

INFORMATION DRIVES INNOVATION



Drive Retail Value with a Service- Oriented Approach: Oracle SOA Suite

How can you keep pace with customer demand, respond to competitive pressures, and improve the economics of your retail business? By taking a service-oriented approach—not only with your customers, but with your technology infrastructure.

“We needed a technology provider that...could deliver a proven integrated retail footprint with the potential for a quick ROI. This would enable us to aggressively expand our business, while at the same time minimize the risk that can often be associated with major infrastructural business change initiatives.”

Paul Dickson
Director of Information Systems
Arnotts

“Our solutions enable customers to manage the biggest technology challenge: managing the massive volumes of data and turning it into real-time valuable information to help improve the business.”

Tarik Taman
Vice President, Oracle Retail

On a global scale, retailers and manufacturers are changing the way they operate. Consolidation, increasing competition, market saturation, evolving customer demands, and accelerating product cycles are some of the obstacles retailers must navigate to remain successful. But no matter how things change, in one sense they stay the same: **It's always about the customer.**

Retail Innovation Drives Higher Customer Value

To better serve your customers and ensure they have pleasant, memorable buying experiences that build loyalty and repeat sales, your retail organization must continually adapt and innovate. And, to stay ahead, you must innovate faster than the competition.

New, exclusive products need to be available in days, not months. Products need to roll into store channels at the right time and in the right amounts via scalable, flexible supply chains. Changes in demand need to be recognized and reacted to immediately.

And retailers, trading partners, and suppliers need to share inventory levels and sales activity with manufacturers—in real time—so that demand and supply are precisely matched to market conditions.

Deliver Faster Retail Innovation with Oracle SOA Suite

The need for information systems that are more flexible and responsive is driving retailers to adopt service-oriented architecture (SOA). SOA gives you the ability to develop enterprise applications as modular business services you can easily integrate and reuse as needed.

Oracle SOA Suite is a tightly integrated set of components for creating and managing modular services and orchestrating them into composite applications and business processes. The best-of-breed technologies and tools included in Oracle SOA Suite make it easier to create a truly flexible, adaptable technology infrastructure that delivers greater visibility into your retail business.

Fact: 17 of the top 20 retailers use Oracle for their retail business.



Improve Visibility into Business Activities and Market Conditions

In retail, change is the only constant. Retailers with systems that deliver up-to-date, real-time information in a readily accessible format are a step ahead—they can monitor business processes and key performance indicators (KPIs) “on the fly” and take corrective actions immediately.

Oracle SOA Suite can give you that advantage. It includes a business-activity-monitoring solution that gives you real-time visibility into business processes and KPIs via personalized dashboards. What’s more, Oracle SOA Suite proactively alerts you *within seconds* of an important event so you can take appropriate action.

Adapt to Change with Increased Speed and Flexibility

The ability to connect business processes and exchange information by using loosely coupled software components (as with SOA) helps you accommodate business changes and share information more easily with suppliers and trading partners. With Oracle SOA Suite, you’re better able to respond to change because you can develop and optimize business processes more rapidly.

Oracle SOA Suite includes a component that allows you to easily create and manage cross-application business processes with both automated- and human-workflow steps. This lets you extend the functionality of

your diverse legacy systems, so you can better meet customer needs while improving your profitability.

Consolidate Your Supply Chain

Leading retailers have a single, consolidated view across their supply chain—including trading partners and suppliers—so they can share inventory levels and sales activity. In such an environment, retailers, suppliers, distributors, transporters, and warehouse staff all coordinate their activities by using a single synchronized plan for inventory, delivery, execution, promotion, events, and more. That helps ensure the right amount of inventory is available in the right place at the right time.

Oracle SOA Suite gives you the tools you need to establish a consolidated supply chain. Built on open standards, it includes connectivity adapters that enable you to connect to virtually any datasource inside the enterprise—whether Oracle or non-Oracle—and to easily exchange information electronically with trading partners.

In addition, Oracle SOA Suite ensures that your information gets handed off to the right people and the correct business applications—accurately and efficiently—even when data resides in many different places. For example, complex processes such as “click to order” use automated workflows that verify the credit and inventory for a customer order and then send it directly to the correct shipping destination—with no need to re-enter data. This type of automated

workflow boosts efficiency, improves accuracy, and allows you to deliver better service to your customers.

Integrate Diverse IT Systems— at the Pace You Choose

Retailers have diverse IT environments that include legacy, custom, and best-of-breed applications accessed through many different systems—from mainframes to cash registers. Corporate acquisitions only add to the complexity.

Oracle SOA Suite has been designed to help you gradually adopt SOA principles and development practices—you can integrate any components of the suite into any existing IT environment. If you have specific business problems you want to solve, simply adopt components incrementally and expand to include the wider enterprise later.

Better Serve Your Customers

Ultimately, retailers that can respond to increasing customer diversity and demand, find growth within saturated marketplaces, and make strategic choices based on detailed customer information are the retailers that will participate profitably in the new retail marketplace. Oracle SOA Suite delivers the visibility, flexibility, and speed retailers need to better serve their customers.

CONTACT US

To learn more, call +1.800.ORACLE1 or visit oracle.com/industries/retail or oracle.com/technologies/soa/soa-suite.html