

ORACLE RETAIL PRICE MANAGEMENT



STRATEGY-BASED PRICING
SUGGESTIONS COMBINED
WITH A STREAMLINED
PRICING & PROMOTION
EXECUTION ENGINE

FEATURES

- Zone and/or Location Pricing
- Automatically Price Zones/Regions Relative to the Standard Price
- Configurable Strategies to Preserve Margin or Meet Competitive Targets
- Alternate Pricing Impact Tools
- Auto Price Change Execution
- Exception-based Pricing
- Price Point and Ends In Capabilities
- Market Basket Codes and Link Codes for Pricing Consistency
- Robust Promotion Mechanics Including Customer Specific
- Support for Vendor Funded Markdowns and Promotions
- Integrated with Oracle Retail Merchandising and Oracle Retail Point of Service

BENEFITS

- Supports pricing differentiation across the organization
- Automates and streamlines pricing strategies
- Proactively manages profit margins across products and store locations
- Provides ability to meet competitive pricing targets
- Standardizes market image
- Supports wholesale operations
- Supports all product categories

Determining a corporate strategy for Pricing is challenging, but not being able to execute in line with the strategy in response to market conditions can be fatal. Retailers need a tightly integrated pricing solution that has capabilities spanning the entire lifecycle of a product – from product introduction to regular pricing to promotions and finally clearance. The amount of data that influences pricing decisions is massive, so a solution that not only can execute a price change, but also filter out the noise and suggest retail price changes based on market conditions is essential for operational efficiency, not to mention preserving margin and/or maintaining competitive advantage.

Overview

Pricing is one of the most important strategic areas retailers use to gain market advantage. The challenge retailers face in making the right pricing decisions often stems from inaccurate, fragmented or simply too much information. To improve pricing decisions, retailers need a tool that can use selected information from the merchandising system as well as competitive market information in order to suggest prices in line with the goals of the retailer for that type of merchandise and location. Users need a tool that they can easily manipulate and which promotes managing by exception.

Introducing Oracle Retail Price Management

Oracle Retail Price Management is designed for retailers who require complete visibility and control in order to streamline pricing decisions. Oracle's solution provides retailers with an end-to-end product life-cycle pricing strategy and execution engine to ensure the target margin or competitive position is achieved. With Oracle Retail Price Management, retailers can transform the economics of their business with a more predictable and profitable outcome.

Unique Features of Oracle Retail Price Management

Product Lifecycle Pricing. Price Management sets initial prices, manages simple or complex promotions and finally clears merchandise. Prices can be set leveraging different levels of the hierarchy or item lists and can be created at the style, option or SKU level. Vendor Funding can be linked to any regular price change, promotion or clearance. With all past, present and future prices held in one centralized place, Price Management provides Merchants with a consistent view on product pricing activity and margins at anytime.

Unifying Pricing Strategies. Rules-based price strategies, configured by the Retailer by zone and sub-category allow retailers to tailor their strategies at a lower level. Regular retail prices can be driven by margin targets, competitive pressure or regional market variations. Items of special importance can easily be flagged for special attention. For Clearance, retailers can be more intelligent in their markdowns by only reducing those items which meet configured criteria. Finally, through the use of price guides, users ensure that pricing structures adhere to company procedures, such as setting all clearance items with a .99-cent ending. By utilizing rules-based strategies to suggest prices, retailers gain better control, improve consistency, and deliver better margins.

Complete, Seamless Integration. Full integration with Oracle Retail Merchandising for foundation data as well as vendor deals, and the latest transaction information ensures a single version of the truth and improved pricing accuracy across the entire organization. Standard integration with Oracle Retail Point of Service also minimizes overall interface development and maintenance costs.

Measuring Effectiveness

Global retailers rely on Oracle's solutions to improve the process and accuracy of price management. This proven, scalable solution supports processing volumes of information during peak seasons of the largest retailers in the world. Benefits achieved with Oracle Retail Price Management:

Improved Internal Controls. With an integrated pricing solution, retailers have full visibility to pricing and margins throughout the full life cycle of the product, from initial offering to clearance.

Increased Productivity. Improved ease of use with pricing worksheets enables merchants to review, maintain and approve price changes quickly and easily.

Reduced Integration Costs. Integration with the Oracle Retail Merchandising and Oracle Retail Point of Service applications drives lower total cost of ownership.

Conclusion

Oracle Retail Price Management provides retailers with a fully integrated solution to execute on pricing strategies. By providing corporate control and visibility to pricing information, retailers will make better decisions to improve merchandise operations, and transform the economics of their business.

About Oracle Retail

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers. With software that spans planning, merchandising, supply chain, store systems, enterprise applications and infrastructure; Oracle enables organizations to serve their customers better by applying insight into daily business decisions for more profitable results. Oracle partners with the world's leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of retail.

RELATED PRODUCTS

- Oracle Retail Merchandising System
- Oracle Retail Invoice Match
- Oracle Retail Trade Management
- Oracle Retail Sales Audit
- Oracle Retail Price Optimization
- Oracle Retail Promotional Planning and Optimization
- Oracle Retail Markdown Optimization
- Oracle Retail Workspace

Contact Us

For more information about Oracle Retail Price Management, 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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