In today’s omnichannel environment, customers demand unique and tailored experiences, engage with multiple channels, and expect more convenience than ever before. Omnichannel introduces complexity as retailers balance channel-specific strategies, cross-channel customer journeys and omnichannel fulfilment. The journey towards omnichannel proficiency continues and smart retailers are capitalizing on this complexity by asking new questions. What assortment decisions drive brand loyalty? How do traditional and digital promotional vehicles contribute to my sales objectives? What, when, and where is purchase and fulfilment demand? Predictive analytics answers these questions and accuracy is your competitive differentiator.

Oracle Retail Demand Forecasting (RDF) empowers retailers to centralize demand forecasts for their omnichannel enterprise — from operations and vendor collaboration to planning and optimization to marketing and insights — accurately and efficiently. The results achieved include increased and profitability revenue through higher in-stock rates and significant reductions in inventory. For example:

- Within days of implementing Oracle Retail Demand Forecasting, a Russian retailer was able to reduce DC inventory levels from 4 months to 3-4 weeks, improve forecasting accuracy 90-95% for non-promotional items and 75% for promotional items, reduce of-out-of-stocks by 18%, increase order-taking speed 3x and decrease store inventory 13-16%
- A UK grocer reported a 50% increase in overall forecast accuracy
- A large national electronics chain has improved in-stock rates by 2%-4%

Maximize Forecast Accuracy. With RDF, Oracle Retail distilled 15+ years of forecasting experience across 160+ retailers worldwide into an offering that combines best-fit science and exception-driven processes with the agility of an extensible platform.
• Get the most from your data with best-fit science. Oracle Retail forecasting science pulls from statistics, optimization, and machine learning disciplines as each job requires, from statistical regression for modeling causalities to goodness-of-fit optimization for forecast model selection to unsupervised machine learning to pool similar performing item-locations for robust parameter estimation.

• Focus users where it counts with exception-driven processes that guide them to action, from reviewing attribute-based recommendations for new items, to approving significant forecast changes from evolving promotional strategies. The exception-driven processes get the most from your team.

• Gain the stability of a proven solution along with the agility to tailor core capabilities, from defining fundamental forecasting model decisions to exception-driven processes and integrations. Oracle Retail’s extensible platform gets the most for your business.

**Future Proof Investment.** Experience high speed to value with accelerated delivery offerings, stay on the cutting edge of forecasting science, and get the most for your team.

• With partner implementation offerings starting from 12 weeks, high speed to value can be the cornerstone of your business case.

• Maximize your forecast accuracy today and stay on the cutting edge of forecasting science with regular improvements to your solution.

• Equip your team with Oracle Retail’s comprehensive Retail Learning Subscription and Documentation Library.

For more information about Oracle Retail Demand Forecasting, please visit [oracle.com/retail](http://oracle.com/retail) or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.