Oracle Retail Central Office is a scalable, all-in-one application that enables retailers to effectively oversee operations and better manage stores to ensure excellent customer service. Based on industry standards, this flexible solution provides the ability to manage customer information, facilitate data movement and access real-time information across channels.

Manage Stores Effectively and Improve Customer Service

Oracle Retail Central Office provides retailers with the timely, complete, and accurate information needed to effectively manage their stores and ensure superior customer service. Based on industry standards, Oracle Retail Central Office is an all-in-one application that lets retailers centrally manage customer information and provide real-time access to that information from any store. It facilitates data movement and provides access to real-time information across channels. It also gives the ability to manage cross-channel transactions and the electronic journal, including access to electronic customer signatures for audit and loss-prevention activities. Oracle Retail Central Office includes parameter management, so the business can more easily and consistently implement store policies. And its sophisticated data management capabilities leverage built-in workflow technologies.

Oracle Retail Central Office offers these benefits:

- Provides centralized management of transaction information and real-time access to that information from any store.
- Reduces shrink and identifies training deficiencies, with access to real-time transaction, e-journal, and signature-capture information.
- Decreases exposure to theft by facilitating centralized transaction retrieval that is aware of transaction returns.
- Ensures store policy consistency via parameter management, including job failure alerts.
- Meets the demands of enterprise, channel, and store personnel for flexibility and scalability through the use of Web services.
- Provides enterprise-wide aggregation of transaction, e-journal, and signature information, with the ability to query entries based on business needs.

Improve Operational Efficiency

Oracle Retail Central Office lets retailers manage store level transaction and configuration data from a central location, while services expose the data to authorized applications and the Oracle Retail Central Office web application allows the retailer to execute the application from anywhere. Oracle Retail Central Office features include:

- Transaction Tracker provides enterprise-wide aggregation of transaction, e-journal, and signature information by importing all transaction, e-journal, and captured-signature data.
- Centralized Customer allows an operator to enter, manage and store customer data and provides Oracle Retail Point-of-Service the ability to retrieve that information from any store.
- Parameter Maintenance allows an authorized operator to easily change the values of existing
parameters for store systems, as well as manage the distribution of parameters to applications running in all stores.

Figure 2. Oracle Retail Central Office Transaction Tracker

Customer Centricity

Centralized Customer allows a retailer to manage customer records at Oracle Retail Central Office and create and retrieve customer records at Oracle Retail Point-of-Service. This is a great benefit to retailers as they will now have visibility into customer and transaction information at Oracle Retail Central Office. At Oracle Retail Point-of-Service, this functionality enables an Oracle Retail Point-of-Service cashier to be able to retrieve customer information from a central database. Oracle Retail Central Office Centralized Customer feature includes:

• Centralized Customer allows an operator to enter, manage and store customer data.

• Provides Oracle Retail Point-of-Service the ability to retrieve that information from any store.

• Supports special pricing to specific customers.
Internationalization

Internationalization allows retailers to implement Oracle Retail Central Office in countries in which they do business. Existing translations of Oracle Retail Central Office include the following languages: English, Brazilian Portuguese, Chinese (Simplified and Traditional), Croatian, Dutch, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Russian, Spanish, Swedish and Turkish. Oracle Retail Central Office uses external files to display text and characters on the screen. This approach makes it extremely easy to modify and add new translations as needed.

The Oracle Retail Central Office approach to language support allows the definition of a default language plus it allows the central office associate to select their preferred language. This feature has a significant benefit as it simplifies training and presents the application in the language that is most comfortable to the employee.

But internationalization is much more than just language support. Oracle Retail Central Office enables deployment into international markets through localization foundations. Localization foundations leverage application configurations within the software to facilitate deployment in specific geographies and markets.

Payment Application Data Security Standards

The Payment Card Industry Payment Application Data Security Standard (PCI’s PA-DSS) v2.0, issued in 2010, is a multifaceted security standard that includes requirements for security management, policies, procedures, network architecture, software design and other critical protective measures. This comprehensive standard is intended to help organizations proactively protect customer account data. Oracle Retail designs, develops and tests the stores’ applications to these standards. Further, a 3rd party Qualified Security Assessor (QSA) is used to assess compliance of the released solutions to the PCI PA-DSS standard.

PCI defines a payment application as anything that stores, processes, or transmits card data electronically. The Oracle Retail solution has isolated the card data to the PINpad and the authorization network. While the card data is acquired, processed, transmitted and stored by the PCI validated hardware and middleware, the Oracle Retail Point-of-Service applications only handle a token. This approach means the Oracle Retail Point-of-Service is not a “payment application” as defined by PCI.
Oracle Retail Central Office Architecture

The Oracle Retail Central Office application provides the platform independence and technology insurance needed to deliver value both now and into the future.

Standards

All Oracle Retail store applications start by incorporating existing technical and industry standards such as J2EE, JMS, JDBC, JMX, ARTS, and IXRetail. By consistently leveraging standards, Oracle Retail increases the interoperability of legacy applications and facilitates the exchange of data with external systems. This reduces the costs of integration and ongoing maintenance, and gives retailers the freedom to select the best infrastructure and middleware products for their needs, thus avoiding vendor lock-in.

Service-Oriented Architecture

Software developed using service-oriented design principles improves reuse and lowers the cost of development and support. Commerce Services represents Oracle Retail’s approach to developing store systems software for retailers on a service-oriented architecture (SOA). Retailers are able to access Commerce Services from a variety of platforms and selling channels so that the same business logic is available across the enterprise. Commerce Services form the basis for Oracle Retail Central Office, and can be extended, replaced, and reused as necessary.

Data Persistence

Oracle Retail Central Office relies on a data store based on the ARTS data-model standard. The data store can be hosted by any of a variety of databases that conform to the JDBC standard. Persistence is encapsulated and abstracted from application logic to reduce the impact of changes.

Data Exchange

Data Exchange provides the ability to distribute transaction and other information from points of origin to their systems of record, and provides the ability for retailers to manage data flow from the enterprise to their stores. Data—including transaction logs, e-journal files, signature data, and parameters—is transferred as platform-independent XML documents that can be imported/exported on an automatic, scheduled, or manual basis.

Customers also have the ability to extend their solution to transfer other types of data such as price files, tax information, or exchange rates. Data can be exchanged asynchronously using message-oriented middleware that assures delivery or, when appropriate, synchronously using message-oriented middleware or Web services. Data travels in both directions and, when using assured delivery, is queued in offline situations so nothing is lost.

Interfaces

Through its comprehensive support for and use of standards, Oracle Retail Central Office’s open architecture reduces the pain of integrating to the store, and host systems and other channels—communicate synchronously or asynchronously, in real-time or in batch, on a private network or over the internet. This same technology is used for integrating with Oracle Retail and 3rd party applications.

Deployment

Written entirely in Java and based on standards, Oracle Retail Central Office can run on many different operating systems, databases, and application servers and is optimized for products from Oracle and IBM.
Note: Oracle Consulting or an Oracle Implementation Partner will work with each retailer to determine specific hardware and operating system requirements. An Oracle account executive can provide a list of pre-certified configurations and compliance-tested devices.

About Oracle Retail
Oracle provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business. 20 of the top 20 retailers worldwide - including fashion, hardlines, grocery and specialty retailers - use Oracle solutions to drive performance, deliver critical insights and fuel growth across traditional, mobile and commerce channels.

Contact Us
For more information about Oracle Retail Central Office, please visit oracle.com/goto/retail or email oneretailvoice_ww@oracle.com to connect with an Oracle representative.