Retail Redefined

Workspace: Retail Business Process Innovation Platform
The Retail Opportunity: Business Process Innovation Platform

A better user experience is the last mile in unlocking the value of retail technology investments. By enabling new ways of working, a comprehensive interaction layer can make systems easy and fun to use for employees, bring the store to the headquarters every day, and put merchants and vendors effectively in the same room. Moreover, a next-generation user interaction platform can be a business process innovation platform that is able to:

- **Improve**: Bridge the gap between the Web2.0 user experience and the Retail Enterprise user experience, essentially putting a new face to and enabling a system of business process on top of the system of record (merchandising, planning, supply chain and stores) that retailers have worked so diligently to put in place.

- **Integrate**: Connect applications across the Retail IT footprint into more seamless, role-based workflows that enable retail workers to accomplish their jobs faster and more effectively, ultimately producing better top-line and bottom-line results.

- **Extend**: Enable new capabilities required by changes in the Retail market environment resulting from new consumer technologies, such as mobile, social and multi-channel.

- **Evolve**: Help the retail organization evolve with the needs of the business, delivering a role-based business process layer for the enterprise that’s focused first on the best way to get a job done and second on the source of data and logic. Enable the evolution of those sources in the IT footprint as needed while buffering the organization from the impact of those changes.
Oracle Retail Workspace is a web-based application that enables role-based reporting, cross-application processes and collaboration. Going beyond the traditional portal, Workspace offers the ability to perform tasks in the context of relevant, valuable information that supports better decisions. By pulling together an open framework on top of standards-based technology, Oracle Retail makes it easier for retailers to unite their disparate systems, thus increasing employee productivity and effectiveness. When combined with a retailer’s existing assets, the solution provides the following capabilities:

- **A presentation layer** featuring the best of Web 2.0 visualization and usability capabilities, single sign-on, and personalization
- **Pervasive analytics** delivered through in-context business intelligence (BI)
- **Business process** engineering and orchestration
- **An integration approach** that provides guidance around how to connect to the underlying retail application layer.
Moreover, what’s unique about Oracle Retail’s approach is that it brings together all enterprise systems (applications, data infrastructure) to provide a holistic view of the business while providing the ability to take action in-context quickly, anywhere in the workflow. It also enables agility through the ability to support new business processes and workflow quickly on top of existing assets. Finally, the platform’s openness accommodates the realities of a heterogeneous retail IT environment and the need to evolve the business over time.

The Oracle Retail Workspace platform is comprised of the following technology:

- **Fusion Middleware**: Workspace leverages the Oracle Fusion Middleware stack, which includes WebLogic 11g, WebCenter 11g, WebCenter Spaces, Oracle Business Intelligence Enterprise Edition (OBIEE) and SOA Suite (particularly BPEL and Oracle Secure Enterprise Search). These technologies deliver robust out-of-the-box capabilities, including user management, single sign-on, navigation, search-configurable portal frameworks, robust reporting, business intelligence, and Web2.0 user experience capabilities. All of the technology underpinning the Oracle Retail Workspace platform is classified as “Generally Applicable” or GA and can be found on the Oracle Price List.

- **Retail Reference Content**: Workspace uses a resource catalog of content featuring visual search, embedded and pervasive business intelligence widgets, alerts, advanced reporting and micro-tasks pulled together into end-to-end workflows and dashboards. The Retail Resource Catalog includes a collection of content focused on answering key retail questions, such as: Does my assortment meet the target needs of my customer? What's the right like item for this new item? What is the status of my supply chain for this item or set of items? The Workspace Retail Reference Catalog is available to customers in the form of Accelerators, which feature application code and documentation that enable customers to deploy compelling Retail Workspace content as quickly and efficiently as possible. All Oracle Retail Reference Content published as part of the Workspace platform is “Generally Reference-able.” As a result, it is developed, tested and packaged the same as GA content, but is freely available to customers licensing the technology and applications that underpin it.

- **Oracle Retail Functionality**: Workspace capitalizes on the most robust and proven collection of retail functionality in the industry, spanning Merchandising, Planning, Supply Chain and Store solutions. The Workspace Retail Reference Content, delivered as a collection of Accelerators, includes packaged integration to the Oracle Retail suite, including read-only access to Oracle Retail Merchandising, Planning and Supply
10 of the top 10 global hardline and leisure good retailers get better results with Oracle.

Chain applications and read-write access through integration to Web services available in RMS v13.1 and v13.2. Additionally, the Oracle Retail Workspace platform provides guidance on how to integrate to non-Oracle Retail applications, such as Oracle enterprise management solutions as well as third-party applications.

The Result: New Ways of Working, Focus on Selling More

Retailers have invested heavily in their IT infrastructures. They now have the opportunity to capitalize on those investments by building a more robust, compelling interface layer on top, making them easier to use (e.g., intelligent search and visualization of products and stores), bringing disparate assets together across the suite (e.g., planning and execution data into the same views), and extending the base capabilities to deliver new functionality (e.g., integration to social networking).

The Oracle Retail Workspace platform on top of the retail enterprise footprint is designed to enable:

- **Automation**: Streamlines business processes to increase speed.
- **Intelligence**: Leverages science to make more precise and granular decisions.
- **Integration**: Connects data and business processes from disparate applications into more seamless interfaces and workflows.
- **Extension**: Delivers new capabilities that extend off of existing assets.
Fact: 20 of the top 20 global retailers get better results with Oracle.

In this way, Oracle Retail aims to help retailers change the way they do business – finding new ways to achieve growth, enabling a culture of innovation, and focusing on staying close to customers in a way that has been difficult to achieve in a large-scale business environment.

Sample Workspace Solutions: Integrated Bundles

Oracle Retail has leveraged the Workspace platform to enhance and extend its leading footprint of solutions, creating role-based workflows that are more visual, intuitive, automated and integrated. Sample offerings include:

- **Inspiration**: Gives the end user a better experience that will inspire them to work in new ways, think more creatively about their business, and see the store the way the customer sees it.

Oracle Retail aims to help retailers change the way they do business – finding new ways to achieve growth, enabling a culture of innovation, and focusing on staying close to customers in a way that has been difficult to achieve in a large-scale business environment.

- **Oracle Retail Integrated Fashion Planning**: Supports fashion buyers and planners throughout the entire merchandise lifecycle, starting from plan creation and ending with floor set clearance, by helping users “see” the floor and make decisions that will maximize revenue and profitability at every decision point. Drill-down tools that can efficiently mine customer data for insight and then inform other business processes with these insights.

- **Oracle Retail Integrated Inventory Planning**: Supports inventory specialists with exception-based management via alerts, visibility into the supply chain, quick access to business intelligence, and convenient navigation into application workflow.

- **Oracle Retail Visual Merchandising (coming soon!)**: This solution will support merchandise execution workflows with an interface that supports faster and smarter decision making with focused on quick review and action.

- **Oracle Retail Revenue Planning (coming soon!)**: This solution will support integrated pricing and promotions planning through the item lifecycle with workflow and analytics from Oracle Retail’s Planning and Optimization platform.
Oracle has driven $4 Billion in incremental gross profits for retailers.

Oracle Retail

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers—enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world’s leading retail companies, including 20 of the 20 top retailers worldwide, to transform the economics of their businesses.

CONTACT US

To learn more, please visit oracle.com/industries/retail, or email oneretailvoice_ww@oracle.com to contact an Oracle representative.