

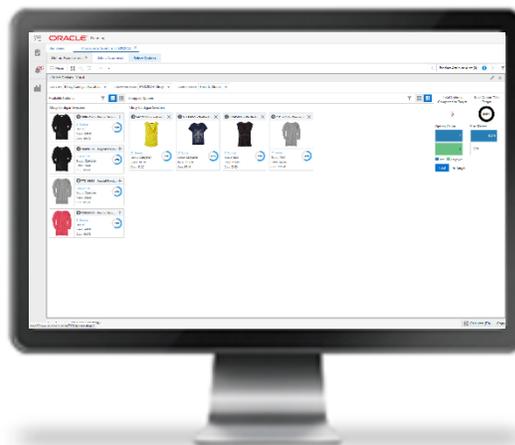
Assortment & Item Planning Brief

In today's environment of intense competitive pressure, channel blurring, and increased access to information and shopping options – such as channel, fulfillment, and transaction methods – retailers are finding it increasingly harder to **create engaging customer-inspired and targeted assortments that drive customer loyalty** while increasing sales, margin, and return on investment.

Research continues to show compelling assortments as a key driver of obtaining and retaining customer loyalty. The [Loyalty Divide](#) study found that, **71% of consumers say that product quality is most important to them**, and **51% say that it is important that they can engage with new and exciting products from brands** they are currently loyal to. Developing strong and exciting assortments continues to be the key for retailers to compete in this increasingly complex industry.

MAXIMIZE BUSINESS RESULTS WITH ASSORTMENT & ITEM PLANNING

In order to remain connected to customer preferences and deliver desired assortments at a fast fashion pace, investment in modern planning applications is required. Oracle Retail provides an integrated, single view of the enterprise, enabling retailers to innovate with speed and scale. With Oracle Retail's Assortment & Item Planning Cloud Service, retailers can develop authentic and loyal customer relationships by delivering the right product in the right fulfillment location.



Oracle Retail's Assortment & Item Planning Cloud Service solves the industry's need for a smart, yet simple assortment strategy and lifecycle management tool to deliver compelling fast fashion assortments.

Fashion Shoppers

40%

Of consumers browse or buy fashion online at least once a week.

55%

Of consumers browse or buy fashion in-store at least once a week.

Oracle Retail 4D Research - based on primary research across 15,000 consumers

Assortment & Item Planning provides retailers with a highly visual, end-to-end workflow to define and execute local market assortments, to improve conversion of traffic into sales, and to increase customer satisfaction, while increasing gross margin and return on investment through item level visibility and the ability to plan and manage this complexity in a user-friendly and cost-reducing manner.

OPTIMIZE ASSORTMENT STRATEGY AND CREATION

Assortment & Item Planning leverages embedded science and automation to provide an effective assortment strategy to maximize return on inventory investment. By factoring in last year or last assortment trends and attribute mix, style-color performance by location, and one-off and special buys, this solution provides a recommended rate of sale and target options count for merchants and planners to utilize as a benchmark as they work with design teams and go to market.

The wedge builder algorithm takes this customer targeted master assortment and recommends the optimal number of style-colors based on the assortment strategy that best fit the item status strategy and attribute goals planned for each cluster, ensuring that the product selection reflects a unique and engaging assortment mix to promote customer satisfaction and engagement.

The inclusion of sophisticated and intelligent logic allows retailers to complete their assortments quickly and effectively – allowing for more time for collaboration to develop creative innovation to increase in-store and online traffic growth. Coupled with highly visual plan views and capabilities and simplified business process, retailers are able to effectively make informed decisions when creating an optimal assortment while understanding the overall impact that it will have to the floor set and customer experience.

REACT TO IN-SEASON TRENDS AND OPPORTUNITIES

Assortment & Item Planning Cloud Service's in-season business process provides planners with the ability to quickly and effectively react to season-to-date actuals and trends with exception management. With one complete version of the truth through a common business process and calculations and smart starting points, planners are able to easily review and update sales, promotions, and markdown plans.

The solution also helps retailers to anticipate and proactively manage exceptions through standard real-time alerts and an interactive and user tailored exceptions dashboard, to ultimately highlight and focus a planner's attention on key areas. The solution supports the entire lifecycle of an item, including what-if promotion and markdown planning capabilities. The price and promotion planning capabilities, by percent off or price-point, streamline the layering of events within the context of the sales, inventory and keep/add/drop assortment planning decisions to derive ideal exit and carryover strategy.

POWER OF A SINGLE VIEW

Delivering an effective assortment and item strategy that engages the customer in an omnichannel environment requires a **single view of customer, inventory, order, demand and pricing / promotions**. Oracle Retail's unified approach to planning provides a framework of best practices – without inhibiting the art of the merchant – while enabling the retailer to improve the precision and level of detail of assortment and item planning decisions through advanced analytics and science.

Integrated Cloud Applications & Platform Services

Copyright © 2018, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0918

Assortment & Item Planning Enables Retailers To:

Create and define assortment strategies based on trend and customer and attribute preferences.

Increase profits with proactive in-season item management and exception-driven processes.

Simplify decision-making through embedded science and automation, and predictive assortment recommendations.

View planned assortments, just as customers would experience in-store.

Increase accuracy and reduce markdowns through reconciliation of bottom-up item plans to top-down financial plans, preventing overstocks.

Increase return on investment with weekly receipt flow visibility and what-if promotions planning capabilities.

CONNECT WITH US

For more information visit oracle.com or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.



blogs.oracle.com/retail



facebook.com/oracleretail



twitter.com/oracleretail



oracle.com/retail