To make effective merchandising decisions, retailers need accurate, real-time, store-level information. Unfortunately, most retailers lack the infrastructure to quickly capture this data and rely on paper-based, manual processes that dilute decision-making efficiency. Oracle Retail In-Store Space Collaboration is a Web-based solution that enables store-level personnel and vendor partners to manage the merchandising environment—from floor plan design to planogram maintenance. As merchandise plans are centralized, the head office gains visibility into actual store-level execution, resulting in improved compliance. In this collaborative and interactive environment, retailers can optimize the return on their retail store space by allowing input from stores, planning based on actual versus assumed execution, and improving overall store compliance while also responding to local market conditions.

**Improve Efficiency, Visibility, and Compliance**

Effective communication and accurate information are critical to successfully managing a dynamic retail environment. As the pace and volume of merchandising changes increase, the ability to maintain quality, consistency, and accuracy across the chain, cluster, and store decreases. Unfortunately, this leads to the inundation of in-store and field operations personnel by generic, paper-based merchandising change instructions based on a one-size-fits-all approach that often results in noncompliance with corporate plans. Further complicating the situation, headquarters lacks visibility into what is actually executed. During the next space planning cycle, management makes broad assumptions, allowing history to repeat itself and store-level noncompliance to continue.

Oracle Retail In-Store Space Collaboration provides comprehensive functionality to seamlessly unite field resources with central operations over the internet. Through real-time communication, corporate, stores, and vendors can collaborate to quickly and effectively design and implement effective merchandising initiatives that improve floor space and planogram compliance across the organization.

**Customize, Execute, and Maintain Space Plans at the Store Level**

Oracle Retail In-Store Space Collaboration provides stores and vendors with wired or wireless access to store floor plans and planograms via store-specific graphical views of the pending merchandising changes. With the ability to run detailed reports and inquiries based on user-specified workflow metrics, store-level personnel have...
the necessary real-time information to customize specific plans to existing space. This information is delivered via a graphical interface that also allows store personnel to quickly see corporate plans for fixture, category, planogram, and product changes. By providing graphical views of pending merchandise changes, stores can adjust workload and workflow in advance of resourcing needs.

Figure 1. Oracle Retail In-Store Space Collaboration’s graphical fixture placement interface

In addition, Oracle Retail In-Store Space Collaboration eliminates the need to generate paper-based, store-level surveys, with an intuitive user interface that delivers AutoCAD-compliant store floor plans to corporate headquarters in real time. The application provides users with a full suite of tools needed to maintain store fixture placement, update fixture attributes, maintain planogram and fixture information, and customize planograms to reflect localized assortments. It also delivers a real-time link to the centralized store plan, fixture, category, planogram, and product libraries to give surveyors and store personnel timely access to store-specific merchandising data.

Figure 2. Associates can develop store-specific fixturing and planogram data in real time.
The ability of vendors to leverage this planogram capability is critical, given the number of categories and products distributed via direct store delivery and subject to subsequent vendor-driven changes to planograms. The application offers a powerful confirmation and exception flagging capability and notifies headquarters of merchandising change completion or any issues. Deploying this capability to each store in the chain delivers immediate enterprisewide awareness of merchandising readiness or challenges.

Figure 3. Pending planogram product change in Oracle Retail In-Store Space Collaboration

About Oracle Retail
Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers - enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world's leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

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