Retail Demand Forecasting Cloud Service Brief

Retailers understand the modern consumer as their journey towards omnichannel proficiency continues. According to the RIS News/Gartner 2018 Retail Technology Report, **54% of retailers consider expanding omnichannel initiatives** as a top technology-driven strategy over the next 18 months, with retail leaders nearly twice as likely to identify advanced analytics tools as top priorities.

Results from KPMG's Top of Mind Survey also found **60% of companies say most supply chains** will be demand driven by 2020 and that **40% say increased sales** is a top benefit of demand-driven supply chains.

MAXIMIZE FORECAST ACCURACY

Forecasts are the foundation of every advanced retail analytics solution in this modern retail environment and accuracy is paramount.

Oracle Retail Demand Forecasting Cloud Service (RDF CS) provides accurate forecasts that enable retailers to coordinate demand-driven outcomes that deliver connected customer interactions. With a single view of demand, RDF CS provides pervasive value across retail processes, including driving optimal strategies in planning, increasing inventory productivity in retail supply chains, decreasing operational costs and driving customer satisfaction from engagement, to sale, to fulfilment.

With RDF CS, Oracle Retail distilled over 15 years of forecasting experience across hundreds of retailers worldwide into a comprehensive solution that maximizes the forecast accuracy for the entire product lifecycle. Retailers can:

- Anticipate customer demand by maximizing the value of your data through the application of retail sciences that draw from machine learning, artificial intelligence and decision science disciplines.

Research shows that omnichannel consumers have higher expectations even as they engage their favorite brands in more complex ways.

63%

Of consumers think stock of well-known brands in-store is important.

42%

Of consumers are shopping both online and in-store once a week.

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

- Simplify forecast management by maximizing the productivity of your team with exception-driven processes paired with an experience-inspired user interface.
- Inspire new ways to engage customers and augment the forecasting process while maximizing the agility of your business with extensible science, workflows and operations.

WITH RDF CS RETAILERS GAIN:

- Tailored approaches for short and long lifecycle products, maximizing forecast accuracy for the entire product lifecycle.
- Seamless adaptability to recent trends, seasonality, out-of-stocks, and promotions; and reflect retailers' unique demand drivers, delivering better customer experience from engagement, to sale, to fulfillment.
- Dashboard views to support day-in-the-life forecasting workflows such as forecast overview, forecast scorecard, exceptions and forecast approvals.
- Transparency across the entire supply chain that enables analytical processes and end-users to understand and engage with the forecast, increasing inventory productivity.
- Coordination and simulation of demand-driven outcomes using forecasts that adapt immediately to new information and without a dependency on batch processes, driving operational agility.

RESULTS: SPECIALTY RETAILER IMPROVED 70% OF FORECASTS

Oracle Retail evaluated its next-generation forecasting science against **2.2M units sold over the holiday season**, representing **over $480M in revenue**. With the forecast accuracy improvements, the retailer could **achieve the same sales with at least 345,000 units less of inventory**.

With the Oracle Retail Demand Forecasting Cloud Service, this specialty retailer **improved 70% of forecasts** using completely automated next-generation forecasting science. With this new confidence, the retailer could:

- Decrease safety stock by 10%
- Reduce overall inventory by 30%, while achieving the same service levels
- Improve in-stock rates by 10%, through a smarter placement of the same inventory

FUTURE PROOF INVESTMENT

Drive profitability, predictability and productivity across your retail business.

- Experience high speed to value with accelerated SaaS delivery offerings, with partner implementation offerings starting from 8-12 weeks.
- Maximize your forecast accuracy today and stay on the cutting edge of forecasting science with continuous improvements to your cloud service.
- Equip your team with Oracle Retail's comprehensive Retail Learning Subscription and Documentation Library for proven best practices in retail to increase productivity and get the most from your team.

Integrated Cloud Applications & Platform Services

ORACLE®