

RETAIL

A STREAMLINED PRICING AND PROMOTION EXECUTION ENGINE THAT PROVIDES RULES-BASED PRICING RECOMMENDATIONS

KEY FEATURES

- Configurable strategies to preserve margin, meet competitive targets or align to market conditions
- Optional automatic price change execution based on rules
- Advanced conflict checking
- Tools to understand alternative pricing option impacts
- Price point and ends-in capabilities
- Market basket codes and linked item codes to ensure pricing consistency
- Robust promotion mechanics including customer specific promotions
- Support for vendor funded markdowns and promotions
- Integrated with Oracle Retail Merchandising and Oracle Retail Point of Service

KEY BENEFITS

- Supports configurable pricing differentiation across the organization
- Automates and streamlines pricing strategies
- Proactively manages profit margins across products and store locations
- Provides ability to meet competitive pricing targets
- Standardizes market image
- Supports wholesale operations
- Supports all product categories

ORACLE RETAIL PRICE MANAGEMENT

Determining a corporate strategy for pricing is challenging, but not being able to execute in line with that strategy can be disastrous. Retailers need a tightly integrated pricing solution that has capabilities spanning the entire lifecycle of a product – from product introduction to regular pricing to promotions and finally clearance. The amount of data that influences pricing decisions is massive, so a solution that not only can execute a price change, but also quickly suggest retail price changes aligned to category goals when market conditions change is essential for operational efficiency, as well as preserving margin and maintaining competitive advantage.

Overview

Pricing is one of the most important strategic areas retailers use to gain market advantage. The challenge retailers face in making the right pricing decisions often stems from inaccurate, fragmented or simply too much information. To improve pricing decisions, retailers need a tool that can use relevant information from the merchandising system as well as competitive market information in order to suggest prices in line with the goals of the retailer for that type of merchandise and selling location. Users need a tool that they can easily manipulate and which promotes managing by exception.

Introducing Oracle Retail Price Management

Oracle Retail Price Management is designed for retailers who require complete visibility and control in order to streamline pricing decisions across all selling channels. Oracle's solution provides retailers with a rules-based pricing strategy and execution engine to ensure that target margin or a competitive position is achieved in line with corporate objectives. With Oracle Retail Price Management, retailers can with a more predictable and profitable outcome.

Unique Features of Oracle Retail Price Management

Product lifecycle price management. Price Management sets initial prices, manages simple or complex promotions and orchestrates clearance pricing. Prices can be set by leveraging different levels of the merchandise hierarchy or item lists and can be created at the style, option or SKU level. Price zones enable consistency and easy maintenance. Any regular, promotion or clearance price change can be supported by vendor funding. With all past, present and future prices held in one centralized place, Oracle Retail Price Management provides merchants with a consistent view on product pricing activity and margins at anytime.

Unifying pricing strategies. Rules-based price strategies, configured by zone and sub-category, allow retailers to tailor their strategies at a lower level while easily aligning prices with their corporate and category goals across all selling channels. These strategies propose regular prices based on a retailer's margin targets, competitive price alignment or their preferred pricing relationship between different markets.

The promotions capability is extremely flexible and supports all types of promotions including simple promotions (% , amount off or fixed amount), threshold promotions based the total

RELATED PRODUCTS

- Oracle Retail Merchandising System
- Oracle Retail Invoice Match
- Oracle Retail Trade Management
- Oracle Retail Sales Audit
- Oracle Retail Point of Service
- Oracle Retail Price Optimization
- Oracle Retail Markdown Optimization
- Oracle Retail Workspace

amount or quantity purchase, and multi-buy promotions like meal deals and cheapest free. Promotions can also be targeted at a specific customer segment or group.

Clearing merchandise out at the end of a season is quick and efficient with Retail Price Management. Retailers can apply clearance defaults or “ladders” based on default corporate practices or they can use strategies with tailored rules to automate the item selection process and propose new prices based on configurable rules.

Standardized Processes. Through the use of price guides, users ensure that pricing structures adhere to company procedures, such as setting all clearance prices to end with .99. By utilizing rules-based strategies to suggest prices, retailers gain better control, improve consistency, and deliver better margins. The solution also performs advanced conflict checking for every item/location/date and price to prevent negative or illogical prices (i.e. where a fixed price promotion price is higher than the regular retail price), and avoid overlaps according to business rules.

Complete, Seamless Integration. Full integration with Oracle Retail Merchandising for foundation data, vendor deals, and the latest transaction information ensures a single version of the truth and improved pricing accuracy across the entire organization. Standard integration with Oracle Retail Point of Service also minimizes overall interface development and maintenance costs.

Conclusion

Oracle Retail Price Management provides retailers with a fully integrated centralized solution to execute on corporate, category and channel pricing goals. With pricing execution from initial offer to clearance markdown in one place, retailers gain greater control and visibility to all pricing information and can therefore make better decisions.

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 Price Management visit oracle.com/retail or email oneretailvoice_ww@oracle.com to connect with an Oracle representative.



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Hardware and Software, Engineered to Work Together