

# ORACLE RETAIL DEMAND FORECASTING



## BENEFITS

- Provides a single forecast to drive the entire retail enterprise
- Creates accurate forecasts with little human intervention
- Uses statistical time-series forecasting algorithms and state-of-the-art modeling techniques
- Optimizes the selection of forecast methods
- Processes large amounts of data quickly and highlights potential problems

*Some retailers appear to have a magic touch when it comes to managing their inventories. They always seem to have just the right amount of product on the shelves—neither too much nor too little. They know that if they have too much, they tie up valuable cash and are forced to liquidate at little or no profit. And if they have too little, they lose sales and loyal customers.*

## Challenges of Predicting Consumer Demand

So what is behind that magic touch? And why can't all retailers be so successful in managing their inventories? The truth is, accurately predicting consumer demand is one of the most difficult challenges facing retailers today—for several reasons:

- Different departments often use their own forecasting systems and processes, which means that the various parts of the company are not working toward the same goal.
- The volume of data required is cumbersome and often resides in disparate systems and databases.
- Retailers often introduce new items or open new locations, but have no sales history on which to base a forecast.
- Retailers struggle to reconcile the short-term forecasts needed to support replenishment with the longer-term forecasts required for supply chain management and financial planning processes.

## Building a Smarter Business with Oracle Retail Demand Forecasting

Oracle Retail Demand Forecasting is designed to handle the challenges of real-world forecasting in retail, including scaling to manage the large volumes of data involved. The system handles forecasting at a low level of detail (such as at the item-, by store-, by day-level), forecasting for new products, and forecasting for products with sparse sales, all at the lowest level with very little human intervention.

The system uses statistical time-series forecasting algorithms and state-of-the-art modeling techniques and highlights the anomalies for you to review. Users can build their own forecasts or leverage the automation functions to allow the solution to determine the “best fit” forecast. Automation can free up users’ time to focus on the analysis of exceptions and the improvement of forecast accuracy.

Perhaps most importantly, Oracle Retail Demand Forecasting provides a single forecast to drive the entire retail enterprise. This integration brings together forecasts produced for replenishment, merchandise planning, financial planning, promotions, and pricing.

## RELATED PRODUCTS

- Oracle Retail Merchandise Financial Planning
- Oracle Retail Item Planning
- Oracle Retail Assortment Planning
- Oracle Retail Category Management
- Oracle Retail Replenishment Optimization
- Oracle Retail Advanced Inventory Planning
- Oracle Retail Regular Price Optimization
- Oracle Retail Promotion Planning & Optimization

## Benefits of Oracle Retail Demand Forecasting

**Single forecast.** Provides all departments with a common forecast to drive your enterprise.

**Reduced inventory.** Ensures accurate forecast is driving stock levels in order to avoid lost sales, reduce excess inventory, and minimize markdowns.

**Improved efficiency.** Streamlines the forecasting process by allowing you to treat groups of locations and products as one. Processes large amounts of data quickly and highlights potential problems.

## Features of Oracle Retail Demand Forecasting

**Integrated.** Enables you to send forecasts to Oracle Retail planning, pricing and inventory management solutions. Additionally, the solution can be deployed against legacy systems. This helps ensure that all components of your enterprise rely on a common forecast.

**Scalable.** Proven to provide scalability for large data sets.

**Automated.** Provides tools for selecting the optimal forecasting method and level, and supports rule-based alerts and exceptions.

**New item and new store support.** Supports planning for new items, categories, and locations.

## 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 Demand Forecasting, 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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