ORACLE RETAIL POINT-OF-SERVICE

Today’s better informed and time-starved shoppers expect more. To capture and captivate occasional shoppers and turn them into customers for life, retailers need access to real-time customer, product, and marketing data. Oracle Retail Point-of-Service provides the responsiveness, flexibility, and scalability required to meet the point-of-sale needs of even the largest retailer. More importantly, it includes next-generation functionality that allows retailers to increase store efficiency, enhance customer loyalty and expand into international markets.

Get Next-Generation Functionality, Now

Best-in-class customer service is no longer simply a matter of traditional point-of-sale functionality, a speedy cashier, and a helpful sales associate. To turn an occasional shopper into a customer for life, retailers need access to information that can power cross-channel and save-the-sale customer services, increase store sales and generate competitive advantage. Then once the sale is made, retailers need reliable real-time data from the store to fuel the corporate merchandising and financial systems that can help drive operational excellence. Yet, razor-thin margins—a result of the hyper-competitive retail environment—demand a technology solution that is cost-effective to install, administer, upgrade, and support.

Internationalization

Internationalization allows retailers to implement Oracle Retail Point-of-Service in other countries in which they do business. Existing translations of Oracle Retail Point-of-Service 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 Point-of-Service 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 Point-of-Service approach to language support allows the definition of a store’s default language plus it allows the employees 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. Further, it’s also possible to define a customer’s preferred language, used for customer displays and receipts, as a significant benefit to members of your loyalty program.

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

Deliver a Superior Shopping Experience

Designed with the highest degree of flexibility on the market, Oracle Retail Point-of-Service provides retailers with today’s must-have customer service capabilities and best-in-class

ORACLE RETAIL POINT-OF-SERVICE PROVIDES THE FLEXIBILITY, RESPONSIVENESS, AND SCALABILITY TO MEET THE LARGEST RETAILER’S POINT-OF-SALE REQUIREMENTS, LEADING TO IMPROVED CUSTOMER SERVICE AND HIGHER PROFITABILITY

KEY CAPABILITIES

- Delivers a superior shopping experience with cross-channel, save-the-sale, and optional line-busting functionality.
- Increases productivity and speeds employee training with an intuitive, easy-to-use graphical user interface.
- Includes customer purchase, profile, and loyalty information to increase customer intimacy.
- Ensures accurate pricing at the point-of-sale with robust promotional pricing capabilities, including “best deal” and preferred customer.
- Enables cross-store inventory search capability.
- Centrally retrieve transaction data to facilitate returns.
- Implements unique business rules through easy to modify parameters.
- Ensures correct item price for non-received returns.
- Direct inventory updates to Oracle Retail Store Inventory Management.
- Unique Identification Number validation through Oracle Retail Store Inventory Management.
features. Oracle Retail Point-of-Service helps deliver a superior shopping experience with cross-channel and save-the-sale functionality.

Figure 1. Oracle Retail Point-of-Service Sell Item

Features such as orders, layaway, non-merchandise sales, pick-up & delivery reservations, and suggested sales provide added services to increase sales. To maintain a competitive advantage, retailers can implement innovative campaigns with multiple types of item and transaction discounts and promotional pricing capabilities. Offer customers maximum flexibility in payment options with multiple tenders, and a full range of traditional and new tender types—all without system limits on the combination, or number of, tender types in a transaction.

Oracle Retail Point-of-Service executes functions such as centralized customer and customer-specific pricing to ensure a consistent experience when your customer shops in any of your stores.

Improve Operational Efficiency

Oracle Retail Point-of-Service is designed to meet the point-of-sale needs of retailers large and small. Operational and administrative functions enable retailers to manage the front-end effectively from store opening to store closing. Choose from multiple levels of detail to manage register and till operations, including cashier, register, and safe accountability.

Key operational features and functions include:

- Easy-to-use graphical user interface increases productivity and speeds employee training.
- Advanced price execution to ensure the right discounts and promotions are applied without intervention.
- Image based quick reference screens eliminate the need for scan books.
- Biometric support eliminates the operational challenge of PCI compliant passwords and fingerprints cannot be shared, lost or stolen.
- Line Buster Retrieval for rapid transaction completion.
- Item messages to communicate item-related information to the store associate and/or customer within the transaction.
- Item pictures displayed in item lookup and related items screens for more accurate item
Configurable receipts allow the retailer to address localization issues and/or to differentiate themselves from the competition.

• Powerful register reporting for visibility and accountability.

Innovative Retailing

Innovative ideas make stores more profitable and customers more satisfied and more loyal. Retailers can add marketing or customer messages to the customer’s receipt based on the items in a transaction. Emailing receipts directly to customers is convenient and supports “Green” initiatives. Retailers can access item availability in their store, in their buddy stores and throughout the enterprise using the quantity inquiry integrated with Oracle Retail Store Inventory Management. Retailers can embed a browser directly in the point-of-sale to give sales associates access to the corporate portal, intranet or even the online store to provide better customer service or create save-the-sale opportunities for out-of-stock items.

Oracle Retail Point-of-Service includes an on-screen keyboard thus removing the dependency on a physical keyboard. This feature takes full advantage of touch screen technologies and allows retailers to present a cleaner checkout environment.

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, Oracle Retail Point-of-Service application only handles a token. This approach means the Oracle Retail Point-of-Service is not a “payment application” as defined by PCI.

Oracle Retail Point-of-Service Architecture

The Oracle Retail Point-of-Service application provides the platform independence and technology insurance needed to deliver value both now and into the future. The object-oriented design of Oracle Retail Point-of-Service makes it easy to customize the application to unique business rules and to implement an integrated commerce, customer-centric business strategy.

Standards

All Oracle Retail store applications start by incorporating existing technical and industry standards such as J2SE, JMS, JDBC, JMX, JavaPOS, 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.

Retail Domain

Business logic in Oracle Retail Point-of-Service exists as a library of Retail Domain objects.
The Retail Domain is based on a common object model for consistent expression of business rules. It uses an application-independent design to support reusability and can be extended to fit retailer-specific business needs. Support for the ARTS data model and using JDBC-compliant relational databases, is included with the Retail Domain.

Data Persistence
Oracle Retail Point-of-Service 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 using data-specific Retail Domain objects and a sophisticated data integration architecture that can be customized to support databases, flat files, and nonstandard data stores.

Data Exchange
Sales and control transactions are exported by Oracle Retail Point-of-Service as platform-independent XML documents. Parameters are also received by Oracle Retail Point-of-Service using XML documents. Message-oriented middleware allows asynchronous, guaranteed delivery of all data to and from the Oracle Retail Point-of-Service application. Critical business data created at the point of sale is queued in offline situations so nothing is lost.

Interfaces
Through its comprehensive support for and use of standards, Oracle Retail Point-of-Service’s open architecture reduces the pain of integrating to peripheral devices—the store server, and host systems 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.

Key application interfaces include:

- Customer
- Item / Price / Promotion
- Security
- Tender Authorization
- Inventory
- Order
- Tax

Deployment
Written entirely in Java and based on standards, Oracle Retail Point-of-Service can run on many different operating systems, databases, and application servers and is optimized for products from Oracle, IBM and Microsoft. The client portion can run on a wide variety of register hardware.

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.

RELATED PRODUCTS
- Oracle Retail Back Office
- Oracle Retail Central Office
- Oracle Retail Store Inventory Management
- Oracle Retail Returns Management
- Oracle Retail Merchandising System
- Oracle Retail Price Management
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 Returns Management, please visit oracle.com/goto/retail or email oneretailvoice_ww@oracle.com to connect with an Oracle representative.

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Hardware and Software, Engineered to Work Together