



Oracle and Wipro Retail Solution

Retail leaders recognize that technology has become a crucial element in satisfying consumer and shareholder demands. The selection of the right partners that have deep technical and retailing expertise has become more critical than ever to growing retail organizations. With a leading combination of Oracle and Wipro, this joint partnership provides global retailers with the right resources, and solutions to drive innovation to transform the economics of their business.

Solution Description

Oracle and Wipro have teamed together to provide a solution that furthers retailers in their efforts to achieve competitive advantage. The deep retail knowledge of Oracle and Wipro provides comprehensive insight into key business drivers and ways that process and technology can be blended to improve commercial performance.

Wipro's capabilities span a broad spectrum of business and IT solutions. Their work ranges from understanding the relationship between industry and business strategy, aligning business activities, ensuring the resulting solutions are practical and support the day-to-day operations of the business. Wipro's extensive retail experience gained across an international industry provides unique insight into the retail challenges, enabling retailers to consult at the highest levels and provide best in class Oracle software solutions.

Expertise in all Retail Segments:

- Grocery
- Fashion
- Hardlines
- DIY
- Department Stores
- CPG

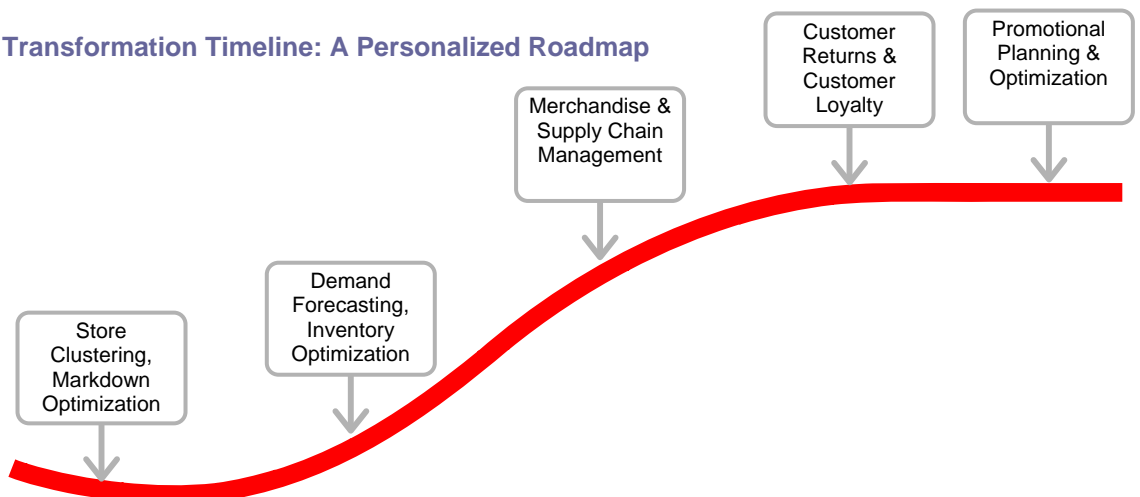
Oracle Retail Solutions:

- Merchandise Management
- Price Management
- Sales Audit
- Invoice Match
- Demand Forecasting
- Assortment Execution
- Item Planning
- Category Management
- Store Inventory Management
- Point-of-Sale
- Returns Management

Benefits

- **Supply Chain Management:** custom development, supply chain planning, WMS, reverse logics, package implementation
- **Merchandising and Pricing:** category management, assortment planning, price optimization, retail enterprise applications, planogramming, retailer / supplier collaboration, data synchronization
- **Multi-Channel Retailing:** on-line retailing, order management, on-line rebates, in-store solutions, POS, loss prevention
- **Customer Management:** trade promotions, customer analytics, marketing effectiveness, scan panel, customer loyalty, spend analysis
- **Analytics:** DW/BI, KPO, LPO, BPO

Transformation Timeline: A Personalized Roadmap



Oracle Platform

Oracle has made a number of strategic acquisitions including merchandising (Retek), stores (360Commerce), and optimization (ProfitLogic) to offer the industry's broadest set of retail-specific functionality. Only Oracle provides all the key components: database, middleware, and applications, all based on open standards to transform your retail business. Only Oracle offers advanced analytic capabilities for retail, so you get the business intelligence you need to compete and win. Only Oracle allows you to create a unified view of your information that delivers economic value to your whole business, from in-store operations to corporate strategy to supply chain and logistical management.

Wipro Services

Wipro is a 5b\$ international IT and business services company that delivers measurable value to the world's leading and best-known retailers through the deployment of innovative IT-based solutions. Our deep industry knowledge is backed by the industry's broadest range of IT services and solutions (from testing to TIS and ADSM, and from consulting to BPO), and 85,000+ resources based in Europe, India and Latin America.

Wipro made a substantial investment to pursue the retail industry with Oracle in 2006 through its acquisition of Enabler ("built by retailers for retailers"). This 4,000+ unit works with leading retailer's organizations on their business and IT transformation programs to achieve competitive advantage.

Wipro's relationship with Oracle retail has strengthened dramatically in the last few years and the two companies actively work together to deliver strong business solutions for the world's largest retail organizations. By enabling top retail organizations to optimize their processes, Wipro turns complex infrastructures into profit-focused support tools.

- Wipro works with retailers (food and non-food) within all retail industries (grocery, fashion, DIY, department stores)
- Wipro is a world wide leading Oracle retail integrator in grocery
- Wipro was the first to perform an Oracle retail implementation within a wholesaler

Case Study

Wipro is a trusted adviser and provider of IT solutions to the world's fourth largest retailer, Tesco, and supports the company with Oracle software implementations in the UK, Turkey, Central Europe, Japan, Korea and the US. Moving from legacy to new systems is a high profile, share sensitive activity that must be handled with care and diligence. Tesco trusts Wipro Enabler to handle what is often described as heart and lungs transplants. Projects include Tesco in a box, part of the Tesco operating model, which aims to consolidate services/processes and standardize IT platforms across all stores worldwide.

Contacts

To learn more about how Oracle and Wipro can improve your bottom line with our solutions tailored for the retail industry contact:

Oracle: scott.staube@oracle.com
www.oracle.com/industries/retail

Wipro: loick.lemoine@wipro.com
www.wipro.com