When facing a challenging economic environment and more aggressive and dynamic competition, retailers discover that effective business intelligence is more critical than ever. The release of Oracle Retail Merchandising Analytics marks the first major step in next-generation retail BI by introducing foundational functionality built on Oracle’s BI/DW platform and technology. Oracle Retail Merchandising Analytics helps retailers better understand their business, make more informed decisions, and execute with the confidence that they are positively impacting the top and bottom lines.

Introducing Oracle Retail Merchandising Analytics

Oracle Retail Merchandising Analytics, part of the Retail Analytics product family, provides retailers with an industry-specific solution for enabling insight into merchandising operations. This product was built to scale to retailer data volumes without compromising on depth of analysis or ease of use. Through Oracle BI, it can deliver reports in different formats on desktops and mobile devices. It leverages the power of Oracle technology, lowering total cost of ownership and simplifying support.

A Complete Solution

Retailers looking for a comprehensive retail data model without pre-built integration to Oracle Retail products should consider the Oracle Retail Data Model. But for those retailers that require a complete BI application that includes reports, dashboards, metrics, KPIs, data model, and integration with Oracle Retail applications there’s the Retail Analytics family of products. This complete solution includes everything a merchant needs to get started quickly.

And because Oracle Retail Merchandising Analytics is built on the Oracle BI Apps platform, it is compatible with other BI Apps that cover domains such as loyalty, supply chain, finance, and labor. Different BI Apps can be combined to incrementally create an enterprise data warehouse that considers the entirety of the business and enables cross-domain, retail + ERP + CRM analytics.

Pre-Built Integration

Oracle Retail Merchandising Analytics provides packaged integration with the following Oracle Retail applications:

- **Oracle Retail Merchandising System** – Enables retailers to execute on their core merchandising activities, including foundation data management, purchasing, replenishment and financial inventory.
and Red Hat Linux
• AIX
• Solaris
• Languages
• Simplified Chinese
• Traditional Chinese
• Croatian
• Dutch
• English
• French
• German
• Greek
• Hungarian
• Italian
• Japanese
• Korean
• Polish
• Brazilian Portuguese
• Russian
• Spanish
• Swedish
• Turkish
• Implementation Partners
• Training & Documentation

valuation.
• Oracle Merchandise Financial Planning - Uses a cleansed view of history (adjusting for stock outs) to seed a top-down financial plan and allows the creation of top-down, bottom-up, and middle-out financial planning.
• Oracle Retail Invoice Matching - Provides all of the data necessary to support efficient processes for the verification of invoice accuracy and resolution of discrepancies prior to payment.
• Oracle Retail Price Management - A strategy-based pricing solution that executes pricing decisions.
• Oracle Retail Sales Audit - Provides the tools to evaluate point-of-sale data to ensure the accuracy and completeness of information exported to downstream systems used in optimization processes, financial reporting, and analysis.

Integration also includes “Flexible ETL” in which the timing of loading the data warehouse’s staging layer can vary with that of loading the aggregate reporting tables. Faster ETL with Exadata combined with our ETL design provides great flexibility in orchestrating data loads, helping with 24x7 needs and data sources spanning multiple instances and/or time zones.

Retail Specific Data Model & Metadata

Approximately 1380 retail-specific Oracle BI metrics and 40 packaged reports, spanning the following Data Warehouse fact areas:
• Cost
• Forecast
• Inventory Position
• Inventory Receipts
• Markdowns
• Planning
• Price
• Profit
• Promotion
• Sales
• Sales Pack
• Stock Ledger
• Supplier
• Supplier Compliance
• Supplier Invoice
• Wholesale/Franchise

Also included are “As-Is /As-Was" and Point-in-Time reporting for the Product and Organization dimensions enabling users to account for changes to these dimensions when assessing historical performance. Note that each of these three types of reporting can co-exist in the same implementation.

Additionally, “Flexible aggregations” in which a very large number of aggregate tables are available, can be leveraged to strike the optimal balance between query and load performance for a retailer’s unique BI/DW infrastructure and service levels.

About Oracle BI Applications

Oracle BI Applications provide complete, real-time, and enterprise-wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for
rapid deployment at a low cost of ownership, Oracle BI Applications are pre-built solutions that embrace any existing corporate data source and are seamlessly integrated with Oracle’s transactional solutions to improve business insight across the organization. All Oracle BI Applications are powered by Oracle BI Enterprise Edition Plus, a high-performance, highly scalable, and reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need.

About Oracle Retail

Oracle provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business. 20 of the top 20 retailers worldwide - including fashion, hardlines, grocery and specialty retailers - use Oracle solutions to drive performance, deliver critical insights and fuel growth across traditional, mobile and commerce channels.

Contact Us

For more information about Oracle Retail Merchandising Analytics, please visit oracle.com/goto/retail or email oneretailvoice_ww@oracle.com to connect with an Oracle representative.