

# ORACLE DEMAND SIGNAL REPOSITORY



## KEY FEATURES

- Dedicated application to capture and manage large volumes of external demand data
- Scalable, extensible data model based on the Oracle Data Warehouse for Retail data model
- Robust library of facts, measures and attributes to capture manufacturer, competitor and retailer information
- Data captured, stored and analyzed at the day/SKU/store level
- Retail data can be viewed in either retailer or manufacturer hierarchies/calendar
- Pre-built category management and scorecarding dashboards and reporting templates
- Ad hoc query and analysis capabilities for users to create their own reports and dashboards
- Proactive detection and alerts based on user-defined goals and thresholds
- Pre-built integration of cleansed, harmonized data to Oracle Demantra
- Standards-based integration of cleansed, harmonized data to non-Demantra applications

*Is your company trying to become more demand-driven? Oracle's Demand Signal Repository solution enables companies to leverage external demand data to improve operations and deliver differentiated products and services to key retail customers, shoppers and consumers. The result is a more demand-driven enterprise with increased revenue due to lower out of stocks at the shelf, improved execution of promotions and new product introductions, and reduced costs due to better demand planning and a more streamlined IT environment.*

## **Leverage Downstream Data to Drive Profitable Growth While Also Reducing IT Complexity and Cost**

Consumer goods companies have historically operated with little more than their own factory shipment and traditional syndicated data to guide them. Over the years, a handful of leading retailers have begun sharing store level POS and inventory data directly with their major consumer goods partners. Not surprisingly, the typical approach of most consumer goods companies has been to deploy a set of fragmented solutions to capture and manage external demand data on an ad hoc basis as each new data source became available. As the number and formats of these retailer and syndicated data sources have proliferated, this ad-hoc approach has become increasingly expensive to operate, as well as ineffective in providing line-of-business executives concise and accurate demand insights.

The Oracle® Demand Signal Repository (DSR) solution is designed to address exactly this problem and is the first application designed “from the ground up” to support the current and future scalability, extensibility and performance requirements of leading consumer goods companies. The DSR converts disparate sets of downstream data into retail customer, shopper and consumer insights that can enable improved decision making and execution across the enterprise – while also reducing IT complexity and cost. The key capabilities of the DSR are threefold:

- Capture and manage large volumes of disparate external demand data
- Analyze, report and take action based on day/store/SKU level insights
- Integrate clean, harmonized demand data to external applications

## **Capture and manage large volumes of disparate external demand data**

The DSR is a centralized, dedicated application designed to capture, cleanse and harmonize large volumes of complex, disparate external demand data such as retail store level POS and inventory information. The foundation of the DSR is an extensible, retailer-oriented data model that can capture and manage external

demand data at the day/store/SKU level of detail. The DSR provides the capability to capture and manage thousands of measures and attributes corresponding to individual item, retailer, and store demographic information. Supported data types include daily POS, on-hand inventory at a store and/or retail DC level, store orders and receipts, retail DC withdrawals, returns, store promotions and retail sales/order forecasts. In addition, one of the core functions of the DSR is the ability to maintain a unique set of item, geographic, organizational and calendar hierarchies for each individual retailer. This enables the DSR to transform data from external sources so that it may be analyzed and reported-on in either the manufacturer's hierarchies and calendars or in the hierarchy and calendar of each individual retailer. In addition, if a retailer provides competitor data to help support category management processes, the DSR can be used by a manufacturer to capture and analyze competitor data as well as the manufacturer's own data.

**Analyze, report and take action based on day/store/SKU level insights**

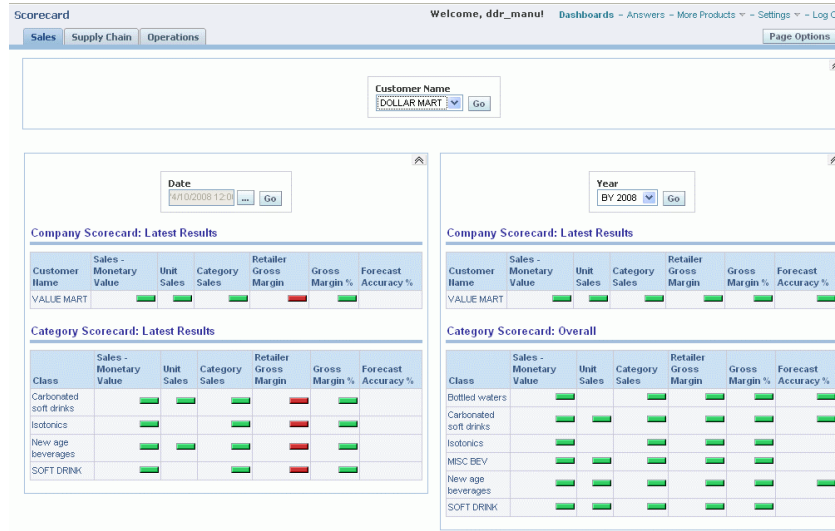
The DSR also includes the best-in-class analytical capabilities of the Oracle Business Intelligence Enterprise Edition application to help business users develop and act upon insights generated by visibility to timely, granular external demand data. With the DSR, consumer goods companies can get a near real time picture of retail store level sales and inventory management trends and can identify potential problems as well as areas of opportunity. The entire organization can take advantage of the proactive intelligence of the DSR by easily viewing the large library of facts and measures at any level of granularity and across retail account hierarchies, category/item hierarchies, geographical hierarchies and calendar hierarchies. In addition, the DSR can deliver targeted alerts to enable exception-based processes and workflow. For example, key account team members can receive alerts when sales performance of a new product in a specific territory drops below weekly or even daily targets. Moreover, alerts can be set-up to notify stakeholders via their preferred medium – sales field representatives can receive a short text message on their cell phone, DC managers can get a PDF attachment via email, and sales management can receive a report as a Microsoft Excel spreadsheet.

The DSR comes with a set of pre-packaged reports and dashboards designed to support category management and trading partner score carding capabilities and accelerate time to value during a customer implementation. The category management reports enable category and brand managers to view KPIs and intelligence needed to establish and execute a sound category performance plan – e.g., category coverage, category penetration and retail financial analysis.



**Figure 1: Category management dashboard capabilities**

The DSR also includes pre-seeded scorecarding analytics that provides a graphical interface for monitoring results versus goals on a weekly, monthly or quarterly basis related to key operational and financial KPIs within a trading partner relationship. The DSR’s scorecarding functionality is fully compliant with the GS1 Trading Partner Performance Management vision and standards.



**Figure 2: Pre-built scorecarding dashboard**

The pre-built reports and dashboards are only the tip of the iceberg since the DSR provides users with true ad hoc query and analysis capabilities so that users can easily create their own customer-specific reports. The DSR offers a logical view of metrics, hierarchies and calculations expressed in user-friendly terms so that users can create reports drawing upon the available library of information quickly and easily.

**Integrate clean, harmonized demand data to external applications**

In addition to providing enhanced analytics and reporting capabilities, the DSR is

**KEY BENEFITS**

- Reduce demand latency to better sense, shape and respond to demand
- Improve the consistency and accuracy of external demand data to more effectively leverage demand data across functions, teams and applications
- Reduce the cost and complexity of cleansing and managing disparate sets of external demand data

**RELATED PRODUCTS:**

- Oracle Demantra
- Oracle Consumer Goods Analytics

**RELATED SERVICES**

The following services are available from Oracle Support Services:

- Update Subscription Services
- Product Support Services
- OnlineDBA
- OnlineDBA for Applications
- Oracle University
- Oracle Consulting

designed to provide clean, harmonized demand and inventory data via a web services interface to complementary applications like demand planning, trade promotion analysis and optimization, sales & operations planning, retail execution and product lifecycle management. This allows the DSR to support systemic operational improvements in a wide variety of functional areas.

The DSR also offers pre-built integration with the Oracle® Demantra solution, allowing companies to quickly leverage Demantra's best-in-class functionality for demand sensing and shaping. A combined Oracle® DSR/Demantra solution enables companies to efficiently and effectively use a wide variety of external demand data to more accurately predict demand for their products, more profitably shape demand through the right mix of promotions, and more profitably balance supply and demand to meet operating constraints and budgets.

**Summary**

The race is on among consumer goods companies to deploy the capabilities required to convert increasingly large, complex, disparate sets of downstream data into retail customer, shopper and consumer insights that can enable improved decision making and execution across the enterprise. The Oracle® DSR is the first application offered by a major software vendor that supports both the current requirements and future vision of leading consumer goods companies by providing a scalable, enterprise strength solution that is pre-built to provide best-in-class business intelligence capabilities as well as standards-based integration to complementary Oracle and non-Oracle applications to enable demand-driven operations.

**Oracle E-Business Suite—The Complete Solution**

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on a unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

**Contact Us**

For more information about the Oracle Demand Signal Repository, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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