Oracle Retail Customer Insights Cloud Service

Retailers realize that their success comes from understanding their customers and that their customers' purchases provide a wealth of insight into their demographic and behavioral attributes, tastes, preferences and buying patterns. These insights can be leveraged to optimize product offerings and promotions through customer-specific assortments and offers, which drive higher returns and greater customer satisfaction. Oracle Retail Customer Insights Cloud Service provides retailers with deep customer insights to enable a better understanding of who are their customers, how they behave and why, thus supporting intelligent product and promotion decisions.

Oracle Retail Customer Insights Cloud Service

Oracle Retail Insights Cloud Services is a comprehensive solution, providing analytics that are:

- Descriptive - what is happening and why?
- Predictive - what will happen and why?
- Prescriptive - how can we influence what happens?

Oracle Retail Customer Insights is part of the Oracle Retail Insights Cloud Service family and can be extended with Oracle Retail Advanced Science Cloud Services. These services share a standards-based and retail-specific data model that reflects both functional and technical best practices, thousands of packaged metrics and hundreds of packaged reports and dashboards. Any number of Oracle Retail Insights Cloud Services can be combined with any number of Oracle Retail Advanced Science Cloud Services to support each retailer's unique needs, roles, processes, and data footprints - whether they be narrow, broad, or somewhere in-between.

By marrying customer data with that of core retail performance concerns (e.g. product, pricing, promotion, and placement) Oracle Retail Customer Insights underpins the analytical side of Empowered Commerce with deep insights based on thousands of metrics, attributes, configurable alerts and role-based dashboards.

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RETAIL

KEY BENEFITS

- A 360-degree view of the customer, providing actionable insights that directly inform merchandising and marketing decisions, from customer segmentation to loyalty to promotional effectiveness

- Identify actionable customer-centric opportunities across touch points, including price and promotion analysis, customer segment analysis based on demographics, RFM scoring, consumer analysis, trial-and-repeat, and offer response rate

- Leverage packaged, role-based dashboards, or build your own from thousands of metrics and attributes

- Employ a Balanced Scorecarding approach to your Monday Morning Reporting with a direct line-of-sight between corporate objectives and leading and lagging indicators of performance, resulting in comprehensive and strategic insights

ORACLE®

Complements Oracle Retail Merchandising and Oracle Retail Customer Engagement

Oracle Retail Customer Insights benefits both the Merchant's use of Oracle Retail Merchandising as well as the Marketer's use of Oracle Retail Customer Engagement:

- **Oracle Retail Merchandising System** – Enables retailers to execute on their core merchandising activities, including foundation data management, purchasing, replenishment and financial inventory valuation.

- **Oracle Merchandise Financial Planning** – Uses a cleansed view of history (adjusting for stock outs) to seed a top-down financial plan and allows the creation of top-down, bottom-up, and middle-out financial planning.

- **Oracle Retail Price Management** – A strategy-based pricing solution that executes pricing decisions.

- **Oracle Retail Sales Audit** – Provides the tools to evaluate point-of-sale data to ensure the accuracy and completeness of information exported to downstream systems used in optimization processes, financial reporting, and analysis.

- **Oracle Retail Category Management** – Enables the creation and execution of targeted customer centric assortments.

- **Oracle Retail Customer Engagement** – Empowers users to build customer loyalty, increase average spend and drive repeat purchases. Further, provides the tools and the strategic insights to focus marketing investments on high potential customer segments and better inform decision-making in the critical areas of merchandising and operations.

Lower Total Cost of Ownership

Oracle Retail Customer Insights Cloud Service is hosted in the Oracle Cloud and acquired exclusively through a subscription service (SaaS) model. This shifts funding from a potential capital investment in software and IT infrastructure to an operational expense. For one monthly* fee the retailer's business will benefit from world-class capabilities that drive marketing, service, and operations to meet and exceed customer expectations. From an IT perspective, the Oracle Cloud team takes on the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security.

For more information about Oracle Retail Customer Insights Cloud Service, please visit oracle.com/retail or email oneretailvoice_vvw@oracle.com to speak with an Oracle representative.

* a minimum 3 year subscription required

KEY FEATURES

- Standards-based retail-specific insights for merchandising operations

- Universal Adaptors for eased integration with data from any source

- Supports seamless views of historical performance with respect to item reclassifications and organizational adjustments either "as-is" or "as-was"

- Flexible aggregation levels to optimize the balance of load versus query performance

- Optimized for the complete Oracle technology stack, from storage to scorecard

- Can be seamlessly extended with Oracle Retail Merchandising Insights and/or Oracle Retail Advanced Science Insights

- Complements Oracle Retail Merchandising

- Lower Total Cost of Ownership

- Faster time-to-value

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Integrated Cloud
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