do business. Existing translations of Oracle Retail Back Office include the following languages: English, French, German, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish and Traditional Chinese. Oracle Retail Back Office uses external files to display text and characters on the screen. This approach makes it extremely easy to modify and add new translations as needed. But internationalization is much more than just language support. Oracle Retail Back Office enables deployment into international markets through localization foundations. Localization foundations leverage application configurations within the software to facilitate deployment in specific geographies and markets.

Improve Operational Efficiency

Oracle Retail Back Office lets retailers manage in-store configuration information—including parameters, exchange rates and security settings. Authorized users can edit parameters to match store-specific policies. React to business needs and trends quickly by setting up, viewing, and maintaining item, price, and promotion files

(including kits and best deals) for store-specific assortments and events. Or use those files as a backup when communications problems prevent the correct files from being downloaded from corporate.

Oracle Retail Back Office features include: start-of-day and end-of-day operations; register open and close; till open and reconciliation; bank deposits; employee, item, price, and promotional events maintenance; security; and store configuration.

Make Better Decisions with More-Accurate Reporting Information

Through its integrated reporting package, Oracle Retail Back Office enables the automatic generation of reports for enterprise-wide access to the real-time information that drives improved decision-making. The integrated reporting package in Oracle Retail Back Office provides retailers with hundreds of ways to measure key business metrics for sales, employee, and register/till reporting. Reporting functions include the ability to preview, print, ad hoc, add to favorites or export reports; automated report scheduling.

With this industry-leading and easy-to-use package, managers can create and save custom report settings to a “My Favorites” reports section, schedule automatic reporting, and quickly create ad hoc views—leaving more time to analyze and act on the data in order to improve results going forward. Multiple export options, including e-mail, print, and file formats, allow users to share and leverage business intelligence anywhere, any time. Oracle Retail Back Office, a browser-based application, gives retailers the flexibility to put store management and reporting functionality wherever it’s needed.

Standard Reports Available

- Flash Sales Report
- Hourly Productivity Report
- Over/Short by Cashier Report
- Store Summary Report
- Bank Deposit Detail Report
- Till Summary Report
- Reconcile Till Count Detail or Summary Report
- Summary Employee Time Summary Report
- Sales Summary by Register Report
- Store Bank Deposit Report
- Over/Short by Register Report
- Suspended Transactions Report
- Register Summary Report
- Reconcile Till Float Count Detail or Summary Report
- Individual Employee Time Summary Report
- Employee Time Maintenance Report

Reports shipped are well-documented. The new BI Publisher framework greatly simplifies the process for modifying existing reports as well as creating new reports from the edge.

Oracle Retail Back Office Flash Sales Report

Start Date: 04/13/2000 End Date: 04/13/2000 Run Date: 07/24/2007 03:16 PM

Store Name	Number of Transactions	Number of Units	Average Units Per Transaction	Average Transaction	Total Sales	Total Returns	Sales Less Returns
Lakeline Mall	5	18.00	3.60	45.58	227.88	0.00	227.88
Total	5	18.00	3.60	45.58	227.88	0.00	227.88

Figure 3. Oracle Retail Back Office Flash Sales Report

Oracle Retail Back Office Architecture

Oracle Retail Back Office provides the platform independence and technology insurance needed to deliver value both now and into the future.

Standards

All Oracle Retail store applications start by incorporating existing technical and industry standards such as J2EE, J2SE, JMS, JDBC, JMX, JavaPOS, ARTS, and IXRetail. By consistently leveraging standards, Oracle Retail increases the interoperability of legacy applications and facilitates the exchange of data with external systems. This reduces the costs of integration and ongoing maintenance, and gives retailers the freedom to select the best infrastructure and middleware products for their needs, thus avoiding vendor lock-in.

Service-Oriented Architecture

Developing software using service-oriented design principles facilitates reuse and lowers the cost of development and support. Commerce Services represents Oracle Retail's approach to developing store systems software for retailers on a service-oriented architecture (SOA). Retailers are able to access Commerce Services from a variety of platforms and selling channels so that consistent business logic is reused across the enterprise. Commerce Services form the basis for Oracle Retail Back Office, so they can be extended, replaced, and reused as necessary.

Data Persistence

Oracle Retail Back Office relies on a data store based on the ARTS data-model standard. The data store can be hosted on a variety of databases that conform to the JDBC standard. Persistence is encapsulated and abstracted from application logic to reduce the impact of changes.

Data Exchange

Sales and control transactions are exported by Oracle Retail Back Office as platform-independent XML documents. Parameters are also received and distributed by Oracle Retail Back Office using XML documents. Message-oriented middleware

RELATED PRODUCTS

- Oracle Retail Central Office
- Oracle Retail Point-of-Service
- Oracle Retail Labels and Tags

allows asynchronous, guaranteed delivery of all data to and from the Oracle Retail Back Office application. When Oracle Retail Back Office is deployed with Oracle Retail Central Office, a Java-based transaction data exchange option is also available.

Interfaces

Through its comprehensive support for and use of standards, Oracle Retail Back Office's open architecture reduces the pain of integrating to the store, and host systems and other channels—communicate synchronously or asynchronously, in real-time or in batch, on a private network or over the internet. This same technology is used for integrating with Oracle Retail and 3rd party applications.

Deployment

Written entirely in Java and based on standards, Oracle Retail Back Office can run on many different operating systems, databases, and application servers and is optimized for products from Oracle and IBM.

Note: Oracle Consulting or an Oracle Implementation Partner will work with each retailer to determine specific hardware and operating system requirements. An Oracle account executive can provide a list of pre-certified configurations and compliance-tested devices.

About Oracle Retail

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers - enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world's leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

Contact Us

For more information about Oracle Retail Back Office, please visit oracle.com/retail, email oneretailvoice_ww@oracle.com, or call +1.800.ORACLE1 to speak to an Oracle representative.



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