

ORACLE RETAIL LABELS AND TAGS



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

RELATED PRODUCTS

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

Oracle Retail Labels and Tags literally puts the print shop in the store, enabling you to quickly and easily print cost-effective tags, labels, and more. Using an ordinary desktop printer and print templates, you can produce professional, branded, point-of-purchase information on demand. Keep your employees in the store assisting customers and ensure your customers see accurate price and product information—even when there is a last-minute promotion or price correction—by printing labels and tags onsite, instead of relying on corporate.

Print Labels, Tags, and More

Oracle Retail Labels and Tags can print labels and tags based on batch information sent from headquarters, or on the spot—in real time—for

- Item additions
- Price changes, including promotion on/off dates
- Ad-hoc store and shelf audits to replace missing, worn, or incorrect labels and tags
- Planogram reset replacements

Oracle Retail Labels and Tags includes standard templates to speed the creation of your tags and labels. Optional applications from AccessVia enable you to modify or create new templates and to print signs.

Maintain Accurate Pricing Information

A fully integrated, optional module of the Oracle Retail Back Office application, Oracle Retail Labels and Tags helps you

- Reduce training time with an easy-to-use, Web-based user interface
- Increase security with single sign-on and integrated roles
- Create print jobs electronically for new items, price changes, or promotional events
- Replace missing or worn-out labels and tags during in-store audits, using wireless support
- Distribute new templates or centrally created print jobs via the Oracle Retail Central Office application
- Increase scalability, growth potential, and flexibility while providing freedom of choice in platforms and deployments with an advanced J2EE architecture

About Oracle Retail

Oracle Retail solutions help you improve the efficiency of corporate operations, adapt rapidly to changes in your supply chain, and service customers more effectively through multiple channels. More than 1,900 companies rely on Oracle Retail solutions—which include the Oracle, Retek, ProfitLogic, 360Commerce, PeopleSoft, and JD Edwards product lines—to create insight-driven enterprises that stay competitive by basing their decisions on accurate, timely information taken from connected business processes and unified information systems. Whether you implement one module at a time or an entire solution suite, Oracle can help you run a smarter, more profitable retail business.

For more information on how you can implement Oracle Retail in your stores, contact an Oracle representative at +1.800.ORACLE1.

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