



Oracle Retail Order Management System Cloud Service

ORACLE
Retail

For the retail organization, the benefits of achieving true omnichannel transparency are indisputable. By integrating all aspects of the transaction lifecycle across all channels and points of service, retailers open up a wealth of opportunities to increase revenue, enhance customer loyalty, streamline operations, reduce markdowns, and cut costs. As retailers plan their path forward, they won't find a solution as compelling as the Oracle Retail Order Management System Cloud Service.

Integrated Service Options for Empowered Commerce

Oracle Retail Order Management System Cloud Service is an omnichannel retail solution that provides robust order management functionality for many leading retail brands. With Oracle Retail Order Management System Cloud Service retailers can leverage customer information more effectively throughout the transaction and as part of their marketing, merchandising, and customer service efforts. Retailers can focus on identifying, attracting, and retaining the most profitable and valuable customers by providing outstanding service. For example, if a premium customer is placing an order over the phone, the call center agent will see that a VIP has called in and can extend an appropriate special offer. Once an order

is placed, there can be many reasons it may experience a change in status. The customer may decide to ship to a different address or add an item to the order; within a retailer's business, there may be a change in inventory availability or the product may be damaged in the warehouse. Using Oracle Retail Order Management System Cloud Service retailers can easily access and adjust the order and quickly communicate the new order information to customers, while keeping operations running efficiently.



Gain Real-Time Visibility Across the Transaction Life

Oracle Retail Order Management System Cloud Service offers a fully integrated suite of modules for managing all aspects of direct commerce transactions including order management, fulfillment, and customer service. Since these modules share a common database, the Oracle Retail Order Management System Cloud Service provides real-time visibility into inventory and customer activity throughout the transaction lifecycle. Equally important, the solution can be easily integrated across all points of service including retail locations, the web, catalogs, the contact center, kiosks, and mobile devices.



KEY BENEFITS

- Fulfill and service orders from multiple channels
- Avoid cart abandonment by providing real-time totals
- Utilize workflow options to streamline order handling and provide maximum productivity
- Support for online and batch authorization
- Manage promotions for effectiveness
- Return & exchange processing includes support for return in store
- Customer appeasement capabilities before and after shipment



Support Customers Efficiently

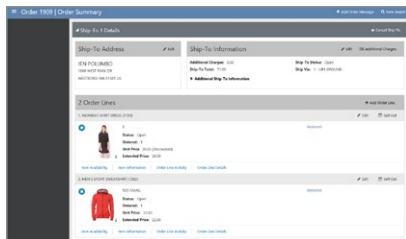
With this high level of integration retailers can deliver the kind of convenient shopping experiences and enhanced services that delight customers, drive revenue growth, and strengthen customer loyalty. Retailers can develop a consistent customer experience across all channels by providing back-order notifications, returns, exchanges, gift-giving options, and real-time service.

Oracle Retail Order Management System Cloud Service can power the retailer's OMS and Call Center functions. The commanding key components include:

- Customer look up and modification
- Order creation
- Product lookup
- Order edit
- Order inquiries
- Appearances both before shipping through price overrides and after the line is shipped as a discount against the line
- Returns, refunds and appearances

Deployed in Your Choice of Configurations

The Oracle Retail Order Management System Cloud Service database, application server, and operating system are easily configurable to support unique business processes and policies. The Oracle standards-based solution ensures simplified integration with diverse resources. These integration points may include outsourcing or partner environments, such as web commerce service providers and payment processors. For retail organizations that process high volumes of transactions a year, Oracle Retail Order Management System Cloud Service meets the most rigorous requirements for scalability and reliability.



For more information about Oracle Retail Order Management System Cloud Service, please visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

KEY FEATURES

- A fully integrated suite of modules for effective management of all aspects of direct commerce
- Web-based solution through a variety of browsers to support onsite and remote users
- System monitoring tools to ensure orders and other system activities are processing without interruption
- Deep integration with Oracle Retail systems to seamlessly develop an omnichannel view of the customer and distributed orders
- Customizable, scalable, and reliable to meet the needs of today's high volume retailer



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