Smarter Decision Making, Enhance Collaboration

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Director of Oracle Retail Systems,

Fortenova Group

15.10.2019.

FORTENOVA GRUPA

AGENDA

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About Fortenova group

2 Retail business

About Fortenova retail companies

3 Oracle Retail Systems

About implemented Oracle Retail solutions

4 Success story

Oracle Retail – release 16

5 Q&A

Questions & answers

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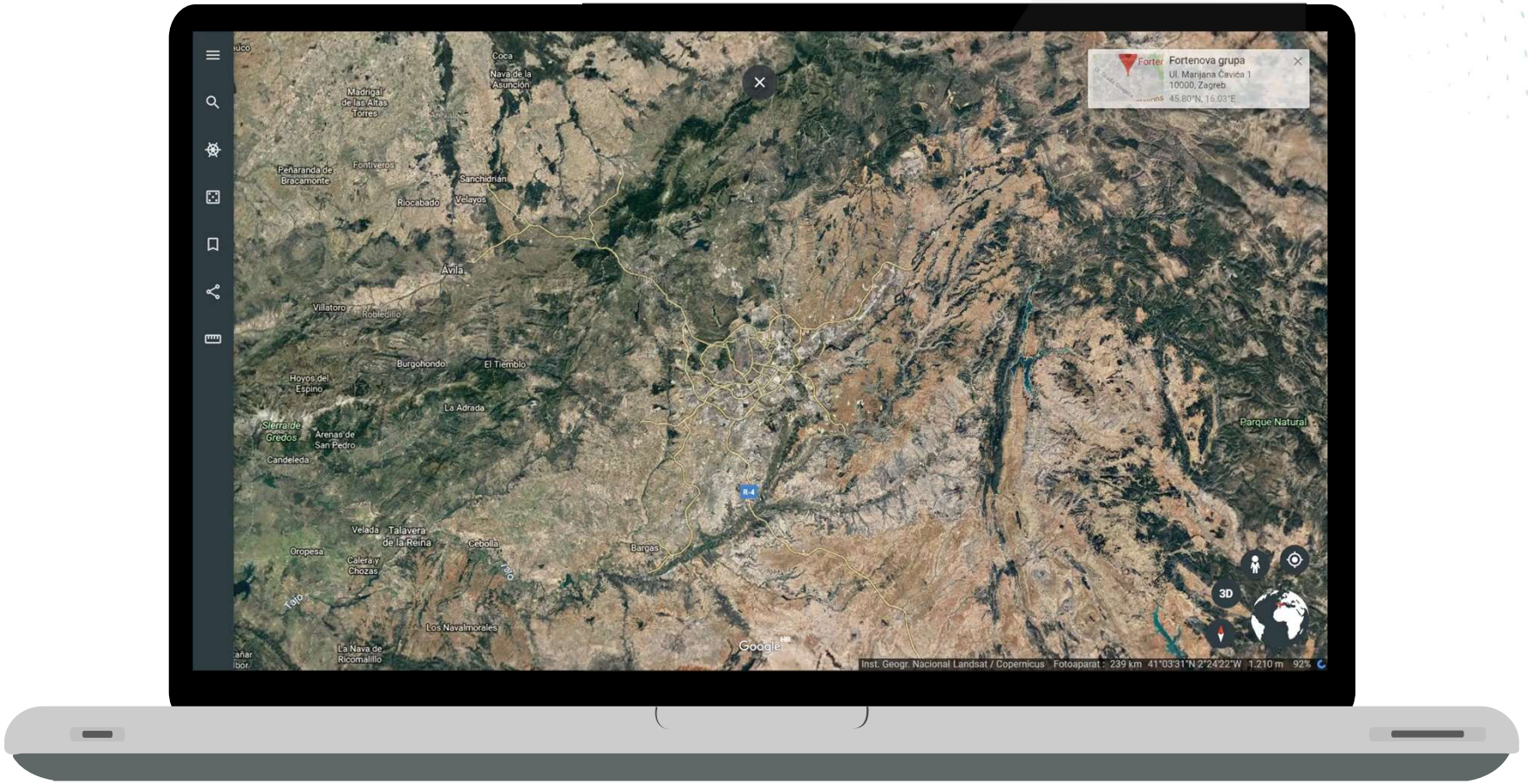
Where we are?


Fortenova grupa
Ul. Marijana Čavića 1
10000, Zagreb
45.80°N, 16.03°E
Madrigal de las Altas Torres
Coca
Nava de la Asunción
Peñaranda de Bracamonte
Fontiveros
Sanchidrián
Riocabado
Velayos
Ávila
Villatoro
Robledillo
Burgohondo
El Tiemblo
Hoyos del Espino
La Adrada
Sierra de Gredos
Arenas de San Pedro
Candeleda
Parque Natural
Velada
Talavera de la Reina
Cebolla
Oropesa
Calera y Chozas
Bargas
Los Navalmorales
La Nava de Ricomalillo
Google
3D

About Fortenova group

FOOD PRODUCTION

AGRICULTURE

RETAIL & WHOLESALE

Jamnica

BELJE 1697

KONZUM Croatia

ledo

agrolaguna

KONZUM Bosnia & Herzegovina

pik

ZVIJEZDA

PIK VINKOVCI

VELPRO

Fortenova group in numbers

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Retail business

More than **1.200.000** customers daily!

KONZUM | Mercator | RODA | WEB SHOP KONZUMklik | VELPRO

Total

Number of stores	**1606**
SKUs	**183 201**

Consolidated IT services

- ✓ IT services for all Fortenova companies consolidated into shared service center
- ✓ 2010 – spin off - mStart

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m>Start

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Oracle Retail Systems started running…

2009 – 2014

- ✓ Established Oracle Retail department: support
- ✓ Implementation of Oracle Retail Release 13, Konzum, Croatia

- ✓ Investments in implementation & support
- ✓ Support enablement – internal team

You don't have to be great to start, but you have to start to be great!

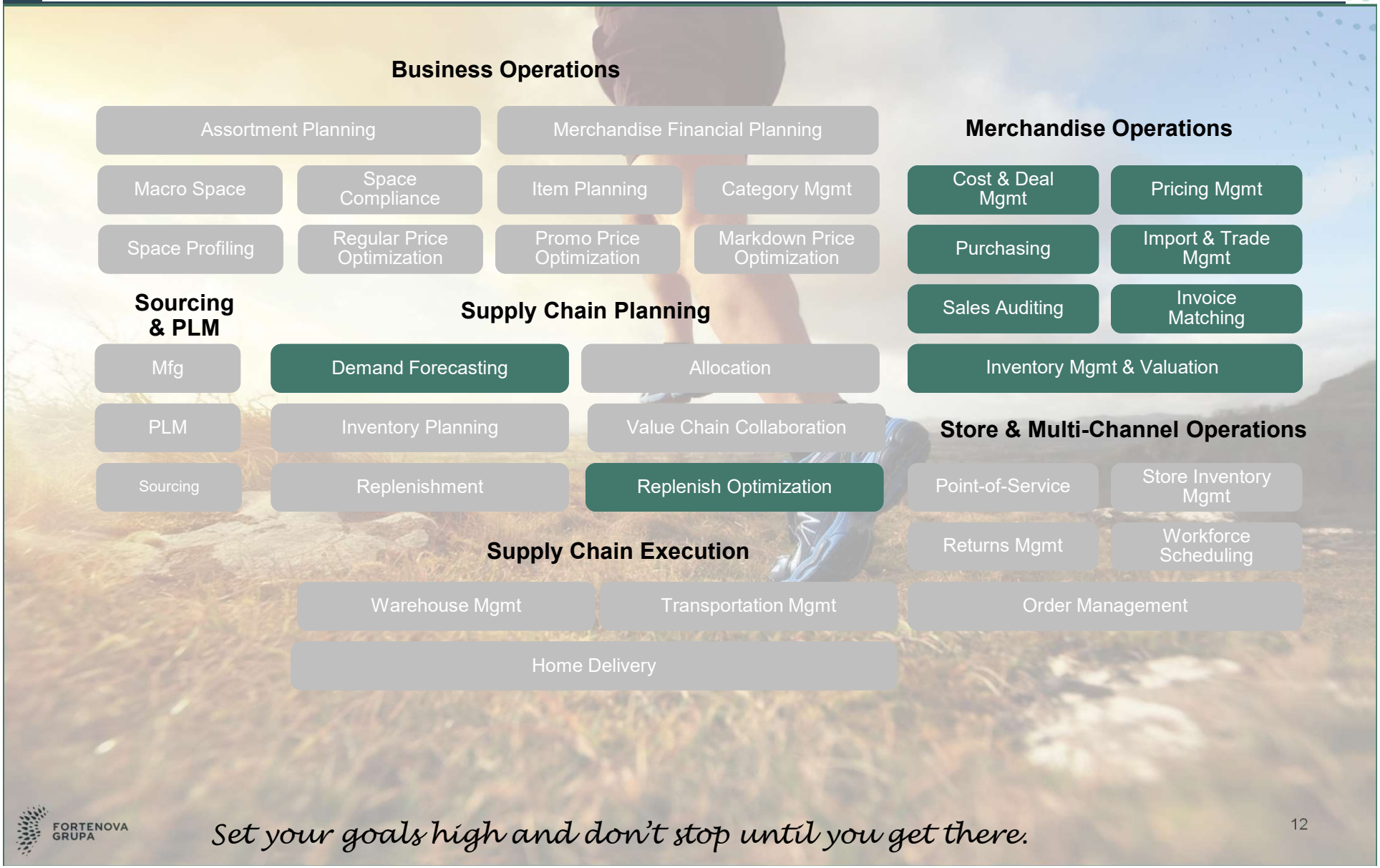
Oracle Retail runs faster…

2015 – 2018

- ✓ Internal competence center: support, consulting, integration, development, improvements
- ✓ Exclusive Oracle Retail ASM for group retail companies
- ✓ Leading projects:
  - ✓ Separation of wholesale business, OR release 13, Velpro, Croatia
  - ✓ Implementation of OR release 13, Konzum, Bosnia&Herzegovina
  - ✓ Mercator acquisition project, OR release 13, Mercator, Croatia, Bosnia&Herzegovina
  - ✓ Assortment solution implementation, custom development, Mercator, Slovenia
  - ✓ Functional & performance customizations, all group retail companies
  - ✓ Restructuring project, all group retail companies, Croatia

It doesn't matter how slowly you go so long as you don't stop!

Where we are



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Set your goals high and don't stop until you get there.

Where we plan to be

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Hit the wall

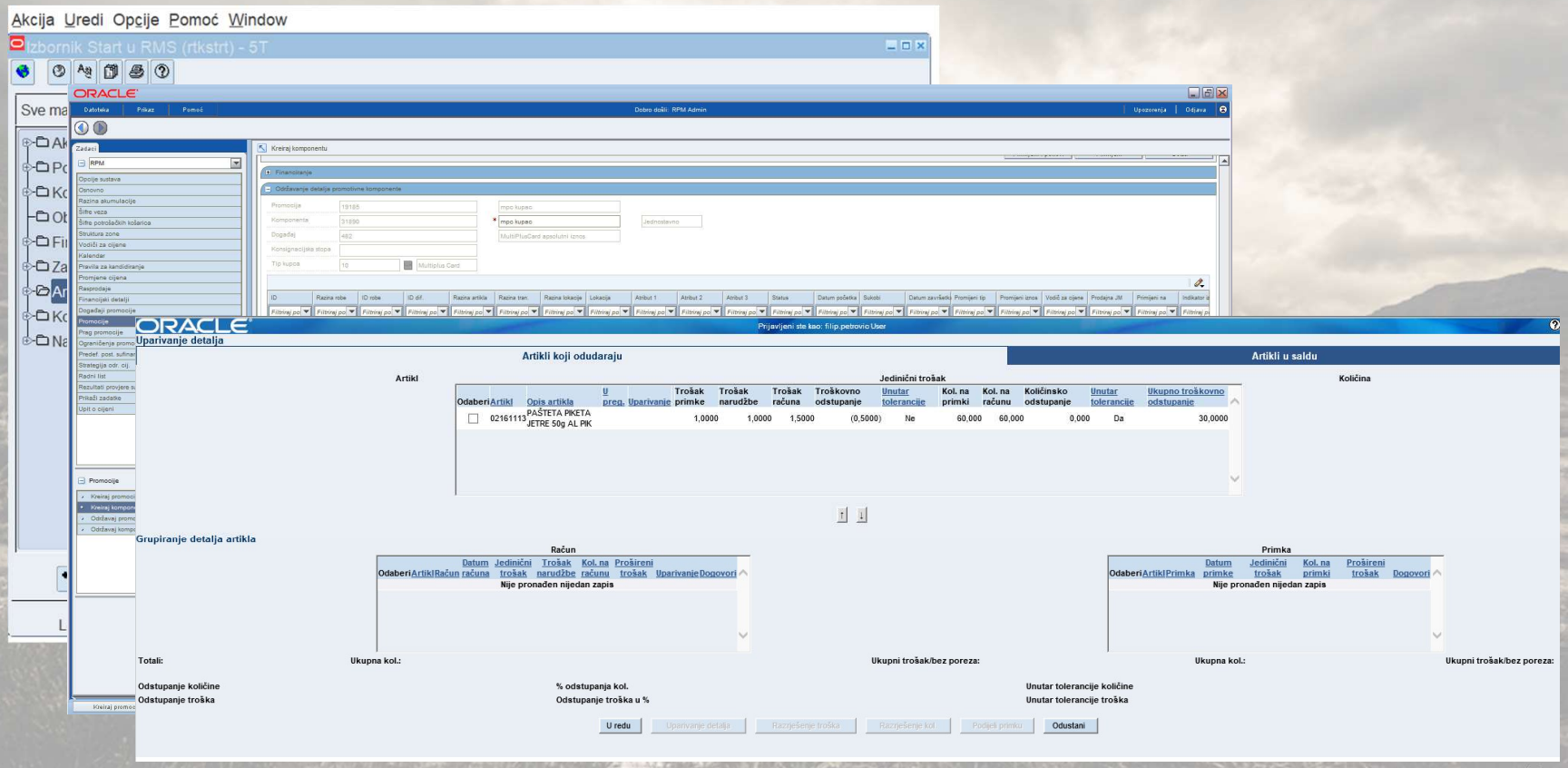
Konzum Croatia	Velpro Croatia	Konzum BiH	Mercator BiH
10 years	**5 years**	**4 years**	**2,5 years**
15 technologies	15 technologies	10 technologies	10 technologies
> 25 integrated LS	> 20 integrated LS	> 10 integrated LS	> 10 integrated LS

Stuck in 2010!

Thought about stopping? Let's run harder!

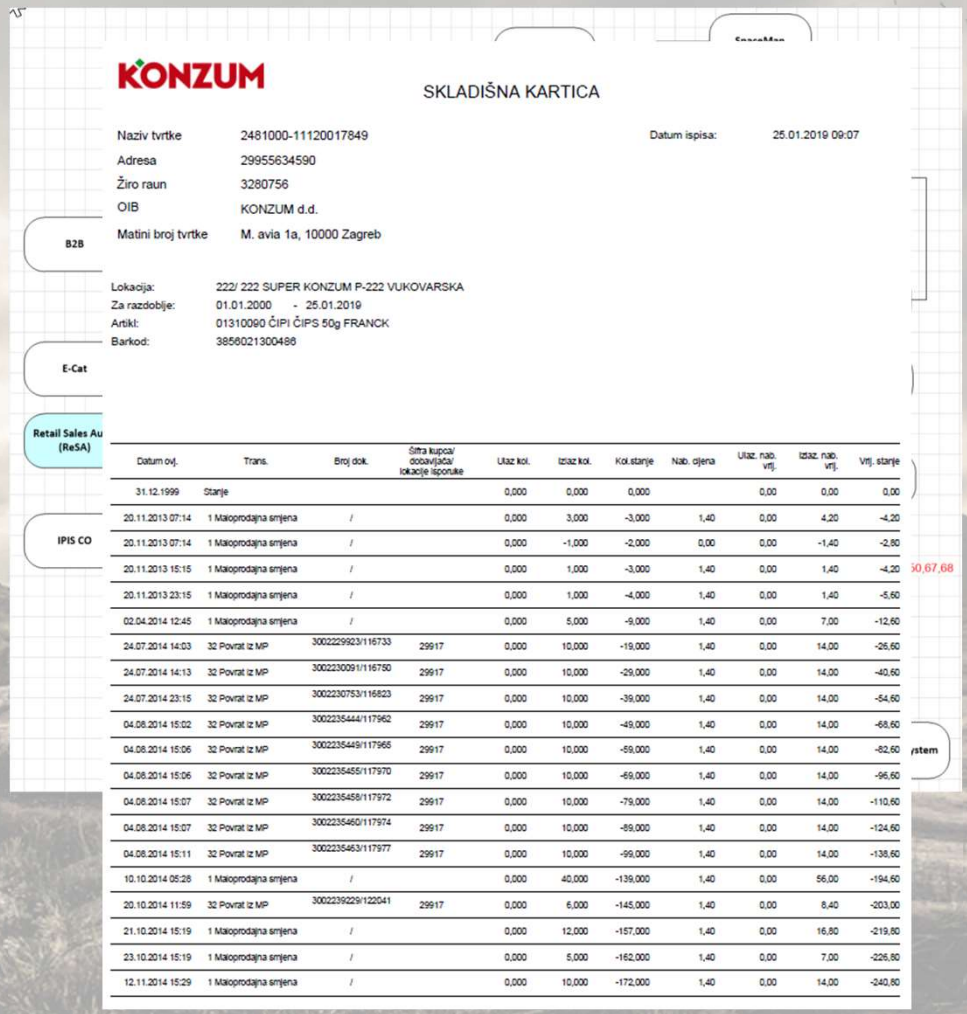
Challenges

- ✓ Old technology
  - ✓ No IT experts
  - ✓ Every module different technology (Java Swing, JSP, Oracle Forms) – training users
- ✓
- ✓



More and more challenges

- ✓ Without Oracle support
- ✓ Many legacy system & custom made solutions
- ✓ Without knowledge about new OR releases
  - ✓ All retail companies – old OR release 13
- ✓ Custom reports
- ✓ Custom data loading applications



KONZUM

SKLADIŠNA KARTICA

Naziv tvrtke	2481000-11120017849	Datum ispisa:	25.01.2019 09:07
Adresa	29955634590		
Žiro raun	3280756		
OIB	KONZUM d.d.		
Matini broj tvrtke	M. avia 1a, 10000 Zagreb		

Lokacija: 222/ 222 SUPER KONZUM P-222 VUKOVARSKA
Za razdoblje: 01.01.2000 - 25.01.2019
Artikl: 01310090 ČIPI ČIPS 50g FRANCK
Barkod: 3856021300486

Datum ovj.	Trans.	Broj dok.	Šifra kupca/ dobavljača/ lokacije isporuke	Ulaz kol.	Izlaz kol.	Kol.stanje	Nab. cijena	Ulaz. nab. vrij.	Izlaz. nab. vrij.	Vrij. stanje
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If it doesn't challenge you, it won't change you!

Opportunities

- ✓ Strong internal Oracle Retail competence center
  - ✓ Great retail knowledge
  - ✓ Business process knowledge
- ✓ Collaboration within Fortenova retail companies
- ✓ Internal support
  - ✓ Efficiency & agility & quality
- ✓ Investment into internal research of new OR releases
- ✓ Collaboration with Oracle Retail partners

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Turn problems into opportunities!

Ready to jump?

Can we upgrade Oracle Retail

from version 13 to version 16

for all our retail companies?

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Those who don't jump will never fly!

Decision making

- ✓ Retail expertise
- ✓ Project management expertise
- ✓ Technology expertise
- ✓ Collaboration with Oracle

Business oriented upgrade team

Functional improvements in Oracle Retail Release 16

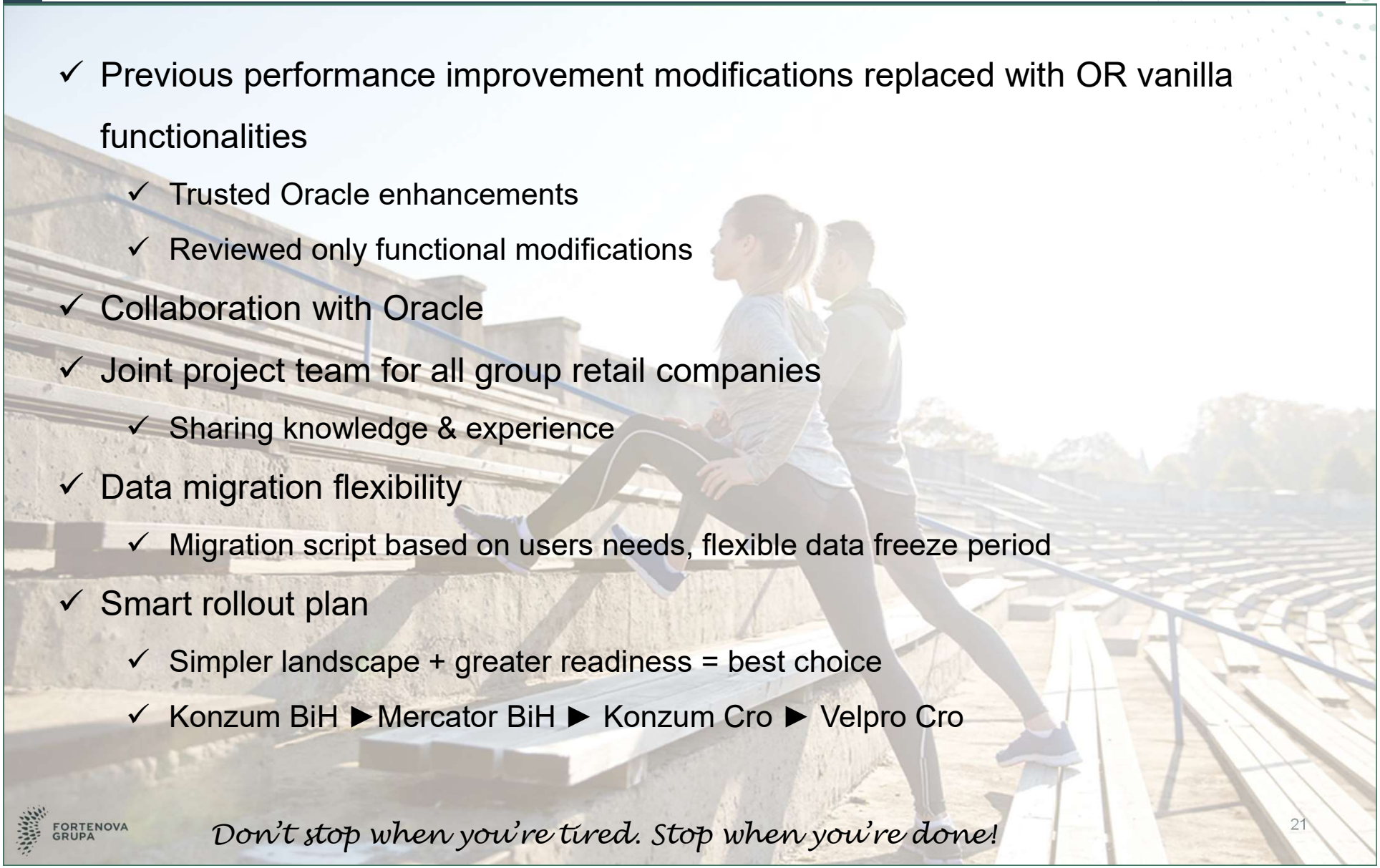
- ✓ Enhanced UI
- ✓ Business role based dashboards
- ✓ In-context Reports
- ✓ Enhanced Data Loading

✓ THE BEST FIT

✓ AT THE RIGHT TIME

Upgrade process

- ✓ Previous performance improvement modifications replaced with OR vanilla functionalities
  - ✓ Trusted Oracle enhancements
  - ✓ Reviewed only functional modifications
- ✓ Collaboration with Oracle
- ✓ Joint project team for all group retail companies
  - ✓ Sharing knowledge & experience
- ✓ Data migration flexibility
  - ✓ Migration script based on users needs, flexible data freeze period
- ✓ Smart rollout plan
  - ✓ Simpler landscape + greater readiness = best choice
  - ✓ Konzum BiH ►Mercator BiH ► Konzum Cro ► Velpro Cro



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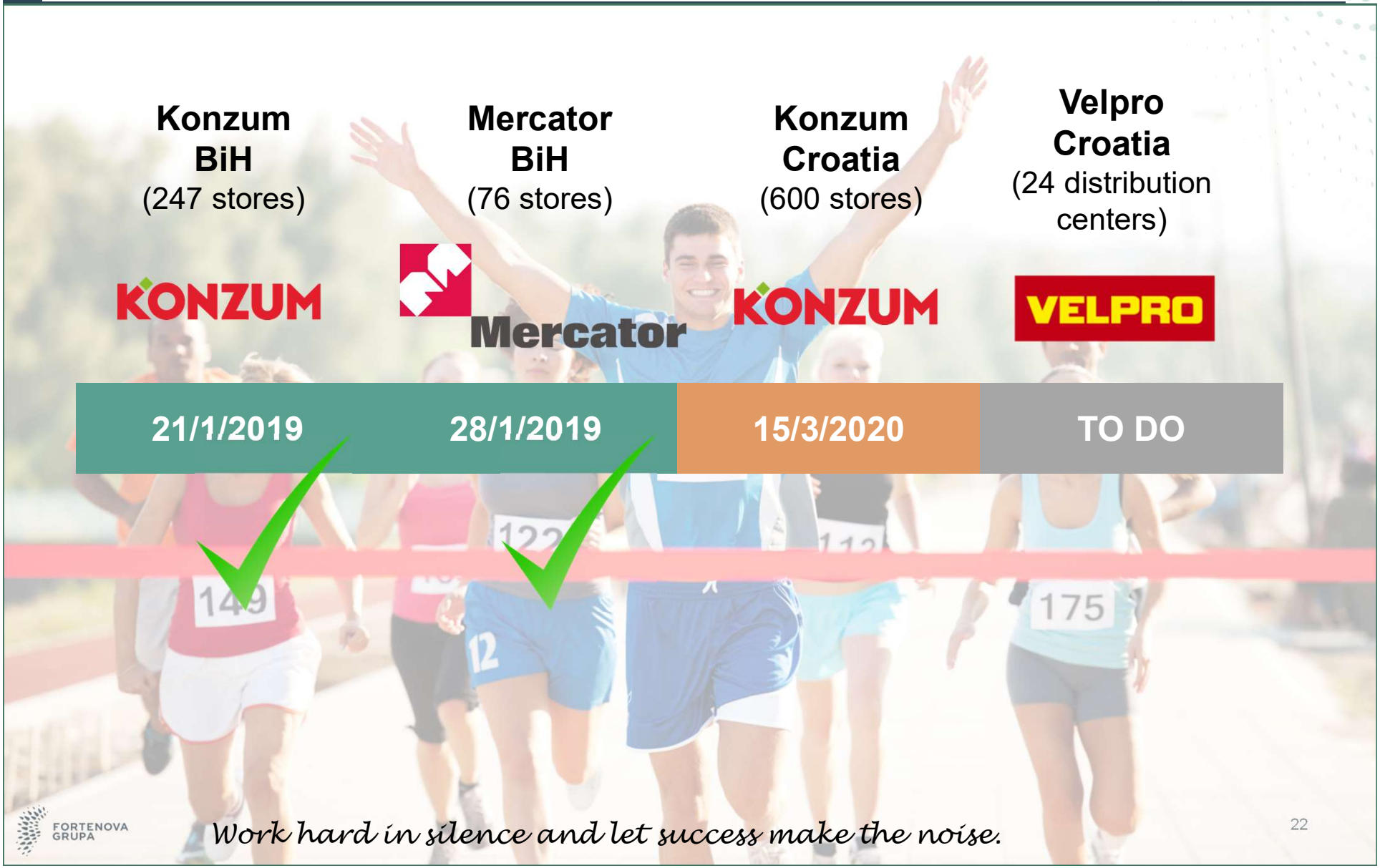
Don't stop when you're tired. Stop when you're done!

Smart rollout plan



Work hard in silence and let success make the noise.

Benefits

- ✓ Modern technology
  - ✓ More IT resources available
  - ✓ Simplified building modifications – ADF
  - ✓ Unique technology for all modules – simplified user training
- ✓ OR support
  - ✓ Less resources required for internal support
  - ✓ More available resources for improvements
- ✓ Performance improvements
- ✓ Customizable UI for different business roles
- ✓ Data loading functionalities
- ✓ Possibilites for new modules implementation
  - ✓ Strong internal competence center + OR partners with great knowledge about Oracle products = perfect match

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Healthy mind in a healthy body!

Key takeaways

Retail experience

✓ Strong retail knowledge

Learn all about the business from the business!

Strong technology expertise

✓ Oracle ADF, Oracle Forms, Java, ORDS, PL SQL

Always be up to date with technologies!

Vanilla customizations

✓ Many functional & performance customizations

Customizations are the reason we lived with „Oracle Forms" and dreamed about „web technologies"!

Custom development projects

✓ OR add ons

More custom applications – harder maintenance!

Oracle Retail resources

✓ 35 consultants & growing

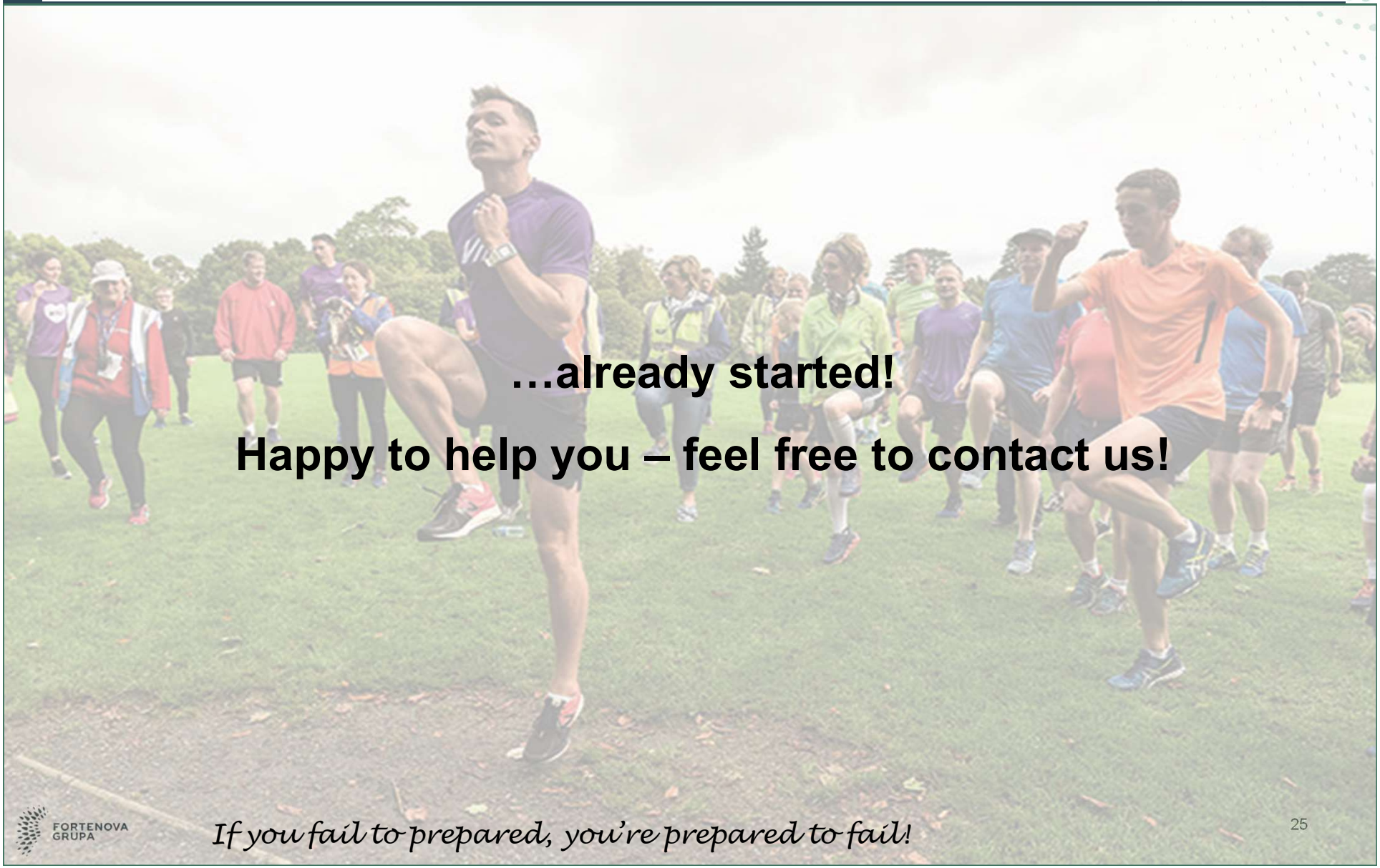
It's important to build a strong team!

Strong partner network

✓ Collaboration with Oracle Retail partners

Instead of competing, collaborate!

Warm up for the new projects…



…already started!

Happy to help you – feel free to contact us!

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If you fail to prepared, you're prepared to fail!

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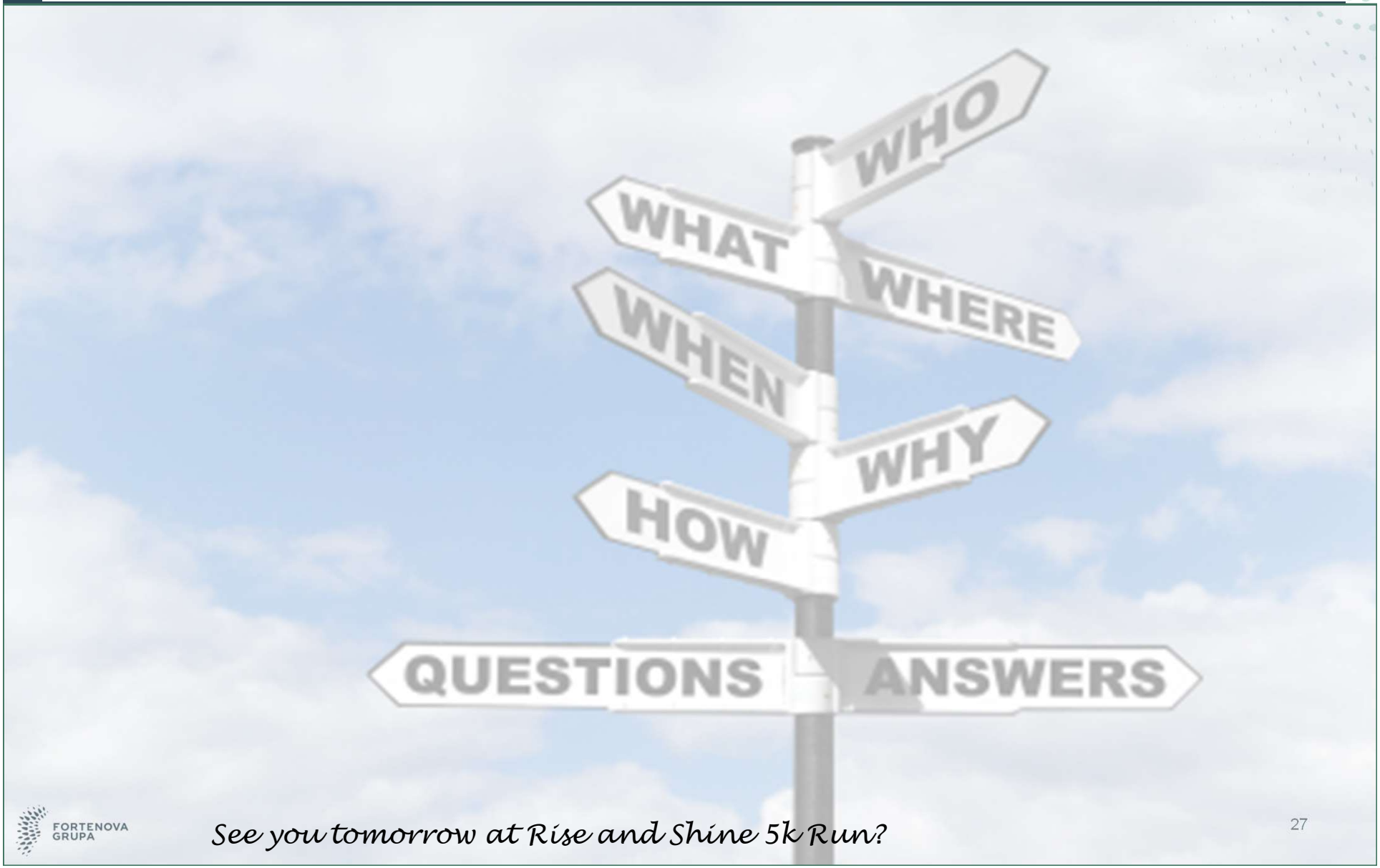

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See you tomorrow at Rise and Shine 5k Run?

THANK YOU

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Fortenova Group

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