

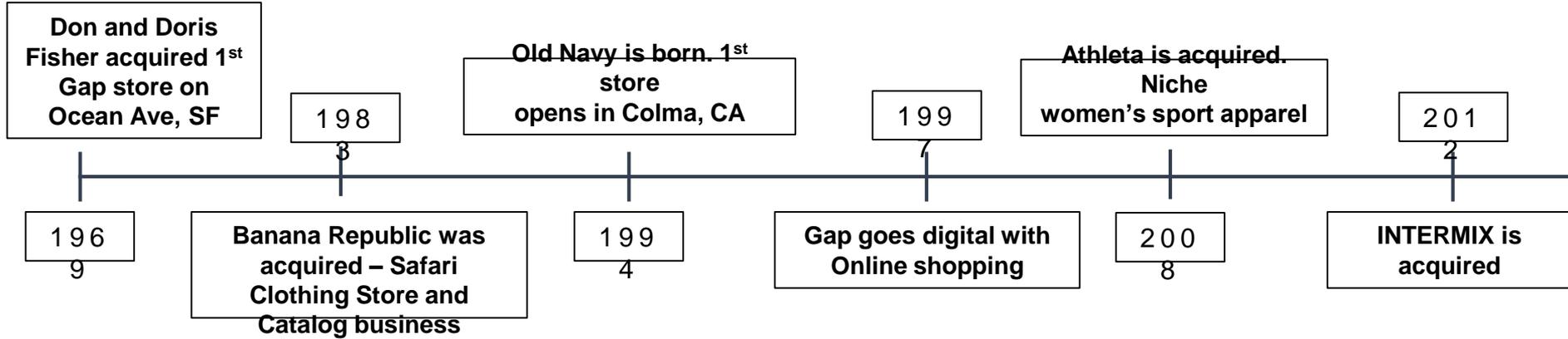


INTERMIX

# *Merchandising in the Cloud*

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# Gap, Inc. Overview



BANANA REPUBLIC



INTERMIX

WEDDINGTON WAY

# Gap Inc. Geographic Footprint

**Do Business > 90 countries worldwide**  
**3,300 company-operated stores**  
**400 + franchise stores**

## Europe

**UK** - BR, Gap, Outlet, Direct

**FR** - BR, Gap, Direct

**IT** - BR, Gap

**IE** - Gap

**Franchises** - BR, Gap

## North America

**US** - BR, Gap, ON, Outlet, Direct, Athleta, INTERMIX, Weddington Way

**Canada** - BR, Gap, ON, Outlet, Direct

**Mexico** - Old Navy

## Asia

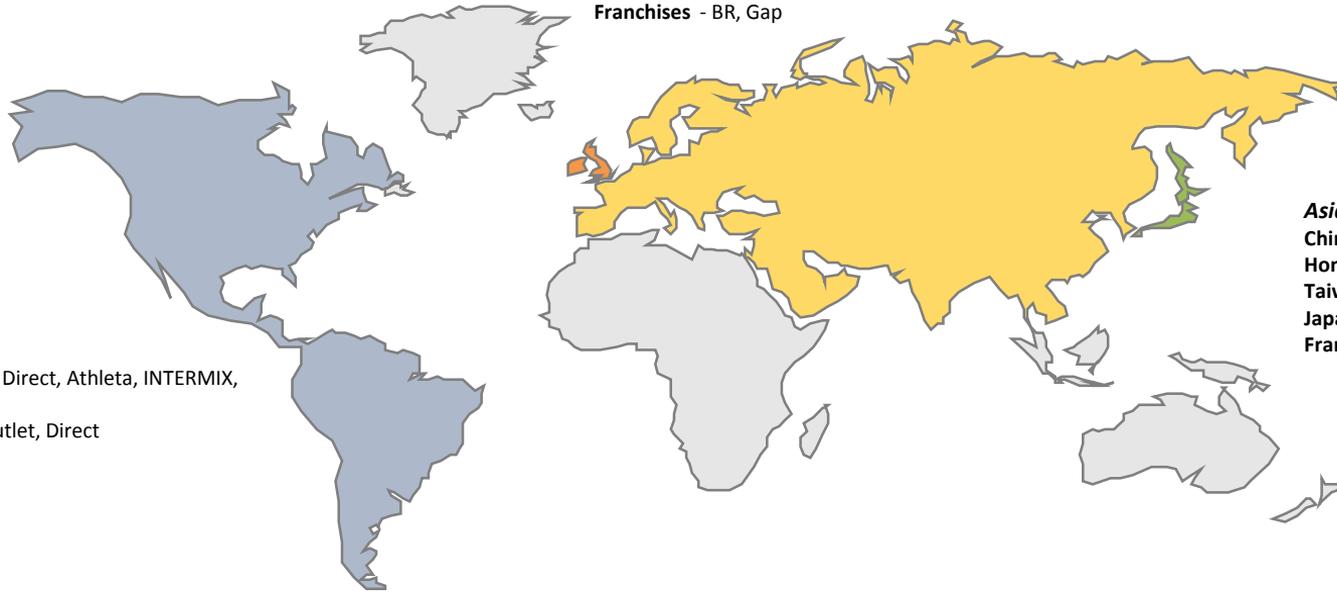
**China** - Gap, Outlet, Old Navy

**Hong Kong** - Gap

**Taiwan** - Gap

**Japan** - BR, Gap, Old Navy

**Franchise** - BR, Gap, ON



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# Who is *INTERMIX*?

INTERMIX is a collection of women's specialty boutiques known for curating the most sought-after styles from a compelling and edited mix of both established and emerging designers

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We deliver a highly personalized shopping experience across 38 boutiques in North America with a hand-selected assortment of merchandise reflecting the nuances of each individual neighborhood

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Our e-com business is growing rapidly and our site, [intermixonline.com](http://intermixonline.com), boasts features that directly relate back to our in-store services. Customers can book a complimentary personal styling appointment with a stylist of choice, gain access to view in-store-only designer product in detail and discover fully shoppable looks



# *Catalyst for Change*

- Improve merchandising platform
- Streamline process of integration to other systems
- Create innovative ways to improve operations
- Desire to retire aging legacy systems
- Need for one version of the truth

# Scope

- Oracle Retail Merchandise Foundation Cloud Service
- Oracle Retail Integration Cloud Service
- Oracle Retail Merchandising Insights Cloud Service
- Oracle Golden Gate Cloud Service
- Oracle PaaS, IaaS

*Requirements  
Begin*

AUGUST  
2016

JUNE  
2017

*Item/Order  
Live*

*Conversion &  
Go Live*

SEPTEMBER  
2017



## *Impact to the Business*

- INTERMIX Buyers, Planners, Auditors, IT
  - INTERMIX Stores
  - Gap Inc. Corporate

# *Benefits*

- New system supports Gap Inc.'s universality of brands providing flexibility for innovation
- Empowered merchants to synchronize end-to-end merchandising operations
- Simplification of environments
- Analytics platform with retail insights
- Exception-based dashboard notifications

# *Why Oracle?*

- Oracle is the premier cloud provider
- They understand retail
- Have the ability to scale with your business
- Streamlined communication process
- Strong partners

