

# ORACLE RETAIL LABELS AND TAGS



ORACLE RETAIL LABELS AND TAGS ENABLES RETAILERS TO QUICKLY AND EASILY PRINT COST-EFFECTIVE TAGS, LABELS, AND MORE USING AN ORDINARY DESKTOP PRINTER AND PRINT TEMPLATES.

## KEY CAPABILITIES

- Ensure customers always see accurate price and product information
- Print labels and tags based on batch information sent from headquarters, or in real time
- Create price tags in-store for new items
- Maintain accurate pricing even when there is a last-minute promotion or price correction
- Conduct ad-hoc store and shelf audits to replace missing, worn, or incorrect labels and tags

*Oracle Retail Labels and Tags is a fully integrated optional module of the Oracle Retail Back Office application. Its Web-based user interface is easy to use to create up-to-date pricing labels and tags. This improves customer service because employees can spend more of their time in the store assisting customers.*

## Print Labels, Tags and More

Oracle Retail Labels and Tags is an optional module of Oracle Retail Back Office. The Labels and Tags module provides the ability to print labels and tags in the store while the Oracle Retail Back Office application provides the management of the label batches at the store.

Oracle Retail Labels and Tags includes standard templates to speed the creation of labels and tags. New or modified templates can then be sent to stores using Oracle Retail Central Office.

At the store level, Oracle Retail Labels and Tags supports generating label batches for printing based on event based triggers such as price changes, price promotions, new items and template changes. Corporate batches can be sent to stores at any time without a trigger event.

Batch ID	Batch Description	Batch Status	Date Created
200	Garden Sale	Incomplete	7/26/07
118	poi07/26/05	Pending	7/26/05
112	poi07/26/05	Pending	7/26/05
113	poi07/26/05	Pending	7/26/05
114	poi07/26/05	Pending	7/26/05
112	poi07/26/05	Pending	7/26/05
111	poi07/26/05	Pending	7/26/05
110	poi07/26/05	Pending	7/26/05
109	poi07/26/05	Pending	7/26/05
108	poi07/26/05	Pending	7/26/05

Figure 1. Oracle Retail Labels and Tags Pending Batches

## Maintain Accurate Pricing Information

Oracle Retail Labels and Tags helps reduce training time with an easy-to-use, Web-based user interface. Store employees can create print jobs electronically for new items, price changes, or promotional events or replace missing or worn-out labels

and tags during in-store audits, allowing stores to run more efficiently.

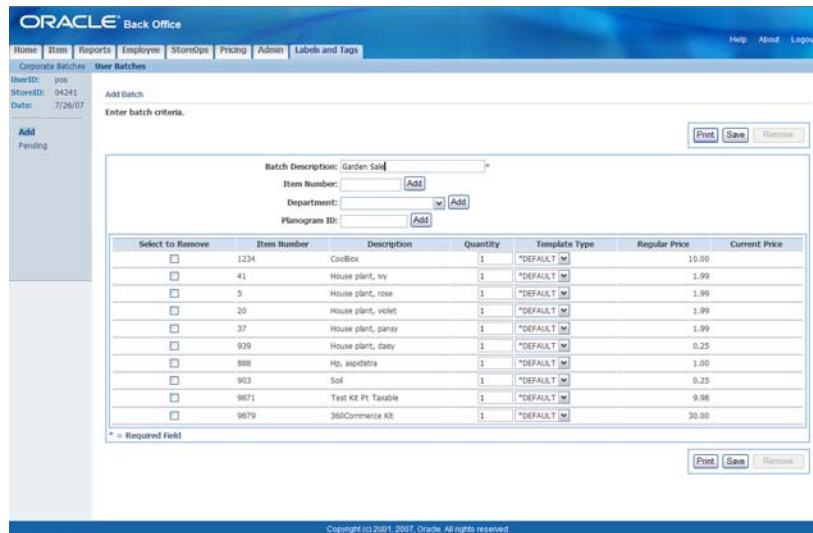


Figure 2. Oracle Retail Labels and Tags Add Batch

### Ensure Consistency in Labels and Tags

Oracle Retail Labels and Tags enables Oracle Retail Central Office to distribute new templates or centrally created print jobs. This allows for increased consistency and a central way to manage a retailer’s brand.

### Mobile Labels and Tags

The Mobile component of Oracle Retail Labels and Tags is intended for use in individual stores. It allows the creation of user batches that can subsequently be printed in Oracle Retail Back Office.

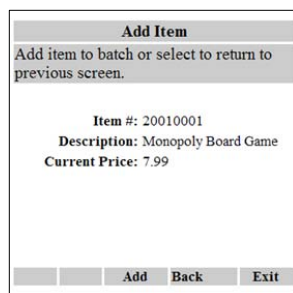


Figure 2. Oracle Retail Mobile Labels and Tags

### Oracle Retail Labels and Tags Architecture

Oracle Retail Labels and Tags provides scalability, growth potential, and flexibility while providing freedom of choice in platforms and deployments with an advanced J2EE architecture.

### 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.

**RELATED PRODUCTS**

- Oracle Retail Back Office
- Oracle Retail Central Office
- Oracle Retail Point-of-Service

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 Labels and Tags, 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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