ORACLE RETAIL BACK OFFICE IS A BROWSER-BASED APPLICATION THAT PROVIDES ACCESS TO VITAL STORE INFORMATION FROM ANYWHERE IN THE STORE.

KEY CAPABILITIES
- Improve operational efficiencies with:
  - Local store parameter maintenance and system configuration.
  - Promotional event management.
  - Start- and end-of-day operations.
  - Time and attendance maintenance.
  - Role and security maintenance.
- Increase responsiveness with remote access anywhere in store and enterprise.
- Enhance decision-making with the most comprehensive, easy-to-use integrated reporting package.

Oracle Retail Back Office gives real-time access to accurate information across the store providing the ability to react quickly to business needs and trends. With the ability to efficiently perform essential store operations and analyze in-store data, retailers can improve customer service and optimize profits.

Take Care of Business – Anywhere, Anytime
In today’s hyper-competitive market, retailers are under more pressure to reduce expenses while increasing sales. And it is harder than ever to recruit and retain reliable, customer-service-oriented sales associates—so store managers must spend more time on personnel management. However, essential store operations, such as reporting and analysis, must still be performed to support best-in-class customer service at the point of sale and to optimize profits.

Oracle Retail Back Office gives retailers the flexibility to put store management and reporting functionality wherever it’s needed—on the front register, the back-office PC, or tablet devices—so retailers can take care of business anywhere, anytime.

Gain Real-Time Access and Maintain Accurate Information
Oracle Retail Back Office gives retailers real-time access to accurate information across stores so they can better meet customer demands. Oracle Retail Back Office:
- Lets managers take care of business from the point-of-sale as needed.
- Includes a comprehensive and easy-to-use reporting system, enabling managers to analyze their businesses and make fact-based decisions on their store environments.
- Provides extensive reporting capability leveraging Oracle’s BI Publisher with multiple viewing and output options, putting real-time operational intelligence at the fingertips when and where it is needed.
- Allows managers to complete start-of-day / end-of-day cash management procedures.
- Includes store-level employee, security, and time maintenance.
- Enables managers to set up, view, and maintain item, price, and promotion files for store-specific assortments and events. Advanced features include Customer Specific Pricing and Promotions and sophisticated “Buy/Get” Promotion capabilities.
Figure 2. Oracle Retail Back Office Item Maintenance

**Improve Operational Efficiency**

Oracle Retail Back Office lets retailers manage in-store configuration information—including parameters, exchange rates and security settings. Authorized users can edit parameters to match store-specific policies. React to business needs and trends quickly by setting up, viewing, and maintaining item, price, and promotion files (including kits and best deals) for store-specific assortments and events. Or use those files as a backup when communications problems prevent the correct files from being downloaded from corporate.

Oracle Retail Back Office features include: start-of-day and end-of-day operations; register open and close; till open and reconciliation; bank deposits; employee, item, price, and promotional events maintenance; security; and store configuration.

**Make Better Decisions with More-Accurate Reporting Information**

Through its integrated reporting package, Oracle Retail Back Office enables the automatic generation of reports for enterprise-wide access to the real-time information that drives improved decision-making. The integrated reporting package in Oracle Retail Back Office provides retailers with hundreds of ways to measure key business metrics for sales, employee, and register/till reporting. Reporting functions include the ability to preview, print, ad hoc, add to favorites or export reports; automated report scheduling.

With this industry-leading and easy-to-use package, managers can create and save custom report settings to a “My Favorites” reports section, schedule automatic reporting, and quickly create ad hoc views—leaving more time to analyze and act on the data in order to improve results going forward. Multiple export options, including e-mail, print, and file formats, allow users to share and leverage business intelligence anywhere, any time. Oracle Retail Back Office, a browser-based application, gives retailers the flexibility to put store management and reporting functionality wherever it’s needed.

**Standard Reports Available**

- Flash Sales
- Hourly Productivity
- Store Bank Deposit
- Over/Short by Register
• Over/Short by Cashier
• Store Summary
• Bank Deposit Detail
• Till Summary
• Reconcile Till Count Detail or Summary
• Summary Employee Time Summary
• Cancelled and Post Voided Transactions
• Sales Summary by Register

• Suspended Transactions
• Register Summary
• Reconcile Till Float Count Detail or Summary
• Individual Employee Time Summary
• Employee Time Maintenance
• No Sales Transactions
• Till Status

Reports shipped are well-documented. The new BI Publisher framework greatly simplifies the process for modifying existing reports as well as creating new reports from the edge.

Figure 3. Oracle Retail Back Office Flash Sales Report

Internationalization

Internationalization allows retailers to implement Oracle Retail Back Office in other countries in which they do business. Existing translations of Oracle Retail Back Office include the following languages: English, Brazilian Portuguese, Chinese (Simplified and Traditional), Croatian, Dutch, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Russian, Spanish, Swedish and Turkish. Oracle Retail Back Office uses external files to display text and characters on the screen. This approach makes it extremely easy to modify and add new translations as needed.

The Oracle Retail Back Office approach to language support allows the definition of a store’s default language plus it allows the store associate to select their preferred language. This feature has a significant benefit as it simplifies training and presents the application in the language that is most comfortable to the employee.

But internationalization is much more than just language support. Oracle Retail Back Office enables deployment into international markets through localization foundations. Localization foundations leverage application configurations within the software to facilitate deployment in specific geographies and markets.
Payment Application Data Security Standards

The Payment Card Industry Payment Application Data Security Standard (PCI’s PA-DSS) v2.0, issued in 2010, is a multifaceted security standard that includes requirements for security management, policies, procedures, network architecture, software design and other critical protective measures. This comprehensive standard is intended to help organizations proactively protect customer account data. Oracle Retail designs, develops and tests the stores’ applications to these standards. Further, a 3rd party Qualified Security Assessor (QSA) is used to assess compliance of the released solutions to the PCI PA-DSS standard.

PCI defines a payment application as anything that stores, processes, or transmits card data electronically. The Oracle Retail solution has isolated the card data to the PINpad and the authorization network. While the card data is acquired, processed, transmitted and stored by the PCI validated hardware and middleware, the Oracle Retail Point-of-Service applications only handle a token. This approach means the Oracle Retail Point-of-Service is not a “payment application” as defined by PCI.

Oracle Retail Back Office Architecture

Oracle Retail Back Office provides the platform independence and technology insurance needed to deliver value both now and into the future.

Standards

All Oracle Retail store applications start by incorporating existing technical and industry standards such as J2SE, JMS, JDBC, JMX, and ARTS. By consistently leveraging standards, Oracle Retail increases the interoperability of legacy applications and facilitates the exchange of data with external systems. This reduces the costs of integration and ongoing maintenance, and gives retailers the freedom to select the best infrastructure and middleware products for their needs, thus avoiding vendor lock-in.

Service-Oriented Architecture

Software developed using service-oriented design principles improves reuse and lowers the cost of development and support. Commerce Services represents Oracle Retail’s approach to developing store systems software for retailers on a service-oriented architecture (SOA). Retailers are able to access Commerce Services from a variety of platforms and selling channels so that the same business logic is available across the enterprise. Commerce Services form the basis for Oracle Retail Back Office, and can be extended, replaced, and reused as necessary.

Data Persistence

Oracle Retail Back Office relies on a data store based on the ARTS data-model standard. The data store can be hosted on a variety of databases that conform to the JDBC standard. Persistence is encapsulated and abstracted from application logic to reduce the impact of changes.

Data Exchange

Sales and control transactions are exported from the Oracle Retail Back Office store server as platform-independent XML documents. Parameters are also received and distributed by Oracle Retail Back Office using XML documents. Message-oriented middleware allows asynchronous, guaranteed delivery of all data to and from the Oracle Retail Back Office application. The Oracle Retail Back Office store server can consume batch data imports for store specific Item, Price and Promotion data.

Interfaces
Through its comprehensive support for and use of standards, Oracle Retail Back Office’s open architecture reduces the pain of integrating to the store, and host systems and other channels—communicate synchronously or asynchronously, in real-time or in batch, on a private network or over the internet. This same technology is used for integrating with Oracle Retail and 3rd party applications.

Deployment
Written entirely in Java and based on standards, Oracle Retail Back Office can run on many different operating systems, databases, and application servers and is optimized for products from Oracle and IBM.
Note: Oracle Consulting or an Oracle Implementation Partner will work with each retailer to determine specific hardware and operating system requirements. An Oracle account executive can provide a list of pre-certified configurations and compliance-tested devices.

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 Central Office, please visit oracle.com/goto/retail or email oneretailvoice_ww@oracle.com to connect with an Oracle representative.

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Hardware and Software, Engineered to Work Together