ORACLE RETAIL CATEGORY MANAGEMENT

Given intense competitive pressure, channel blurring and changing consumer purchasing behavior, retailers are finding it more difficult to align merchandising strategies with customer demand. Oracle Retail Category Management provides an end-to-end workflow to define and execute a localized assortment mix and tailored floor and shelf space plans that maximize sales opportunities and increase customer satisfaction.

Challenges of Traditional Category Management

Today, many retailers are finding that category management is an enormous struggle, for a number of reasons:

- The large volumes of data required are too unwieldy to manage, resulting in inefficient data management and processes that can’t scale.

- There is no easy way to align category strategies and product assortment with a localized view of customer preference, resulting in missed revenue opportunities and dissatisfied shoppers.

- The best allocation of floor and shelf space is difficult to predict due to lack of demand understanding, resulting in poor return on investment of a retailer’s most valued asset.

- Category plans are made with little to no understanding of the science of customer demand and with poor decision support, resulting in less than optimal merchandising strategies.

- Merchants are unable to plan beyond clusters/averages, yielding plans that are inaccurate and mis-aligned with localized customer needs.

Introducing Oracle Retail Category Management

Oracle Retail Category Management uniquely enables the needs of a retailer, particular in today’s competitive environment. Utilizing a scalable architecture, it allows the retailer to easily leverage large amounts of data to quickly identify critical insights and take actionable steps that allow for better overall category planning. It equips retailers with science-based analytics that can drive more localized assortments and more profitable floor and shelf space allocation. The result is a more satisfied and loyal customer base, which in turn leads to improved revenue and profitability for the retailer.
The Benefits

• **Increased revenue.** Ensures product coverage and space allocation for high-demand items and prunes non-producing items from the assortment.

• **Improved margin and productivity.** Allocates space based on profit potential at the category-and item-level and improves overall return on investment, while minimizing investment in low-demand items.

• **Greater customer satisfaction.** Drives category assortments that are tailored to meet localized customer preference.

Key Features

• **Robust assortment rationalization.** Reviews category roles and goals and offers recommendations for a localized assortment mix based on customer preference and key performance indicators that align to these goals.

• **Science-based floor and shelf space optimization.** Provides recommendation to maximize return on space investment, including store-specific allocation of space and optimal number of items facing based upon shelf constraints.

• **Dynamic charting and graphing.** Leverages historical performance analysis to identify key areas of opportunity via easy-to-understand visual views.

• **End-to-end planning and forecasting.** Incorporates items demand forecasting from Oracle Retail Demand Forecasting and financial planning from Oracle Retail Merchandise Financial Planning to provide end-to-end category planning capability and forecast visibility that drives downstream supply chain activities

• **Configurable platform.** Offers an architecture that serves as a basic template using category management best practices, but designed to be easily tailored to meet each retailer’s unique business needs and process without code customization.

• **Scalable and proven architecture.** Provides the proven scalability required for item/store/week analysis for the world’s largest retailers.

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, Oracle partners with the world’s leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

Contact Us

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