

Why Oracle Merchandising

Retailers in all segments and of all sizes suffer a common problem: restricted growth at the hands of antiquated or unconnected systems that don't facilitate visibility, promote efficiency, or enable change across their retail business. This has proven a difficult challenge for retailers to address, and the effects are often as painfully apparent to consumers as they are frustrating for the retailer. Inconsistent pricing between channels, a lack of cross-channel inventory visibility, or simply the inability to open operations quickly in a new country.

360° VIEW OF INVENTORY

The solution is theoretically simple: unify product, price, and inventory management, while providing one source of transaction information across the business. This approach facilitates not only the delivery of consistent brand experience but provides the basis for seamless supply chain execution across channels, brands, and countries. The alignment of new technologies with progressive business processes enables real competitive differentiation and the ability to drive growth.

Oracle Merchandise Operations Management allows the retailer to establish a foundation for growth and innovation. Successful retailers seamlessly execute core retail operations across channels, countries, and business models. Oracle Retail allows retailers to leverage analytics and merchandising best practices to make smart customer-centric product, pricing, and placement decisions.

UNIQUE CAPABILITIES OF THE ORACLE RETAIL MERCHANDISE OPERATIONS MANAGEMENT SUITE:

- Establish a Foundation for Growth
- Manage Inventory for Commerce Anywhere
- Leverage a Flexible Implementation Approach
- Adopt Next Generation Merchandising Analytics

THE ORACLE RETAIL MERCHANDISE OPERATIONS MANAGEMENT SUITE:

- Oracle Retail Merchandising System
- Oracle Retail Invoice Match
- Oracle Retail Price Management
- Oracle Retail Sales Audit
- Oracle Retail Trade Management

THE FOUNDATION FOR A COMPREHENSIVE RETAIL SOLUTION

Oracle Retail merchandise operations management connects interactions by aligning corporate, channel, and category marketing strategies and providing accurate, timely stock information across the enterprise. It brings actionable insight to retailers through robust analytics on all core merchandising transactions and provides the mechanism to execute on the insights gained through the science-driven Oracle planning, forecasting, and optimization solutions. Operations are optimized as a result of the simplification and automation of critical merchandising and supply chain processes— which crucially, also can adapt as the business changes.

A Sample of Global Customers

7-11 Mexico
Abercrombie & Fitch
Alshaya
Almacenes Siman
American Eagle Outfitters
Bealls
Belk
Corporación GPF
Country Road
Daphne
Deckers Outdoor
Dubai Duty Free
Gap, Inc.
Grupo Marti
Hot Topic
John Lewis
Kamal Osman Jamjoun
Kendra Scott
Kirkland's
Kohl's Department Stores
Konzum
Lojas Renner
Lowe's Companies
Makro
Maui & Sons Chile
Mercator
NEXCOM
Nordstrom
OXXO
Pepkor Europe
Perry Ellis
PurCotton
SINSA
Stein Mart
The Kroger Co.
The Neiman Marcus Group
The Walt Disney Company

A FOUNDATION FOR GROWTH

How do you manage the complexity of inventory for modern retail? How accurate is your inventory? Oracle Retail merchandise operations management not only enables the strong business performance that allows retailers to grow; it removes the constraints for growth so often found in legacy retail solutions. The robust functionality and highly scalable architecture of the merchandise operations management solutions provide the platform to support retail growth through acquisitions, international expansion, and the addition of new formats, assortments, and channels.

SINGLE VIEW OF INVENTORY

With Oracle Retail Merchandising, retailers can improve perpetual inventory, stock levels, and customer order fulfillment with total inventory operations visibility at every touchpoint—24/7. In the cross-channel marketplace, Oracle Retail merchandise operations management is the backbone of successful retail operations. It consolidates all types of product, price, and inventory information, and supports the movement of products to satisfy customer demand efficiently. Oracle Retail merchandise operations management contributes to improved profitability and customer satisfaction by:

- Ensuring price alignment to corporate strategy by channel, brand or region
- Providing timely and accurate inventory information regardless of the touch point
- Enabling supply chain execution, driven by plans and forecasts
- Managing accounting for cross channel interactions
- Capturing a consolidated view of sales and returns across all channels

FLEXIBLE IMPLEMENTATION APPROACH

Where do you begin? Do you have to install financials before you can impact your business? Oracle Retail merchandise operations management features a highly scalable, modular architecture that allows you to focus on the most relevant aspects of your business first. This contributes to a lower cost of implementation, mitigates risk, and provides quicker business value. This comprehensive set of integrated, modular solutions that support buying, pricing, inventory management, and inventory valuation across channels, brands, and countries.

ADOPT NEXT GENERATION MERCHANDISING ANALYTICS

How do you get the information to succeed and grow in a customer-driven retail market? From inventory to customer service, retailers need to gain a deeper understanding of what motivates customers at each stage of their buying process, regardless of channel. Oracle Retail provides a single source for consolidated transaction information across your retail organization. Oracle Retail enables better business visibility, coordinated cross-functional processes and efficient exception management; providing retailers with the insight to understand factors driving the performance of merchandise across channels.

ACHIEVING PROFITABLE GROWTH

- *Improve inventory availability*
- *Set a competitive, responsive, pricing strategy*
- *Enable science-driven supply chain execution*
- *Differentiate offers to specific customer segments and channels*
- *Align execution with plans*
- *Keep data consistent and Accessible*

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