Increasingly today, retailers are inundated with data and pressured to make fast decisions based on that data. With every data-point, there is a potential course-changing adjustment in strategy; retailers are discovering that effective business intelligence is more critical than ever. Oracle Retail Merchandising Analytics is a powerful mobile-enabled retail Business Intelligence (BI) application that includes foundational functionality built on Oracle’s BI/DW platform and technology. Oracle Retail Merchandising Analytics allows retailers to work smarter by allowing them to better understand their business. Decisions are informed and they can execute with the confidence that they are positively impacting the top and bottom lines.

**Introducing Oracle Retail Merchandising Analytics**

Oracle Retail Merchandising Analytics is part of the Oracle Retail Analytics product family – a modular and retail industry-specific solution. It removes data silos, surfaces insights, and enables self-service business intelligence to business users. Oracle Retail covers significant functionality across a breadth of solution areas to support retailers’ needs as they expand their support for various customer shopping journeys (i.e. Commerce Anywhere). Oracle Retail defines Commerce Anywhere as the ability to provide true connected experiences across channels, enabling consumers to transact (research, select and purchase) and employees to interact (recommend, maintain, service and return) anywhere, at any time and on any device. Delivering Commerce Anywhere requires operational alignment and data transparency, connecting the retail enterprise in support of the consumer journey.

Oracle Retail Merchandising Analytics ensures that insights can be drawn from those customer journeys, through out-of-the-box certified packaged integration, integration accelerators, and integration stubs for Retail Analytics, and the Universal Adaptor approach to ease non-certified Oracle Retail Analytics integration. This allows for more disparate sources to be brought together – that is, planning, supply chain, merchandising, stores, commerce analysis and solutions - for more holistic insights and analytics, which enable the enterprise to deliver on their brand promise.

In addition to packaged integration, ORMA has numerous metrics, reports and dashboards out-of-the-box. These analytics have been designed to provide Commerce Anywhere visibility, and offer greater support for the business process that they are associated with like the Weekly Business Review.
Oracle Retail Merchandising Analytics is built on the Oracle BI Applications platform, and is therefore compatible with other BI Applications that cover domains such as loyalty, marketing, human resources, and finance. Different BI Applications can be merged to incrementally create an enterprise data warehouse that considers the entirety of the business and enables cross-domain, retail + ERP + CRM analytics.

The Oracle Retail Analytics product family contains approximately 2200 retail-specific Oracle BI metrics, 1200 attributes, and 125 reports and dashboards spanning many subject and fact areas. Key subject areas include Customer Order, Inventory including IMEI, Sales, Merchandising, RFM, Customer Loyalty, Household, Cluster, Trade Areas, and Franchise and Wholesale (B2B), and many more.

Also included are “As-Is /As-Was” and Point-in-Time reporting for the Product and Organization dimensions enabling users to account for reclassification while 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 customized during implementation to achieve an aggregation strategy that best satisfies batch and reporting performance requirements.

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 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.
Universal Adapter Framework

Oracle Retail Analytics offers a Universal Adapter Framework to simplify the process of moving source dependent extracts (SDE) into Retail Analytics staging tables for customers with non-integrated data sources including non-Oracle data sources. In doing so, customers do not need to invest in the design, development, testing, and maintenance of SDE extract, transform, and load interfaces to move data into the Oracle Retail Analytics staging area.

About Oracle Business Intelligence (BI) Applications

Oracle BI Applications help organizations of all sizes thrive by enabling them to discover new ways to strategize, plan, optimize business operations, and capture new market opportunities. As the market leader in Business Analytics software, we deliver the most complete and integrated solutions that let customers gain insight into every aspect of their business, plan ahead, and act with confidence anytime, anywhere, on any device. 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 Business Intelligence Enterprise Edition (OBIEE) or Oracle Business Intelligence Foundation Suite (OBIFS)

OBIEE/OBIFS is the central component of Oracle BI for creating queries, reports, visualizations, and interactive dashboards. It is a comprehensive business intelligence and analytics platform that delivers a full range of capabilities—including ad hoc queries, mobile analytics, notifications and alerts, enterprise and financial reporting, scorecard and strategy management, business process invocation, unstructured search and collaboration, integrated systems management and more. OBIEE/OBIFS is built on a proven and modern technological foundation that supports the highest workloads and most complex deployments, while providing timely insights to users across an enterprise at a low overall total cost of ownership.

About Oracle Exalytics

Oracle Exalytics In-Memory Engineered System is the world’s first engineered system specifically designed to deliver real-time high performance analysis, modeling, and planning. The Oracle BI Foundation, along with the Oracle TimesTen In-Memory Database for Exalytics and Oracle Essbase, is the software foundation for Oracle Exalytics. Special enhancements for Exalytics in the Oracle BI Foundation deliver the fastest performance for the most demanding of queries to business users.
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.