

ORACLE RETAIL PROMOTION PLANNING AND OPTIMIZATION



THE INDUSTRY'S MOST
ROBUST SOLUTION FOR
PROMOTION PLANNING &
OPTIMIZATION

KEY BENEFITS

- Centralized calendar and ad plan
- Performance history and measurement
- Key item sales drivers
- Store level forecasts
- Space allocation considerations
- What-If scenario capabilities

BUSINESS BENEFITS

- Improves operating margins
- Improves internal communication
- Increases service levels
- Minimizes inventory carrying costs
- Improves ad space usage
- Leverage an end-to-end retail process, tying promotions to broader category planning & supply chain activities via a common demand forecast

As retail has grown increasingly competitive and customers have become savvier on comparing prices across multiple channels, there is an increased need for retailers to further optimize planning and promotions to maximize operating margins.

Overview

One of the most significant challenges in Retail is to better understand what drives customer demand and the effectiveness of past advertising and promotional events. There is no doubt that promotional activity continues to be a significant driver to attract customers to buy now and buy more based on having a compelling offer. Intended to stimulate sales and capture share of wallet, promotional activity can have a significant and rewarding impact on top-line revenue when managed effectively. However, when promotional planning and execution is done with limited visibility, results can vary and often damage margins.

Introducing Oracle Retail Promotion Planning and Optimization

To maximize the profitability of ever-important promotional activity, retailers need intelligent tools to help them make the most effective promotion planning decisions. Oracle Retail Promotion Planning and Optimization is a market-leading solution made for retailers who develop, plan and price assortments for promotional activities. This advanced and innovative solution provides merchants with the ability to effectively develop promotional plans using highly analytical what-if scenarios on product pricing and placement to maximize sales and gross margin.

Often, the first step to achieving more profitable promotions is to accurately review and understand the effectiveness of past promotions. Oracle Retail Promotion Planning and Optimization provides retailers with full and accurate historical view of the ROI past ads and promotional events. This ability to measure value improves the ability to better plan for future activities and repeats successes in the future. Importantly, this robust understanding of history enables retailers to obtain a valuable understanding of their customers' demand.

Oracle Retail Promotion Planning and Optimization uses a unique design that leverages this customer demand understanding to enable smarter future promotion plans. The solution allows merchants to perform what-if analysis to better understand and evaluate the results of a planned offer based on entry level price point strategies, the offer, or the marketing vehicle. Embedded item and market basket analysis ensures users have a combined view of the forecast in one solution. In addition, the solution provides a collaborative, centralized platform, which enables collaboration between marketing and merchandising departments, resulting

in better and faster planning between internal teams. Merchants and designers also have the ability to graphically view ad space to determine best usage of content, and layouts to maximize profits per page. Forecasting the overall impact to department goals provides operational teams with a better upfront investment plan, to ensure all organizations are aligned before the promotional campaign is approved.

In addition, Oracle Retail Promotion Planning and Optimization integrates with an overall retail forecast that provides the central demand foundation that drives all supply chain planning activities. This allows a retailer to ensure that promotion decisions are based on the same “version of the truth” forecast that drives the rest of the organization. Further, this approach ensures that demand impacts due to promotional activities are communicated and operational downstream through to store execution.

This insight-driven approach, enabled by robust demand intelligence, provides the depth of science required for smarter promotion decisions that are aligned to overall enterprise needs.

Unique Features of Oracle Retail Promotion Planning and Optimization

Understand Past Promotional Effectiveness. Gain insight into reality of past events to make smarter planning decisions for future promotions.

Enable Centralized Promotion Planning. Provides visibility to all promotion vehicle types across all relevant organizational departments, leveraging workflow capability.

Leverage Market Basket Analytics. Gain insight into overall demand and profitability of a promoted item as well as the halo and cannibalization effect of any given promotion on other items in the assortment.

Combine Visual Ad Planning with Analytics. Graphically view ad space and layout while utilizing robust demand analytics and forecasting to understand overall performance metrics.

Perform analysis using highly evolved “what if” capabilities. Compare multiple promotional scenarios side-by-side and see both the item demand and overall effect, including cross-items.

Leverage a common forecast to drive all promotion and supply chain activities. Ensure all decisions are driven by a single and shared version of the truth, allowing for the entire organization to understand and adjust to potential impacts to demand due to promotion plans.

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,

RELATED PRODUCTS

- Oracle Retail Merchandise Financial Planning
- Oracle Retail Item Planning
- Oracle Retail Merchandising System

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 Promotion Planning and Optimization, 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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