

# ORACLE RETAIL DATA WAREHOUSE



COMBINES MARKET-LEADING MERCHANDISING APPLICATION KNOWLEDGE WITH THE POWER OF ORACLE'S DATA WAREHOUSE AND BUSINESS INTELLIGENCE PLATFORM, PROVIDING A PRE-INTEGRATED SOLUTION THAT ENABLES RETAILERS TO LOWER COSTS AND INCREASE MARGINS WITH BETTER ACCESS TO ACTIONABLE, REAL-TIME INFORMATION.

## BENEFITS

### Pre-built integration with Oracle solutions including:

- Oracle Retail Merchandising System
- Oracle Retail Invoice Matching
- Oracle Retail Sales Audit
- Oracle Retail Price Management

### Retail specific content:

- Reports, dashboards
- Facts, dimensions
- Metrics, KPI's Benefits

### Oracle Technology:

- Oracle Business Intelligence (OBIEE+)
- Oracle Retail Extract, Transform & Load (RETL)
- Oracle Configuration Management
- Oracle Retail Workspace
- Oracle Application Server
- Oracle Database

*The retail industry is undergoing a transformation. During the past few decades, retailers have pursued operational excellence, setting the stage for dramatic changes in how they make decisions and drive success. The drive to enable better performance begins with providing a retail specific data warehouse, and a Business Intelligence solution with pre-built Oracle Retail application integration.*

## Overview

Gain enterprise visibility and control by leveraging the flexible and scalable foundation of Oracle's Retail Data Warehouse. Oracle Retail Data Warehouse (RDW) provides retailers with a fully functioning out-of-the-box solution, complete with Oracle Retail Business Intelligence. This serves as a foundation on which retailers may customize and extend the data model and reporting as they see fit.

## Introducing Oracle Retail Data Warehouse

Oracle Retail Data Warehouse provides retailers with a unique industry-specific solution that leverages the power of Oracle technology, while lowering total cost of ownership and simplifying lifetime support.

## A Complete Solution for Retail Data Warehouse

### Pre-Built Integration

Retail Data Warehouse v13.1 provides pre-packaged integration with the following Oracle Retail applications:

- Oracle Retail Merchandising System – Enables retailers to execute on their core merchandising activities, including applications such as inventory replenishment, purchasing, and vendor management, in a global environment, across multiple retail channels.
- Oracle Retail Invoice Matching - Provides all of the data necessary to support efficient processes for the verification of invoice accuracy and resolution of discrepancies prior to payment.
- Oracle Retail Price Management - A strategy-based pricing solution that suggests and assists with pricing decisions.
- Oracle Retail Sales Audit - Provides the tools to evaluate point-of-sale data to ensure the accuracy and completeness of information exported to downstream systems used in optimization processes, financial reporting, and analysis.

**Retail Extract, Transform and Load (RETL)**

Oracle Retail Extract, Transform & Load is a high performance, scalable, platform independent and parallel processing data movement tool which addresses:

- Database independent applications
- Platform independent applications
- Rapid development
- High performance data processing

**INFRASTRUCTURE SUPPORT**

- Supports the following with 13.1.x:
  - Operating System
    - OEL5
    - AIX 6.1
    - HP-UX 11.31
    - Solaris 10
    - Windows 2003 (OBIEE+ only)
  - Database
    - Oracle Database 11g (hence can run on Oracle Exadata / Database Machine)

RETL defines an XML interface that applications can call to define ETL functions. This interface is in a well-defined XML form that allows access to Oracle, DB2 and Teradata databases. RETL is a cross-platform development tool supported on Oracle Enterprise Linux, AIX, Solaris and HP-UX. The XML definitions do not change between platforms, enabling easy cross-platform integration. Development of the XML instructions for RETL is much simpler, faster and less error prone than writing C, C++ or Java code, resulting in faster development.

**Data Model**

Over 700 retail-specific facts and dimensions support over 200 metrics/KPI's, spanning the following functional areas:

- Accommodations
- Allocation
- Balance of Contract
- Beginning and Ending Stock Values
- Business Metrics
- Commitment Total Units and Value
- Comp
- Comp Store
- Customer Loyalty
- Discount Coupons and Scanned Items
- For Reports
- Gross Margin Return per Dollar of Inventory (GMROI)
- In Store Markdown
- In Transit
- Loss Prevention Voucher
- Markdown
- Media
- Net Cost
- On Order

- Organization, Sales Value by Type
- Overrides
- Pack Sales
- Plan Inventory
- Plan Mark-Ups and Mark-Downs
- Plan Sales & Profit
- Price
- Profit Per Unit of Allocated Space
- Promotions
- Reserved
- Return to Vendor
- Returns & Replacements
- Sales & Gross Margin
- Sales & Profit
- Sales and Returns by Tender Type
- Sales Per Unit of Allocated Space
- Stock Adjustments
- Stock Ledger Receipts
- Stock Movement Receipts
- Stock on hand
- Stock Turn Retail Value
- Store Traffic
- Supplier Contracts & Availability
- System Metrics
- Transfers

### **OBIEE+**

Oracle Business Intelligence Enterprise Edition Plus (OBIEE+) is Oracle's own next-generation BI platform that features a full range of BI capabilities to meet the demands of any user, all built on a single, unified architecture that distills and delivers intelligence from all enterprise data sources.

OBIEE+ includes a full suite of BI tools, including:

- Oracle Interactive Dashboards – Provides fully interactive collections of analytic content with a rich variety of visualizations.
- Oracle Answers – Used for ad-hoc data exploration with a business-friendly metadata layer, that contains common definitions of metrics, hierarchies and calculations.

**RELATED PRODUCTS**

- Oracle Retail Merchandising System
  - Oracle Retail Invoice Matching
  - Oracle Retail Sales Audit
  - Oracle Retail Price Management
  - Oracle Retail Workspace
- Oracle Delivers – Automatically notified users of exceptional business event via e-mail, SMS, dashboard alert, PDA, and more.
  - Oracle BI Publisher – Allows the creation of highly formatted templates, reports and documents, and allows users to work with familiar tools like Microsoft Word or Adobe Acrobat for report layout.
  - Oracle Disconnected Analytics – Enables Oracle Answers and Oracle Interactive Dashboard use offline.
  - Oracle Office Plug-In – A method to interact with data in the BI system with Microsoft Excel.

**Summary**

Oracle Retail Data Warehouse is built for retail, and enables companies to transform the economics of their business, by providing better intelligence to make more informed decisions.

**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 Data Warehouse, please visit [oracle.com/retail](http://oracle.com/retail), email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com), or call +1.800.ORACLE1 to speak to an Oracle representative.



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