



Improve localized assortments

A best-selling product in one store may sit on the shelves in another store just a few miles away. Retailers operating multiple storefronts must continually make decisions about which merchandise to sell in each store, given local needs and preferences. Oracle Retail solutions capture detailed information on what sells, and apply that information to calculate optimal inventory levels at individual stores to help improve localized assortments and win customer loyalty.

While retail expansion is inevitable through new stores, formats, lines or products, maintaining the focus on customer becomes difficult due to the size and scale of operations. As merchants develop strategies to keep customer coming back, the optimization of retail space becomes even more critical. Category managers and planners must continually connect the needs of customers while balancing the strategic needs of the business, while making timely decisions on what products stay, and what products are delisted.

Oracle Retail offers an end-to-end framework that provides a complete assortment planning solution for smarter and accurate decisions. It enables you to:

- Build store level detail into central buy plans
- Allocate & replenish by store
- Assort products to maximize store space constraints

Build store level detail into central buy plans

As retailers expand and business complexity grows it becomes increasingly difficult to make decisions on assortments, pricing, marketing, allocation, and execution. Oracle Merchandising Planning solutions provide you the visibility into customer demand, and enable you to make accurate buying plans and facilitate the management of items that are key to achieving financial goals. The solution helps you consolidate store level demand into a single forecast, blending the art of retail with science. It executes a broad range of core merchandising activities, including inventory replenishment, purchasing, and vendor management. Using sophisticated mathematical models and optimization routines, it creates intelligent estimates of future business opportunities. Oracle's solutions provide a tactical inventory

As we continue to grow, it is critical that our systems have flexibility to accommodate new product categories and business processes. We needed a new infrastructure that would allow us to efficiently integrate the operations of newly acquired companies. The Oracle solutions will enable us to streamline and automate our operations with a single, comprehensive source of accurate sales and inventory information."

Eddie MacDonald, CEO,
Colorado Group

"Oracle Retail is a key component in making our business customer-centric by providing store personnel with easier access to information that enables them to immediately respond to the needs of our customers. We look to Oracle Retail Store Inventory Management to help ensure that the merchandise our customers want is in stock so we can increase customer conversions and boost sales."

Richard Garza, CIO for NEXCOM

"Oracle Retail has really helped me make my vision a reality. The product team can really focus on the art of producing the best product assortments for our customers. And Oracle Retail solutions can analyze markdowns, can analyze size optimization, and do all the number crunching that will ensure gross-margin dollars and profitability by store are delivered so that we're very successful."

Lalonne Biggar, Chief Merchandising Officer, Northern Retail Group

Did You Know?

- **20 of the top 20** global retailers depend on Oracle retail Applications & Technology
- **9 of the top 10** North American retailers use Oracle Applications to run their business
- **15 of the top 16** food and drug retailers rely on Oracle Applications

plan that helps optimally forecast consumer demand, source supply, and fulfill demand in a time-phased manner. It improves accuracy by providing views into sales history, actualized weekly sales, and unconstrained forecast, enabling more accurate planning. It also supports proactive in-season item management resulting in fewer lost sales, excessive markdowns, and unprofitable exit strategies.

Allocate & replenish by store

As consumer demand changes, you need systems that can accurately sense and provide you with the capability to respond quickly, in order to achieve store level inventory optimization. Oracle Retail Replenishment Optimization balances all variables and constraints to create the optimum inventory balance. It provides you with the much-needed insights to allocate and replenish stock based on varying formulas depending on the type of products, stores, and pricing mechanisms. You are able to analyze store level sales patterns to optimize local inventory and eliminate excess inventory costs. The solution helps you examine all possible tradeoffs involved in managing inventory replenishment and the impact they have on the business, and then makes the best recommendation. It provides an automated, exception-driven approach to achieve optimized inventory, removing the requirement to manually set and monitor inventory targets by store and SKU. The optimal replenishment settings may be used to update replenishment parameters in the current replenishment application, turbo-charging its effectiveness and boosting the value of the existing replenishment solution.

Build localized store assortments

The ability to plan assortments at a store level for a tailored experience greatly enhances customer satisfaction. This requires insights into local demand, buying preferences and price points that work. Oracle's solutions ensure retailers have the best analytical capability at their fingertips to make crucial decisions on store level assortments. By tailoring assortments based on strategies infused with consumer demand forecasts, the overall store performance will be improved. Oracle's solutions provide retailers with an easily configurable template to rationalize assortments and optimize them within the constraints of space. Using proprietary algorithms, retailers of all types can blend the beauty of art with the power of science to deliver the right product mix, in the right place for the right stores.

Conclusion

Oracle is committed to the retail industry. Improve your localized assortments with Oracle and get the edge in customer satisfaction and loyalty.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit

<http://www.oracle.com/industries/retail/index.html>

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

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