



Oracle Monetization Cloud

Subscription Monetization for Retail and Consumer Goods



Retailers are adopting “as-a-service” model to build recurring revenues and sticky customer relationships.

“Online subscription services have disrupted retail for the past few years, peeling off billions of dollars previously captured by conventional retailers.”

FORBES, JUNE 30, 2018

“Our estimate for the total market size of the subscription e-commerce market is \$10 billion.”

MCKINSEY, JUNE 13, 2018



Not too long ago, if you needed a shirt, a bottle of wine or cosmetics you had little choice but to travel to a bricks and mortar store and make your selection. Your sales rep – if you even had one – likely knew nothing about your preferences and history and you’d be starting from scratch every time. This model is inconvenient for the shopper and creates much less value for the retailer.

How are customer expectations changing?

Customers today expect convenience and highly personalized, contextual shopping experiences complete with recommendations based on their buying history. They seek the predictability of the types of products they normally like, interspersed with the occasional on-target surprise.

New innovators are disrupting the retail space by offering everything from curated subscriptions to replenishment subscriptions. For example, Oracle customer Stitch Fix delivers apparel selected by a stylist based on customer-expressed preferences and advanced data analytics. And businesses like Dollar Shave Club deliver consumable products on schedule, so a customer never winds up with an unwanted five o’clock shadow.

And likewise leading established retailers are adopting the subscription model to meet customer expectations in areas ranging from premium wine to diaper delivery.

What pricing models are required for retail subscriptions?

As retailers embrace subscription models, new business models are table stakes. Retailers may start with a simple subscription and quickly realize that they require more robust monetization capabilities to differentiate their offerings in competitive markets. Providing digital economy services requires innovative pricing, rating, discounting and invoicing capabilities such as:

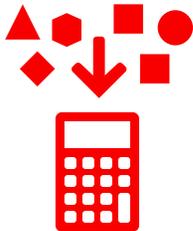
- Pricing on any measurable metric
- Free trials
- Bundled services
- Loyalty points management
- Real-time balance and consumption notifications
- Account hierarchy with family sharing
- Discounting individual services or packages at a flat rate or based on consumption

The benefits that come from offering retail subscription services include recurring revenue streams, deeper customer relationships, and more flexible business relationships.





REAL-TIME BALANCE MANAGEMENT



RATE ON ANY METRIC



SECURE PAYMENT PROCESSING



BUSINESS ANALYTICS



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To monetize innovative retail subscription business models and provide a customer-centric experience, Oracle Monetization Cloud supports flexible pricing, speed to market, and self-service capabilities.

Flexibility and Agility

Price based on any measurable metric. Deploy recurring, one-time and consumption-based pricing in any combination to increase personalization of offerings. Create account hierarchies for family or corporate customers. Provide self-care options using intuitive user interfaces for pricing design, customer care and operations.

Easy Integrations

The solution is built with adherence to industry standards to enable applications extensions, and with pre-built integrations to other products within the Oracle portfolio and to third parties. Further extensions to external systems are achieved through REST Web services APIs.

Scalability, Security and Availability

Deployed on highly secure Oracle Gen2 Cloud Infrastructure with support for enhanced data privacy, the solution scales to support emerging businesses or very large enterprises.

Data-driven, Analytical Insight

With analytical insight into operational performance trends, retailers can optimize their offerings and respond rapidly to changes in market demand.

Going Digital

Oracle Monetization Cloud helps enterprises become digital businesses by ensuring an efficient operational foundation. This allows retailers and providers of consumer goods to focus on launching new, consumer-centric digital services. Oracle provides the highest level of performance, flexibility, security, and scalability – a solid foundation for enterprises in the consumer-centric, digital world.



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Common Use Cases

The flexibility of Oracle Monetization Cloud allows the solution to support a wide variety of use cases across industries. Here is a small sampling for retail.

Subscribe to curated products

Join the ranks of many premium companies and offer subscriptions to highly personalized, curated products like cosmetics or apparel. Offer cross-product discounting, incentives to upsell or cross sell, free trials, flexible subscription time periods, discounts for keeping more merchandise – all powered by advanced monetization and analytics.

Subscribe to replenishment products

Reap the benefits of predictable, recurring revenue streams and deeper customer loyalty while providing your subscribers with convenience and personalization. Deliver fast moving consumer goods like detergent, shampoo, razors and more – and differentiate your offers with flexible subscription time periods, cross-product discounting, free trials, family plans and more.

Request a live demo and learn more at www.oracle.com/monetization-cloud

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