

# INFORMATION EXPANDS OPPORTUNITIES

## Oracle Retail Release 13: Enabling Transformation, from Integration to Insight



The retail landscape is transforming. Leadership is no longer guaranteed. Decades spent pursuing operational excellence have set the stage for changes in retail economics and business practices. With the release of Oracle Retail Release 13 – Oracle is continuing to provide retailers with innovative leadership in technology to deliver more measurable results for retailers of all sizes.

Information technology, end-to-end application integration and customer service innovation are swiftly changing the retail leadership paradigm, with consumer centricity as the driving force to success.

The future of retailing will bring profitable results to those retailers who have the ability to adapt to changing consumer needs, read customers' responses effortlessly, and drive repeat shoppers at each channel with intelligence and ease. The latest release of Oracle Retail will enable retailers to seize the opportunity to operate more efficiently and deliver better top line results through insight driven retailing.

After years of what might be called breakthrough improvements, there is now an end-to-end integrated application suite that could change the fundamental dynamics of retailing operations, in particular, the ability to serve the customer. Through strategic acquisitions of best-of-breed applications and a long-term vision, Oracle Retail Release 13 represents Oracle's promise to deliver more insight, further integration and greater value to drive customer relationships.

Oracle continues to transform the economics of retail by providing innovative leadership in technology and delivering measurable results for retailers of all sizes.

### **Empowering Business Insight**

The retail landscape is transforming, and continues to evolve. This requires retailers to be more precise, agile, and armed with the right tools that empower more accurate business insight. Transforming the customer shopping experience with embedded retail intelligence will help merchants make better choices and decisions from the supply chain to the store. The leading edge supply chain management capability in Oracle Retail Release 13 aligns the entire supply chain into one logical enterprise, which is linked from supplier to consumer. This creates a time-phased view of the entire supply chain, synchronizes all tiers, leverages optimization, and incorporates constraints. The value is clear - driving down unnecessary additional inventory purchases with better use of capital. The business is empowered with improved synchronization between merchandising and store systems – which drives



better decisions at the local level, improving overall customer service. And finally, enabling better insight to global performance across multiple businesses and brands provides the much needed intelligence to drive better results.

### Integrated Solution Suite

To transform and grow profitably retailers need an adaptable infrastructure, built on industry standards, that enables business agility. Oracle Retail Release 13 provides a robust platform for this infrastructure. It is based on industry standards with adaptable retail workflows and a common user interface (UI). Oracle Retail Release 13 reflects a deep understanding of the unique needs of retailing. Based on an adaptable infrastructure, Oracle provides overall lower total cost of ownership that enables retail agility, through fusion enabled applications, adaptable retail workflows, all built on industry standards. This flexibility allows retailers to create short-term value, while pursuing long-term growth and renewal.

### Delivering Measurable Value

Information is at the core that enables retailers to make insight driven decisions about localized merchandising, optimized assortment plans, store layouts, and pricing. These decisions result in improved financial performance that transforms the economics of retail. The enhancements in Oracle Retail Release 13 help retailers expand globally and drive even better profits. It provides centralized insight to daily information to pursue next-generation,

customer-centric strategies that maximize return on investment. Oracle Retail Release 13 delivers measurable returns across the entire retail value chain.

- *Stores:* Faster service, access to information to streamline the buying process, and improved returns processing to ensure accuracy and excellent service. Workspace tools to deliver alerts and exception data to empower store managers and improve store performance. The store becomes an integrated part of the Retail Enterprise, no longer an island of automation.
- *Merchandising Operations:* Progressive global retailers select Oracle for its complete end-to-end solution to unify merchandise operations, and to speed product to market. As the most proven, comprehensive and pre-built integrated suite of applications, Oracle Retail Merchandise Operations provides more global visibility and business insight across the organization, enabling transformation to an agile workplace.
- *Merchandising Planning and Optimization:* Drive improved sell through rates, better inventory turns, and increased sales and net margin. Transform the business by arming merchants with deep customer insights and the ability to build and execute customer-centric plans that span traditionally silo-ed organizations.
- *Supply Chain Management:* Transforming the retail supply chain with the intelligence, flexibility, awareness and responsiveness required to effectively service the demands

of contemporary consumers while simultaneously improving inventory productivity goals.

Oracle Retail Release 13 enables you to set best practice foundations to be more agile by standardizing, streamlining, and institutionalizing the knowledge of execution to gain transformational operational advantages.

### Oracle Retail Transforms Your Business

Oracle Retail Release 13 can help transform the way your retail business works. Oracle Retail applications begin and end with value—start with an immediate ROI and continue with sustained improvements that sharpen your business strategy and execution capabilities.

Oracle Retail helps you create a unified view of information that will deliver economic value to the whole business, from in-store operations to corporate strategy to supply chain and logistical management. It helps create an insight-driven enterprise that relies on integrated, accurate, timely information; maintains an intense focus on the customer; profits from an agile supply chain; and operates with certainty. Look to Oracle to help coordinate people, processes, and technology to make your unique retail experience profitable.

### CONTACT US

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Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.