Oracle Retail
Assortment Planning

Combining today’s commerce anywhere empowered consumers with intense competitive pressure, channel blurring, and rapidly changing consumer purchasing behavior, retailers are finding it more difficult to align their assortments to customer demand. Oracle Retail Assortment Planning provides a highly visual, end-to-end workflow to define and execute local market and micro-site assortments, to improve conversion of traffic into sales/margin, and to increase customer satisfaction.

Scenario: The Right Assortment

Remaining in touch with customers is a key challenge for retailers. Retailing has become significantly more complex with hundreds or even thousands of stores, micro-sites, micro-apps and commerce networks across multiple geographies with a customer that expects to buy anywhere, be fulfilled anywhere and be able to return anywhere. The concept of creating frequently refreshed, local market and e-commerce aware assortments has emerged as a way to more accurately tailor merchandise offerings to market demand. Ultimately, the right merchandise assortment results in maximizing ROI and growing top-line sales.

Buyers and planners today find it very difficult to keep up with the ever changing consumer. How should style and color choices vary by selling/fulfilling channel? How should size ranges and depth by color vary? Do these customer preferences vary according to the time of the year?

For many retailers, assortment planning is the last decision point before merchandise is committed to being purchased and presented as a customer choice. With every inventory investment needing to produce the highest ROI possible, retailers need ways to improve the quality of the decisions being made. For this reason, assortment planning processes are being revamped to drill to the lower levels of detail and be based on predictive customer insight.

Understanding Consumer Demand and Disparate Processes

The ultimate goal in fashion retailing is to create specific assortments to best align inventory and buy decisions with customer demand, driving a greater return on inventory investment. Understanding each store (wholly owned or wholesale/franchise), micro-site or micro-app’s unique customer mix, when refreshing the assortment, is difficult in most retail environments.

While many retailers have made strides in capturing historical performance, even market basket transactions, predictions for how those translate into future assortments...
KEY BENEFITS

- Increase in Gross Margin Dollars by 1-7%
- Reduce inventory by 1.5-3%
- Plan assortments to meet customer demand, maximize sales
- Strengthen customer loyalty
- Assortments that reflect the vision of the assortment strategy
- Cleaner seasonal transitions and fresher merchandise in the stores, micro-site or micro-app
- Connect assortment planning to execution

RELATED PRODUCTS

- Oracle Retail Advanced Clustering Cloud Service
- Oracle Retail Merchandising Financial Planning
- Oracle Retail Size Profile Optimization
- Oracle Retail Item Planning
- Oracle Retail Clearance Optimization Engine
- Oracle Retail Allocation
- Oracle Retail Merchandising Analytics

Aligning Merchandise Offering to Consumer Demand

Oracle’s approach to planning provides a framework that supports best practices (without inhibiting the art of the merchant) while enabling the retailer to improve the precision and level of detail of planning decisions through analytics and science.

Focused on Consumer Demand. Identifies store, micro-site/app level selling patterns across different assortment periods and varying seasonality by customer segment

Predictive. Utilizes robust forecasting and assortment recommendation techniques to accurately predict demand across the lifecycle of the assortment

Flexible. Enables flexible product and location attribute management and analysis across all assortment planning steps

Smart. Initializes plan and makes assortment recommendations based on the assortment strategy and consumer attribute preferences

Embedded Optimization. Recommends each cluster’s assortment and allocates size/pre-pack receipts by fulfilling location based on each location’s specific customer driven size preferences

Easy to Use. Highly visual, persona/role-based, and flexible/formattable/configurable processes allow for a tailored approach and improved usability.
Oracle’s Assortment Planning solution is highly visual, offering merchants the ability to build and plan their assortments just like their customers shop their assortments, visually. Visual capabilities, when deployed using best practices, will not slow solution performance and can use your existing image storage solutions to reduce total cost of ownership.

Oracle’s Assortment Planning Wedge Builder utilizes an algorithm that will recommend the minimum number of style-colors based on the assortment strategy and buy quantity that best fit the attribute goals planned for each cluster. Once the Wedge is built, the solution then calculates expected sales units based on the lifecycle of the item and its planned rate of sale by cluster.

CONTACT US
For more information about Oracle Retail Assortment Planning, visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

Integrated Cloud Applications & Platform Services
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