

Oracle Exadata Intelligent Warehouse Solution for Retail

KEY BENEFITS AND FEATURES

BENEFITS

- Delivers deep retail insight to all business users
- Delivers extreme performance and unlimited scalability
- Delivers short time-to-value and easy adaptability

FEATURES

- Integrated software, hardware and industry knowledge from a single vendor
- Logical data model compliant with Association of Retail Technology Standards (ARTS 5.0)
- Retail-specific advanced and predictive analytics
- Pre-built OLAP Cubes
- Pre-built Data Mining Models
- Automated data movement throughout the model
- Pre-built samples of retail reports and dashboards

Current economic conditions are forcing retailers to streamline operations and strengthen their relationships between customers and partners to maintain their competitive advantage. Against this backdrop, business intelligence is gaining more and more importance as retailers rely on advanced analytics to help improve margins through localized assortments, reduce stock outs, improve in-store execution and increase wallet share. The Oracle Exadata Intelligent Warehouse Solution for Retail provides insightful information to help make profitable business decisions throughout the entire retail cycle. These insights translate into fewer markdowns, a reduction in inventory gaps, a decrease in shrink and fraud and better focus on the most profitable customers among many other benefits.

The Oracle Exadata Intelligence Warehouse Solution for Retail is a complete software and hardware data warehousing solution that helps retailers gain better business insight, achieve extreme performance and realize a faster time-to-value. The solution includes the Oracle Retail Data Model, Oracle Business Intelligence Enterprise Edition and Oracle Exadata.

Better Business Insight

The Oracle Retail Data Model delivers industry-specific metrics and insights retailers can act on immediately to improve their bottom line. It is a standards-based, enterprise-wide data model, designed and optimized for Oracle Exadata, and provides the basis for operational reporting, detailed analysis, fraud detection and loss prevention, as well as forecasting, trend and predictive analysis. With pre-built Oracle OLAP and Oracle Data Mining models geared toward specific retail business problems, Oracle Retail Data Model transforms retail data into insightful, actionable information; such as improve promotional targeting, offer fewer/smarter markdowns, and understand cross-channel influences.

Oracle Business Intelligence delivers the enabling technology needed to standardize and simplify enterprise wide business intelligence for retailers. It provides an easy-to-use and intuitive browser based user interface to access information whenever and wherever needed, perform “what-if” analysis and generate business insights “out of the box.”

Extreme Performance

Retailers generate massive amounts of data every day. To make the most of that data, you need a data warehousing solution that can provide extreme performance. For example, with an extremely fast data warehousing system, retailers can access more data and perform more detailed analytics to better understand customer buying habits. Or they can enable near real-time promotion adjustments.

COMPONENTS

- Oracle Exadata
- Oracle Retail Data Model
- Oracle Business Intelligence Suite Enterprise Edition Plus
- Oracle OLAP
- Oracle Data Mining

Extreme performance also allows retailers to consolidate more data from multiple sales channels into a “single source of truth.”

Oracle Exadata is the foundation of the Oracle Exadata Intelligence Warehouse Solution for Retail. It is a pre-integrated software, server and storage database machine that can improve query performance by 10x or more. It is optimized for advanced analytics and can support mixed workloads so you can run both operational and strategic data warehousing applications on the same machine

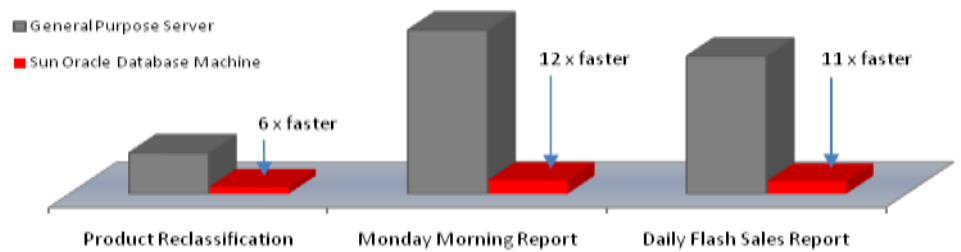


Figure 1. Retailer Performance Improvement with Oracle Exadata

Faster Time-to-Value

With over 1,200 retail-specific measures and KPIs, pre-built OLAP cubes, data mining models, pre-built reports and dashboards, and a database machine pre-configured for advanced analytics, retailers can build an intelligent data warehouse from virtually any starting point. And because all front-end reporting requirements are already aligned with the database structure, your data warehouse is optimized to deliver extreme performance from day one.

By utilizing a “buy and extend” strategy as opposed to a “build from scratch” approach, the Oracle Exadata Intelligence Warehouse Solution for Retail significantly reduces up-front development costs, risk and implementation time. So, not only do you get prebuilt and tested configurations designed for high volume warehouse workloads, you can quickly achieve a positive ROI for your data warehousing and business intelligence project with a predictable implementation effort.

Better Together

Oracle is the only vendor able to offer a complete technology stack in which every layer is integrated to work together as a single system. In addition, Oracle's open architecture gives our customers unmatched benefits from industry-leading products, including excellent system availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

The Oracle Exadata Intelligent Warehouse Solution for Retail provides retailers with everything they need for insight-driven retailing. It helps you create a unified view of your information that delivers economic value to your whole business, from in-store operations to corporate strategy to supply chain and logistical management.

CONTACT US

For more information on Oracle Exadata Intelligent Warehouse Solution for Retail, visit www.oracle.com or call 1-800-ORACLE1 to speak to an Oracle representative.

