Oracle Retail Point-of-Service Suite

Although each retailer may reference their issues as cross-channel, multi-channel, omni-channel or commerce anywhere, they are all looking for solutions that deliver a superior consumer experience, a solution that represents a platform for the delivery of their brand promise and the solution capable of doing so consistently wherever the customers choose to interact.

SOLUTION COMPONENTS
- Oracle Retail Point-of-Service
- Oracle Retail Mobile Point-of-Service; Tablet and Handheld Editions
- Oracle Retail Back Office
- Oracle Retail Central Office
- Oracle Retail Returns Management

Building the Store Experience with Oracle

The Oracle Retail stores solutions features applications that are specifically designed to help you capitalize on current customer trends and overcome today’s retail challenges while continuing to deliver a brand and customer experience. This is a delicate balance of maintaining operating costs through associate efficiencies while maintaining service levels that meet and exceed the customer’s needs and expectations. The Oracle Retail stores solutions includes Oracle Retail Point-of-Service, Oracle Retail Mobile Point-of-Service Tablet and Handheld Editions, Oracle Retail Back Office, Oracle Retail Central Office, and Oracle Retail Returns Management. Extensible, standards-based solutions that serve your brand by providing a foundation for your unique business processes and requirements.

ORACLE RETAIL POINT-OF-SERVICE

Providing a Platform for Brand and Customer Experience

An important part of the in-store experience, for both the customer and the store associate, is the delivery of the retailer’s brand. Designed with the highest degree of flexibility on the market, Oracle Retail Point-of-Service provides retailers with a user interface that can be easily modified to reflect an individual brands look and feel. Oracle Retail Point-of-Service can be configured to present a retailers branding, from the color schemes, icons and text of the global and local navigation buttons, to the orientation of the prompt, response and status regions, the use of images, logos and color schemes in the work area, though the support of technology such as touch screen. This same flexibility allows overall solution to support multiple brands.

More complete knowledge of the customer through past purchase history and profile information can be used to improve customer brand loyalty. Customer lookup and capture at the point-of-service (POS) allows for a unified experience across the enterprise.

To ensure a consistent positive experience, POS supports customer loyalty through the
facilitate returns
• Implements unique business rules through easy to modify parameters
• Ensures correct item price for non-receipted returns.
• Direct inventory updates to Oracle Retail Store Inventory Management
• Unique Identification Number validation through Oracle Retail Store Inventory Management

execution of customer specific pricing (preferred discount, price and promotions) by customer and customer type and also calculates best deal for competing promotions. Providing a full spectrum of transaction options you are certain to deliver a superior shopping experience. Multi-channel sales, orders and pickups allow the retailer’s to save the sale and extend their merchandise mix beyond the items carried in the four walls of the store. Commerce Anywhere support allows the retailer to execute all of the customer’s journeys in the store; buy in the store, ship to consumer; buy in the store, pickup in another store; buy online, pickup in the store; buy online, ship from the store; support orders and take-with items in the same transaction; or support returns in the store for purchases from any channel.

While supporting the order funding and the associated cash management within the store. Special orders allow the retailer to initiate customer requests for specific merchandise to be brought into the store for a customer. Layaway allows the customer to purchase an item without paying the entire cost at once. Finally, a send sale allows the store associate to take all of the customer’s information for shipping an item.

Delivering the Essentials for Associate Productivity
A highly intuitive user interface and menu structure, presented in the associates preferred language provides clear direction to lead associates through their day-to-day activities. With screen level help and built in capabilities that allow new users to undergo training in a real-life simulated mode, productivity and technology adoption can be achieved quickly. Associates will also become more knowledgeable through on-screen item messages, item images and configurable item inquiry features. A highly configurable, data driven on-screen scan sheet feature in allows the retailer to expose items for a cashier to add to a transaction without having to scan a barcode.

Biometrics for authentication and/or verification successfully addresses security concerns and reduces keystrokes by allowing operators to login by using the press of a single finger.

Automated discount and promotion rules execution, item and transaction level discounts, suggested selling and related items prevent human error at the POS.

ORACLE RETAIL MOBILE POINT-OF-SERVICE, TABLET AND HANDHELD EDITIONS

Connecting with the Customer
Empowering the store associate to serve their customers, while they shop and when they are ready to purchase, will increase the retailer’s customer service offering and improve the customer interaction. It delivers a simpler and faster customer shopping experience, and allows associates to influence purchases while they are in progress – resulting in increased sales conversion rates as well as increased basket size.

The Mobile Point-of-Service is an out of the box mobile solution built on the Oracle Retail Stores Solutions platform. It shares business logic and process flows with our traditional Point-of-Service application reducing complexity and simplifying store-user acceptance.

By extending the traditional Point-of-Service, as opposed to a separate solution, retailers can leverage existing store technology and increase POS capacity during peak
• Simpler and faster customer shopping experience

periods without giving up floor space. It’s not just about line busting (although that’s supported) it’s about delivering the Point-of-Service application and it’s sell item processes through a new form factor.

It is simply another register in the store environment that will support the essential Mobile Point-of-Service functions and has the ability to transfer complex transactions to a checkout terminal. Because it is delivered as an extension of the traditional Point-of-Service, retailers will have the same flexibility to configure their branding while also supporting their global strategies.

It has been architected to run on multiple portable platforms supporting the latest technologies while offering our customers freedom of choice. A rapid implementation will provide a low risk route to market for the delivery of the brand experience the retailer will want to provide their customers.

ORACLE RETAIL BACK OFFICE

Key Capabilities
• Improve operational efficiencies with:
  • Local store parameter maintenance and system configuration
  • Promotional event management
  • Start- and end-of-day operations
  • Time and attendance maintenance
  • Role and security maintenance
• Increase responsiveness with remote access anywhere in store and enterprise
• Enhance decision-making with the most comprehensive, easy-to-use integrated reporting package

Addressing the Non-Customer Facing Activities

Store employees can perform non customer facing activities within the store such as start and end of day activities, reconciliation and bank deposits, and time and attendance maintenance.

Retailers can react to business needs and trends quickly by setting up, viewing, and maintaining item, price, and promotion files (including kits and best deals) for store-specific assortments and events.

Managing Store Systems and Processes

Store managers gain access to mission-critical data wherever it’s needed — at a register, on a back-office PC, or via tablet devices. Real-time access to accurate information across the store enables quick reaction to business needs and trends. With the ability to efficiently perform essential store operations and analyze in-store data, retailers can improve customer service and optimize profits.

The integrated reporting package provides retailers with hundreds of ways to measure key business metrics for sales, employee, and register/till reporting.

Standard reports available include:

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<td>Flash Sales Report</td>
<td>Sales Summary by Register Report</td>
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<td>Hourly Productivity Report</td>
<td>Store Bank Deposit Report</td>
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ORACLE RETAIL CENTRAL OFFICE

Key Capabilities

- Offers centralized management of customer information and real-time access to that information from any store
- Decreases the number of third-party applications needed to manage data movement and access real-time information across channels
- Allows access to electronic customer signatures for audit and loss-prevention activities
- Ensures store policy consistency via parameter management, including job failure alerts
- Reduces shrink and identifies training deficiencies, with access to real-time transaction, e-journal, and signature-capture information
- Meets the demands of enterprise, channel, and store personnel for flexibility and scalability through 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

Reporting functions include the ability to schedule, preview, print, ad hoc, add to favorites or export, including email, print, and file formats, allow users to share and leverage business intelligence anywhere, any time. The available reports are well-documented and the BI publisher framework greatly simplifies the process for modifying existing reports as well as creating new reports.

ORACLE RETAIL CENTRAL OFFICE

Managing Consolidated Store’s Data

Store-level and register level configuration support and orchestrating business parameters, roles and security both locally and centrally, allows retailers to implement and execute store policies more efficiently and consistently.

As the information clearinghouse, retailers can centrally manage customer and transaction information across channels and distribute that information to the POS level. Centralized customer allows for a real-time and unified understanding of the customer across the enterprise. This feature allows the definition of customer type and special pricing parameters for discounts and pricing groups as well as captures the customer’s contact information and preferences. Centralized transactions provide support POS cross-store returns process. Centralized transaction retrieval provides a complete transaction purchase and return history to ensure the validity of a customer’s claim. This data store is also used to support the lookup of transactions when the customer does not have their original receipt.

Retailers can consolidate the management of cross-store and cross-channel transactions and the electronic journal, including access to electronic customer signatures for audit and loss-prevention activities.
ORACLE RETAIL RETURNS MANAGEMENT

Key Capabilities

• Helps proactively prevent fraud at the point-of-return via real-time authorization determination, as well as detailed instructions for cashier and manager override capability

• Enables retailers to strike the right balance between customer satisfaction and fraud reduction by providing flexible returns policy management based on multiple variables, eg. item, store, customer, receipt presence

• Improves the customer experience by enabling quicker, easier and more accurate returns across all channels by providing associates with real-time access to return information

Reducing Returns Fraud while Delivering a Superior Shopping Experience

Oracle Retail Returns Management is the only cross-channel solution that reduces returns fraud while providing a superior customer shopping experience. Unlike other returns authorization products available today, Oracle Retail Returns Management is a comprehensive, rules-based solution that enables retailers to create and manage return policies and to strike the appropriate balance of fraud reduction and customer service. Each return request is evaluated based on all available information, including item details, store location, customer return history, associate return history, and return amount. Flexible policies enable retailers to treat items that have a higher risk of returns fraud differently from those with a lower risk of returns fraud. Retailers can also treat each store brand uniquely to align their return policies with the risk profile and customer service guidelines for each store.

Oracle Retail Returns Management includes the Returns Authorization Engine that evaluates each return request and provides the cashier with a guided response on how to handle the return. The Return Policy Manager is used at headquarters to create and modify the return policies. The Customer Service Console provides the authorized representative to access the return/refund information to handle customer inquiries as well as to research particular trends.

Oracle Retail Returns Management delivers higher customer satisfaction. Even cross-channel returns can be processed more quickly and accurately while gently reminding the customer of store policies to reduce surprises the next time. It reduced returns fraud. Every return transaction is evaluated and tracked to identify potential fraud before issuing tender back to the customer. It also streamlines returns processes. With automated return authorizations, the burden of determining the returnability of an item is removed from the cashier. This ensures faster, more accurate return handling and compliance with company policies so cashiers can spend more time focused on the customer.

Oracle Retail Point-of-Service Suite

Facilitating Global Expansion

The base product is available in 18 languages:

• Chinese (Simplified)  • German  • Polish
• Chinese (traditional)  • Greek  • Portuguese
• Croatian  • Hungarian  • Russian
• Dutch  • Italian  • Spanish
• English  • Japanese  • Swedish
• French  • Korean  • Turkish

However, text is abstracted to resource bundles for every screen, message and report so it can also be easily translated to support the languages of countries where retailers are, or want to do, business. Multiple language support means a preferred language can
be assigned to the store, the employee and the customer.

Globalization is much more than just language support. Oracle Retail stores solutions enable deployment into international markets through localization foundations. Localization foundations leverage application configurations within the software to facilitate deployment in specific geographies and markets. Examples of the foundations include the approach to isolate and support multiple authorized payment providers. Register receipts are highly configurable to address geographic, language, and even branding purposes.

Additional global capabilities include; locale-based currency, locale-based date/time format, configurable address and telephone format, currency rounding, and a fiscal printer foundation.

**Oracle Retail Technology Leadership**

A key reason for our customer's success and rapid implementations can be attributed to our architecture and technology. Our architecture is proven. Built on leading Java technologies our store solutions are proven with some of the top retailers in the world, who have been in production for years.

Oracle Retail stores solutions are standards based. Oracle believes in open systems and standards as a way to provide retailer options and provide for a lower total cost of ownership. Oracle Retail stores solutions incorporates existing technical and industry standards such as J2SE, JMS, JDBC, JMX, JavaPOS, ARTS, and IXRetail. By consistently leveraging standards, Oracle 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.

Oracle provides flexibility in the form of adaptable solutions and architecture that can easy adapt to unique or emerging business trends and the demands of retail operations through configurations and extensions to the solutions. This includes providing a flexible architecture to support multiple deployment models, so that retailer can service customers anywhere in the store or across multiple channels.

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
- Transaction
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 the Oracle Retail Point of Service Suite, please send an email to retail.process_ww@oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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