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ORACLE RETAIL ADVANCES PLANNING AND OPTIMIZATION SUITE TO DELIVER SIGNIFICANT VALUE TO FASHION RETAILERS

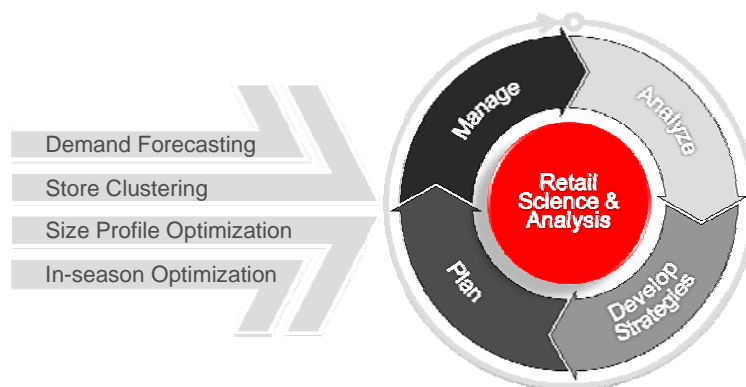


Oracle is announcing the release of the next generation of the Fashion Planning solution suite, an unprecedented opportunity for retailers to transform the economics of their business with a solution designed to maximize sales and gross margin.

Overview

The innovative offering comes at an ideal time, as fashion retailers face mounting challenges with increased competition, decreased consumer spending, shorter product lifecycles, and complicated global sourcing strategies. In response to these challenges, Oracle's newest release of the Fashion Planning solution suite enables retailers to keenly focus on the nuances of consumer demand while crafting proactive merchandising strategies that capitalize on their most important asset – their customer base.

Oracle Retail's Fashion Planning solution suite supports the end-to-end management of short lifecycle products: from pre-season planning of sales, margin and inventory investments to in-season management and clearance of merchandise. This comprehensive suite of solutions enables retailers to holistically manage their assortments by combining several industry-leading capabilities into a single business process.



The Oracle Retail Fashion Planning Solution Suite

The Most Comprehensive, Integrated & Detailed Planning Workflow. Oracle Retail's Fashion Planning solution suite features Merchandise Financial Planning, Item Planning and Assortment Planning, fully integrated into a seamless workflow that extends throughout the

entire merchandising lifecycle, from high-level business objectives to detailed assortment execution at the SKU/store level. This collaborative platform supports coordinated and reconciled top-down and bottom-up planning throughout the retail organization

The Strongest Fashion Science in the Industry. This bundled offering capitalizes on key capabilities from industry-leading analytical engines, including Demand Forecasting, Size Profile Optimization and In-Season Clearance Optimization. These retail science enablers have been tuned to the challenges of short lifecycle merchandise for over 10 years.

Together, they power the planning process with unprecedented intelligence and automation; helping retailers make better decisions faster to deliver major financial benefits.

The Most Proven, Scalable Technology Infrastructure. Combining Oracle's best-of-breed, powerful Retail analytical engines with its fit-for-purpose architecture delivers a winning combination that ensures the most sound business and technology investment a retailer can make. Many of the world's largest retailers utilize the Oracle Retail Planning suite today.

Taken together, these leading capabilities will address a key challenge facing Fashion retailers - to create unique assortments quickly that respond to rapidly evolving trends and customer preferences. With the growing need for fashion retailers to adopt a "fast fashion" business model, Oracle's Fashion Planning Solution provides an opportunity to create compelling assortment strategies dynamically and execute them to customers in a way that most closely matches supply to demand. Ultimately, the offering's advanced fashion science injected throughout the comprehensive planning workflow will enable fashion retailers to rapidly transition floor sets, encouraging frequent customer visits while minimizing the risk of trend-intensive merchandise.

Summary

The Fashion Bundle represents Oracle Retail's next major initiative toward delivering on Insight Driven Retailing with the world's most complete and integrated suite of enterprise software, building on Oracle Retail Release 13 announced in June 2008. Oracle Retail's solution strategy for Retail, advanced by Release 13 and now the Fashion Planning Solution Suite, helps retailers transform customer-shopping experiences by providing embedded retail intelligence that enables merchants to make better decisions from the supply chain to the stores.

This next generation of the end-to-end Fashion Planning solution suite highlights Oracle Retail's legacy and leadership in delivering planning and analytic solutions. The analytic capabilities have powered compelling business value at more than 50 leading fashion retailers globally while Oracle's planning and supply chain solutions have enabled business process and scale at over 100 retailers worldwide over the past 10 years.

Contact Us

For more information about Oracle Retail's fashion planning solutions, please visit oracle.com/retail or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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