



Arnotts  
Dublin, Ireland  
www.buy4now.ie/arnotts

#### Industry:

Retail & Distribution

#### Annual Revenue:

US\$279 million

#### Employees:

800

#### Oracle Products & Services:

Oracle Retail Merchandising System  
Oracle Financials  
Oracle BPEL Process Manager

**“Oracle Retail’s proven, best-practice processes enable us to focus on meeting our long-term business goals while minimizing risk.”** – Paul Dickson, Director of Information Systems, Arnotts

### Arnotts Expands and Transforms its Business through Smarter, More Profitable Decision Making

Arnotts is Ireland’s oldest and largest department store, with 300,000 square feet of retail space and more than 600,000 products in stock. One of the top five stores in Britain and Ireland, Arnotts is redeveloping its flagship store in Dublin and expanding its retail space to 1 million square feet.

#### Challenges

- Reduce costs by streamlining ordering, replenishment, and inventory management processes
- Optimize use of retail space
- Boost sales by matching product availability to customer demand and delivering a better customer experience
- Gain greater insight into customer behavior and shopping trends through integrated, intelligent planning

#### Solution

- Implemented Oracle Retail merchandising, supply chain, and stores solutions to automate all routine processes from purchase-to-pay through to supply chain management
- Using the Oracle Retail solution to achieve efficient, rapid item-level stock counts and track losses across the store
- Gaining detailed, item-level reporting for more timely, productive analysis of gross and net margins
- Using Oracle Retail to analyze inventory holding, replenishment, and sales data; also maximizing profit by ensuring product availability matches customer demand
- Optimizing use of retail space to lower merchandising costs
- Providing more accurate demand forecasts to suppliers
- Using Oracle Retail products to predict upward and downward trends more accurately, thereby increasing stock turnover and improving cash flow
- Optimizing inventory management and allocation across the store, maximizing sales opportunities
- Using Oracle BPEL Process Manager to build a seamless interface with Oracle Financials and make data from Oracle Retail accessible in real time to finance teams for tighter control and more accurate analysis and planning