Oracle Retail Category Management Planning & Optimization

Today’s consumers are becoming more demanding as they shop retailers using multiple channels. They expect an empowered shopping experience, including buying online for home delivery or curbside pickup, and they want to engage with retailers on their own terms. In order to respond to this challenge, many retailers are building a variety of store sizes and formats to take advantage of high traffic and/or opportunistic locations; driving the need to deliver customer-centric targeted assortments while maintaining the appropriate inventory to meet demand. To achieve this, retailers are looking for the most effective ways to empower their teams by leveraging the latest purpose-built analytical capabilities while minimizing total cost of ownership.

Industry Best-Practice Methodologies
Leveraging industry best practices, the Oracle Retail Category Management Planning & Optimization solution efficiently consolidates a vast amount of internal / external data sources into an easy-to-consume format; providing retailers with actionable insights and recommendations managed at the national, cluster, customer, vendor (or brand) and store-specific level. This is accomplished leveraging two distinct and modular capabilities; Category Planning and Assortment Planning and Optimization.

Category Planning
Leveraging industry best practices, Category Planning combines data points from multiple sources (transaction data, loyalty data, syndicated market data, consumer panels, demographics, forecasts, consumer segment data, and competitive data) and recommends formal category roles, strategies and tactics. Recommendations are based on consumer insights and/or product performance and provide retailers with one version of the truth to be used in downstream assortment, pricing, promotion, inventory and space processes. Scorecards related to promotions, private label product and inventory effectively monitor performance and validate key initiatives are tracking as planned.

Assortment Planning and Optimization
Providing multiple industry common approaches, Assortment Planning and Optimization enables retailers to leverage multiple data inputs (internal / external 3rd party) to create optimized customer-centric and targeted assortments. User-defined objectives combined
with embedded science and automation provides fact-based ‘smart’ assortment recommendations unique to the respective point of commerce providing the ability to maximize customer satisfaction and overall category profitability.

**Leverage Purpose-Built Science To Maximize Customer Satisfaction**

Oracle Retail Category Management Planning and Optimization provides the ability to take advantage of purpose-built retail specific science exclusively available with the Oracle Retail Cloud software-as-a-service offerings.

**Oracle Retail Advanced Clustering Cloud Service**

Enabling a highly flexible and dynamic clustering process, the Oracle Retail Advanced Clustering Cloud Service provides Assortment Planning and Optimization with category specific clusters to create very targeted and localized assortments.

**Oracle Retail Customer Decision Tree and Demand Transference Science Cloud Service**

The Oracle Retail Customer Decision Tree and Demand Transference Science Cloud Service provides retailers with the ability to move beyond the traditional assortment planning processes. Leveraging key inputs based on sophisticated data mining capabilities, gaining insights on customer behavior patterns and product preferences, retailers are able to take advantage of the following features within the assortment planning process:

- **Customer Decision Trees Science** – Eliminate national influence and vendor bias by creating and using Customer Decision Trees (CDTs) leveraging your own customer data.
- **Demand Transference Science** – Identify the incremental and substitutable sales associated to each item within an assortment, optimizing the breadth of an assortment as experienced by customer purchase preferences.
- **What-if Optimization** – Execute multiple assortment simulations (add, remove, swap) against current or planned assortments to determine the most profitable and customer-centric assortment.

**Oracle Retail Assortment and Space Optimization Cloud Service**

The Oracle Retail Assortment and Space Optimization Cloud Service maximizes sales, revenue and profits while improving customer satisfaction by optimizing assortment and facings to available space (maximizing total return on space). Leveraging key inputs including optimization goals, demand transference science, visual guidelines as well as inventory/replenishment factors retailers will be presented with recommended shelf/fixture layouts.

**Flexibility in Functional Adoption and Deployment**

The Oracle Retail Category Management Planning & Optimization solution provides the ability to take advantage of the most relevant planning features leveraging the configurable/upgradeable Oracle Retail Planning Platform. Retailers are able to define a clear approach to a successful implementation while having the ability to apply additional functionality as business processes mature and/or the trends within the business dictates a needed change.

For more information about Oracle Retail Category Management Planning & Optimization, please visit [oracle.com/retail](http://oracle.com/retail) or email one新零售ice_www@oracle.com to speak with an Oracle representative.

* a minimum 3 year subscription required