

ORACLE RETAIL BUSINESS INTELLIGENCE ACCELERATOR



Oracle Retail BI Accelerator has been designed specifically for retailers:

- Includes retail industry's best practices—compliant with Association of Retail Technology Standards (ARTS)
- Works with any major vendor's point-of-sale device
- Includes Retail Data Warehouse (RDW) model and reports [acquired with Retek]
- Works on a wide variety of platforms, including Linux
- Offers embedded data mining and advanced analytics
- Provides role-based dashboards built with Oracle BI Tools
- Grows as your business grows, with Oracle's cost-effective database scalability and availability

Oracle Retail BI Accelerator includes:

- 300+ starter reports
- 10 business areas
- 7 business roles
- 7000+ reportable attributes
- 3rd normal form design compliant with ARTS
- 650+ tables
- 12 prebuilt data mining models
- 15+ OLAP (online analytical processing) cubes
- Prebuilt IBM 4690 POS Collector

Successful retailers know that the key to success is not lots and lots of raw data—it's the ability to make sense of that data. Oracle Retail Business Intelligence (BI) Accelerator transforms your data into insightful information—so you can make accurate forecasts, predict trends, and see patterns that help you make better, more customer-centric decisions. With Oracle Retail BI Accelerator, you can transform your profit potential and turn insight into actionable intelligence—with greater speed and efficiency.

Enable an Insight-Driven Enterprise

An insight-driven retail enterprise is one that combines the art of merchandising with analysis, to accurately predict customer demand. Retailers need data analysis capabilities that help them make sense of their data—without requiring months of expensive, custom development effort.

Oracle Retail BI Accelerator provides retailers with the knowledge to make better decisions on assortments, promotions, and store operations activities. The Accelerator helps answer questions like these:

- How is the business doing compared to last year? Compared to plan?
- Are my inventory levels in line with sales? Are there any potential out-of-stock situations?
- How is my assortment selling in different regions of the country?
- Who are my top customers in the category? Which promotions will work best?
- How are my catalog, internet, and physical store sales doing in comparison to each other? To plan?
- Can I understand my gross margin return on space?

Insightful information leads to good decisions—and good decisions lead to profitable business choices.

Accelerate Your Data Warehouse

Retailers often invest months or even years in the development of custom-built data warehouses. Besides the expense and time involved in such an effort, merchants may still find that they can't easily get the information they need when they need it. In addition, custom-built data warehouses can't keep up with industry standards or stay current with technology evolution.

Oracle Retail BI Accelerator can save you from investing hundreds of person-months in custom data warehouse development. As a retailer, you can jump start your effort to obtain retail data warehousing from virtually any point, and rapidly implement wherever your needs or opportunities are greatest, without contributing to additional data “silo” problems. Realize a faster return on investment by reducing the need for a large and lengthy development effort.

Built on the Oracle Database 10g platform, the Oracle Retail BI Accelerator lets you take advantage of fault-tolerant grid computing—delivering better performance for less, with almost no downtime. And Oracle’s proven, highly scalable business intelligence technology is included, with embedded data mining and advanced analytics.

Retail Insight Delivers Actionable Intelligence

Oracle Retail BI Accelerator provides retailers with the knowledge to make better decisions on assortments, promotions, and store operations activities. With sophisticated trending and data mining capabilities built into the system, your reports will give you greater business insight than ever.

Reports are accessible from easy-to-use, role-specific dashboards via any standard Web browser. Role-based dashboards let you tailor the information to your needs, to enhance and improve the decision-making process. You can see summarized, aggregated information or quickly navigate to drill-down transaction details to better understand business issues. For example, you can use the Accelerator’s out-of-the-box reports to understand customer segment migration trends, or drill down on cross-sell opportunities based on market basket analysis.

Get More Insight with Prescriptive Analytics

Oracle Retail BI Accelerator helps you take your reporting to the next level. More than mere reports of key measures, sophisticated algorithms tease insight from your data to bring you actionable intelligence. For example, loss prevention reports identify areas where corrective action steps are needed. Price elasticity charts link customer price sensitivity with profitability. Embedded data mining gives you the ability to do market basket analysis, customer bundle analysis, price elasticity analysis, item shrink analysis, POS transaction analysis, and more.

Contact Us

For more information on how Oracle Retail BI Accelerator can transform your decision-making, improve productivity, and give you an advantage over your competition, visit oracle.com/industries/retail or call **+1.800.ORACLE1** to speak with an Oracle representative.

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