

ORACLE RETAIL DATA MODEL

KEY FEATURES AND BENEFITS

FEATURES

- 3rd Normal Form (3NF) Logical Data Model with transaction level access-compliant with Association for Retail Technology Standards (ARTS)
- Physical Data model with 650+ Tables and 10500+ attributes
- Industry specific Measures (1200+)
- Pre-built OLAP Cubes
- Pre-built Data Mining Models
- Intra-ETL Database Packages
- Interface Tables
- Sample Reports & Dashboards
- Comprehensive Metadata for Business Intelligence Reporting & Ad-hoc Query
- Industry Specific Advanced and Predictive Analytics
- Automated Data Movement from 3NF to OLAP, Mining and Dimensional models.

BENEFITS

- Designed and optimized for Oracle data warehouses, including the HP Oracle Database Machine
- Can work with any Retail and POS Application Environment
- Easy to extend and customize-avoids 'Build from Scratch' Data Warehouse
- Expedient data warehouse implementation with pre-built components and embedded data warehousing best practices for retailers
- Vanilla Implementation < 90 days

Oracle Retail Data Model is a standards-based data model, designed and optimized for Oracle data warehouses, including the HP Oracle Database Machine. Oracle Retail Data Model combines market-leading retail application knowledge with the power of Oracle's Data Warehouse and Business Intelligence platform, enabling retailers to unlock the value of their data. With pre-built data mining, On-line Analytical Processing (OLAP) and dimensional models, it delivers industry-specific metrics and insights you can act on immediately to improve your bottom line. Oracle Retail Data Model can be used in any application environment and is easily extendable. With Oracle Retail Data Model, you can jump-start the design and implementation of a retail data warehouse to quickly achieve a positive ROI for your data warehousing and business intelligence project with a predictable implementation effort.

Delivers Retailer and Market Insight Quickly

Oracle Retail Data Model is a pre-built, pre-tested solution designed by industry experts to help retailers maximize the value of their Oracle data warehouse. Using sophisticated trending and data mining capabilities based on Oracle's OLAP and data mining technology, retailers - including grocery stores, department stores, specialty store chains, mass merchants, convenience stores, and multi-channel retailers - now have the data analysis capabilities to develop retail-specific insights that are relevant, actionable, and can improve both top-line and bottom-line results. The following list illustrates by subject area some of the many analytic capabilities available in Oracle Retail Data Model:

Store Operations	Store and Comp Store Performance, Shopper Conversion
Point of Sale	Multi Channel, POS Flow
Loss Prevention	Unusual Transactions, Hidden Patterns, Attribute Impact
Merchandising	Merchandise Performance, Item-Basket, Fast & Slow
Inventory	Inventory State, Zero Selling, Forecast out-of-stock
Category Management	Product Mix, Shelf Analysis, Sales vs. Syndicated Data
Workforce Management	Employee Utilization, SPIFF & Split Comp Analysis
Customer	Clustering & Segment - Creation, Migration, Analysis
Promotion	Causal Factor, Halo Impact & Promotional Lift
Order Management	Order Fulfillment Analysis, eCommerce Performance

Insightful information leads to good decisions—and good decisions lead to profitable business choices.

Rapid Implementation, Predictable Costs Lead to Higher ROI

Oracle Retail Data Model can save you from investing hundreds of person-months in custom data warehouse development. As a retailer, you can build your retail data warehouse from virtually any point, and rapidly implement wherever your opportunities are greatest, without contributing to additional data “silo” problems. You’ll realize a faster return on investment by reducing the need for a large and lengthy development effort while staying current with technology evolution and standards.

Oracle Retail Data Model is compliant with retail industry standards ensuring interoperability with other retail systems. It can be used in any application environment and is easily extendable, eliminating complex and costly integration requirements, leading to a higher ROI.

Combines Deep Retail Market Expertise with Industry-Leading Technology

By leveraging Oracle’s strong retail domain expertise, Oracle Retail Data Model provides an industry standard compliant foundation schema that is modern, relevant, topical, and addresses the needs of most retail segments. This normalized foundation schema serves as a detailed and structured representation of the retail business, providing an integrated base for business information with fully defined entities and relationships.

Based on Oracle's leading data warehousing technology, the Oracle Retail Data Model raises the bar on scalability and performance in the delivery of detailed transaction-level information. Retailers can tailor or extend the solution to their needs and take advantage of real business insight, so that they can run a smarter, more profitable retail business.

Benefits

Oracle Retail Data Model provides an off-the-shelf data warehouse framework that is both adaptable and extendable, allowing you to maximize the capabilities of your data warehouse while accelerating the deployment of a comprehensive business intelligence strategy. Compliance with retail industry standards ensures interoperability with other retail systems. The pre-built, pre-tuned data model with intelligent insight into detailed retailer and market data, allows you to quickly gain value from your data warehousing effort, supports diverse analytical requirements, and assists in building future analytical applications. Fast, easy and predictable implementation reduces risks and enables you to achieve strategic value more rapidly by eliminating deployment delays and expenses associated with built-from-scratch or proprietary data warehouse solutions so you can start making better business decisions faster.

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