

INFORMATION DRIVES EXPANSION



Meeting the Retail Administrative Challenges of Globalization

Globalization is a reality for retail growth today. To stay competitive, retailers must expand beyond their traditional borders with new suppliers, new channels, and new stores. Globalization also means greater administrative challenges.

“Ghirardelli’s goal is to be No. 1 not only in terms of chocolate, but also in terms of customer service—it’s having the right product at the right time to meet all our customers’ needs.”

Margaret Stratton
Director of Logistics
Ghirardelli Chocolate Company

“We require speed and agility in the retail environment, and the ability to identify and enhance synergies across our lines of business. Oracle Applications will help us establish a core platform that supports our entire enterprise and helps us grow profitably.”

William Barnes
Vice President, Corporate Controller
Cumberland Farms

Expansion creates complexity, and administering it appropriately requires that your entire organization take the right steps from the start. Financial teams in new regions, back-office human resources (HR) departments, and real estate managers must work together. They all need localized information—backed by shared standards, processes, and data—that they can act on immediately.

Oracle Retail includes corporate administration solutions that enable retailers to overcome the challenges of globalization. The system’s strong, agile integration capabilities generate and present consistent, accurate views of information across and throughout the enterprise. With its flexible, modular architecture, users can customize how they plan and manage at the regional level.

Use Local Demand to Drive Global Sourcing

Globalizing successfully demands sophisticated integration between applications, both internally and externally. Detailed sales

information must flow upstream to your suppliers so they get the right mix of products. You need clear supply chain information from them to keep stores running smoothly. And financial systems must reflect all operational data to ensure that payments are made on time, sales and inventory remain accurate, and the information needed to make profitable decisions is always available.

Oracle helps you integrate your IT systems with your partners’ systems to solve one of the thorniest problems in retail: ensuring you have the merchandise and store supplies you need to operate efficiently. With Oracle, store-level information on what sells is accurately managed to ensure the right level of inventory is kept in check—not too much, and not too little. Managing the supply chain and ensuring the right level of supply is critical, to ensure distribution centers and stores aren’t overstocked and stores have exactly what they need to provide great customer care.

Fact: Nine of the top ten retailers in North America use Oracle Retail software.

Integrate Receiving with Financials

The power and flexibility of Oracle Retail's corporate administration solutions meet the challenges of globalization in three key administrative areas: finance, HR, and real estate.

Successful supply chain management requires timely and precise movement of both goods and money—based on close integration of merchandising and financial systems. Only Oracle Retail solutions can automate the link between receiving inventory and accounting and payments. When shipments reach your distribution center or store, Oracle automatically links the financial information that accompanies new inventory. There is no time-consuming, expensive, and error-prone manual integration. Rather, suppliers are paid immediately and accurately, and you never needlessly miss a discount.

Of course, Oracle Financial Management applications automate and streamline the full range of financial business processes. From accounts payable to corporate governance and controls, Oracle's solutions enable retail organizations to reduce operational expenditures through a centrally managed, integrated suite of products.

Schedule Labor to Match Demand

You expect that Oracle would integrate core HR capabilities with financial systems, but Oracle also gives you benefits customized for retailers. To contain labor costs, you must

continuously optimize labor supply with local customer demand. Oracle makes this easy by integrating demand forecasting with scheduling. Which times of the year are busiest in a particular store? Which parts of the day have the heaviest traffic? When should an associate stock merchandise, take a break, or serve customers? With integrated, demand-based business intelligence, managers can optimize staff schedules down to 15-minute intervals. The result: customer service improves while you stay under budget.

Oracle helps you invest in improved customer service with a more highly retained, better-trained workforce. Oracle automates the entire recruit-to-rotate process, freeing your time to encourage employee growth. In addition, the system's performance reports allow you to manage training and conduct regular staff reviews.

Contain the Cost of Real Estate

Store design must keep pace with consumer taste, and different locations need to follow current demand. It's no surprise that, after merchandise and HR, real estate is often your greatest expense. Oracle integrates detailed local information with the overall financial picture, so you can make strategic decisions, such as extensive store remodeling and vendor subleasing, with confidence.

Oracle's advanced project management capabilities track each aspect of store remodels and expansions to ensure that projects meet standards and reach deadlines—under budget and on time.



Flexible business logic and tight financial integration allow you to determine which materials, vendors, and designs will create maximum project return on investment (ROI). To make the best use of existing stores, Oracle's sublease management provides the information you need to negotiate the best terms with the most-qualified clients to manage the sublease.

Always Meet Local Customer Demand

Oracle Retail's flexible and interconnected administrative systems meet the increased challenges of expansion and globalization. Because information is integrated, you and your suppliers know what sells in which stores. With financial, HR, and real estate applications designed specifically for retail, you can have a localized product mix and better control the costs of selling merchandise. No matter how widespread your operations, Oracle helps you meet localized customer demand better than ever before.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/retail