



ORACLE

Retail @ Oracle OpenWorld 2019

Monday

10:00- 11:00 Retail General Session: Leading in a Fast and Fierce World

13:30-14:15 Retail Finance Modernization: PwC's unique approach to driving value through Oracle Cloud with Hudson Bay and Oracle

14:30-15:15 Merchandising and 360 Degree Visibility with Gap, Inc.

Tuesday

11:15-12:00 Retail Strategy and Portfolio Update

12:30-13:15 Omnichannel Innovation: Building Your Path to the Future

15:15-16:00 The Science of Retail Optimization

Sponsored by  pwc



Competing in a Fast and Fierce World

Mike Webster

Senior Vice President and General Manager
Oracle Retail

The State of Retail

The road to \$28 trillion.





We spoke to 15,837 consumers and 225 retailers

> EUROPE

France
Germany
Italy
Spain
Sweden
United Arab Emirates
United Kingdom

> JAPAC

Australia
China
India
Japan

> LATAM

Brazil
Chile
Mexico

> NORTH AMERICA

Canada
United States of America





51%

of consumers say
convenience is the
number one association
with a great shopping
experience, ahead of
experience, discovery and
advice



86%

of consumers feel that
retailers should offer the
ability to “**choose** the most
convenient delivery
option for me at the time
of ordering”



Swift ownership of wrongdoing and direct comms builds trust

66%

of consumers want retailers to communicate any product issues immediately

52%

of consumers say they are more likely to trust retailers who respond immediately



Setting the Bar: Retail Imperatives

- **Convenience:** Adopt an agile mindset and fluid customer journeys
- **Flawless Execution:** Do what you said you would do, and constantly adjust business process to ensure customer is at the core of your operations
- **Authenticity:** Engage your customer as an individual, be timely and transparent



Modern Retail

Pivot to
Customer

Put the
Customer at the
Core of Your
Operations

Invest with
Intent

Create
Experiences
Based on
Desired
Outcomes

Best to Next
Practice

Engage the
Customer as an
Individual

Pivot to Customer

Retail has historically focused on product, place, and price.

We believe customer becomes the fourth dimension of retail.

DESIGN-PLAN-BUY-MOVE-
SELL

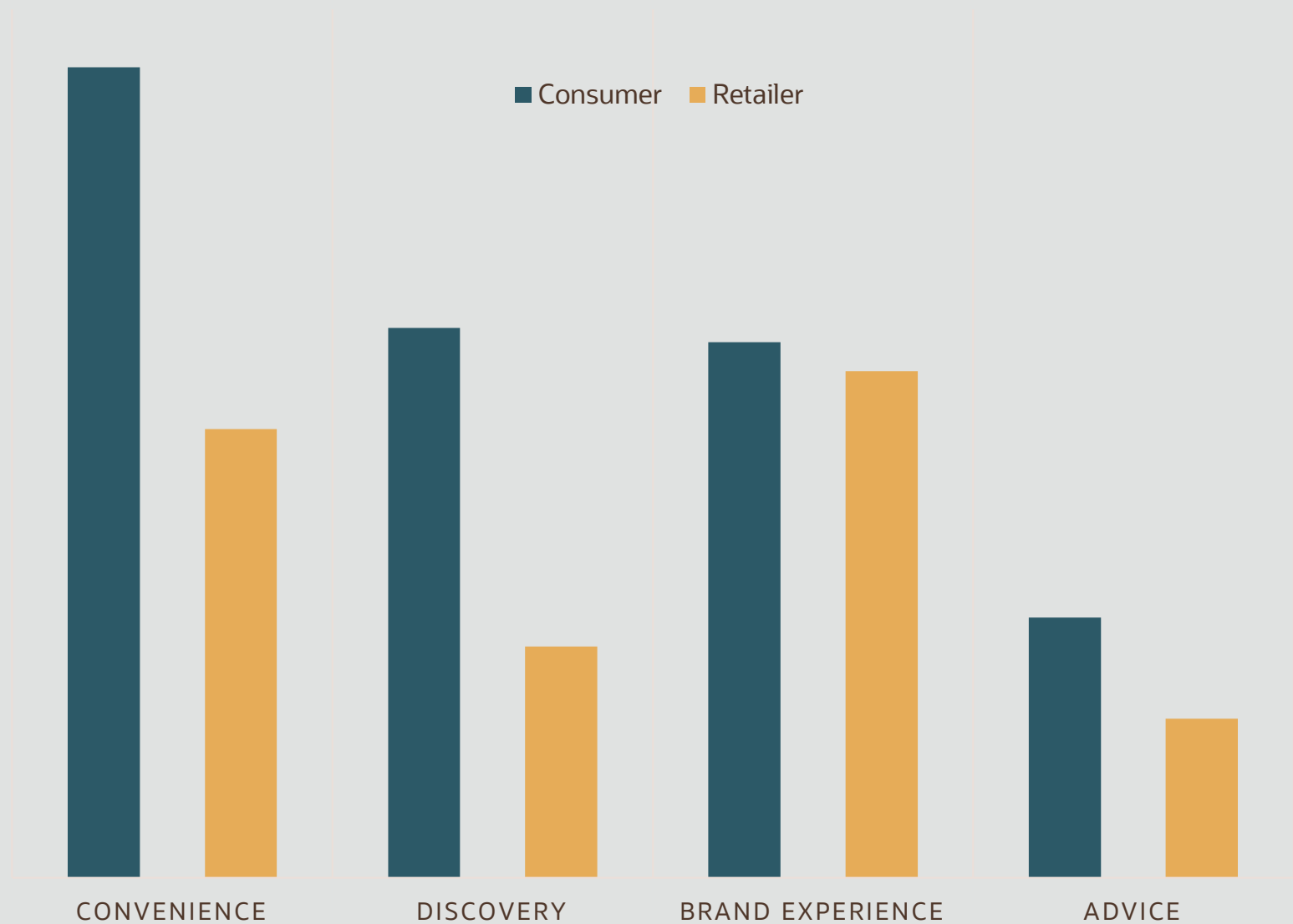


DESIGN-PLAN-BUY-MOVE
AQUIRE-INTERACT



Invest with Intent

Consumers place more of a priority on 'discovery' in-store than retailers.





Best to Next Practice



Best to Next: Markdown Optimization to Markdown Avoidance

85% *of consumers want competitive offers and discounts for products or experiences*

73% *of consumers expect a level of personalization in all forms of communication*



Best to Next: Returns Processing to Capitalizing on the Moment

77% *of global consumers intend to return their gifts during the 2019 holiday season*

66% *of these returns will be in-store*



Best to Next: Order Orchestration to Predictive Placement

52% *of global consumers would love to be able to order as much as they like, pay for what they keep and return the rest for free*

47% *of global consumers of consumers would equally love to reserve products online and test in store before buying*





Financial Benefits of Next Practice

6%

Increase in Gross Margin
\$ from *Markdown Avoidance*

\$75m

Increase in Revenue for
a Mid-size Retailer
targeting Purchase with
Purchase traffic

3%

Increase in Revenue
from Individualized
Offers

20%

Increase in Net Promoter
Score from Capitalizing
on the Moment



Gap Inc.



Gap, Inc. wins Cloud Trailblazer Award

- › Integrated newly acquired brand Intermix into ecosystem, migrated Banana Republic to the cloud
- › Embarked on a cloud-first initiative for continuous delivery of innovation with a lower TCO
- › Gain operational efficiencies to allow merchants to focus on the art of retail with Oracle Retail Merchandising Cloud Service



PERRY ELLIS
INTERNATIONAL



Perry Ellis 7 Weeks to True Business Value

- › Adopt Oracle Retail Customer Engagement Cloud Service to scale and innovate at unprecedented rate
- › Extend the power of the modern platform to a single view of customer
- › Gain 360 degree view of over 1 million customers to drive loyalty for retail and wholesale

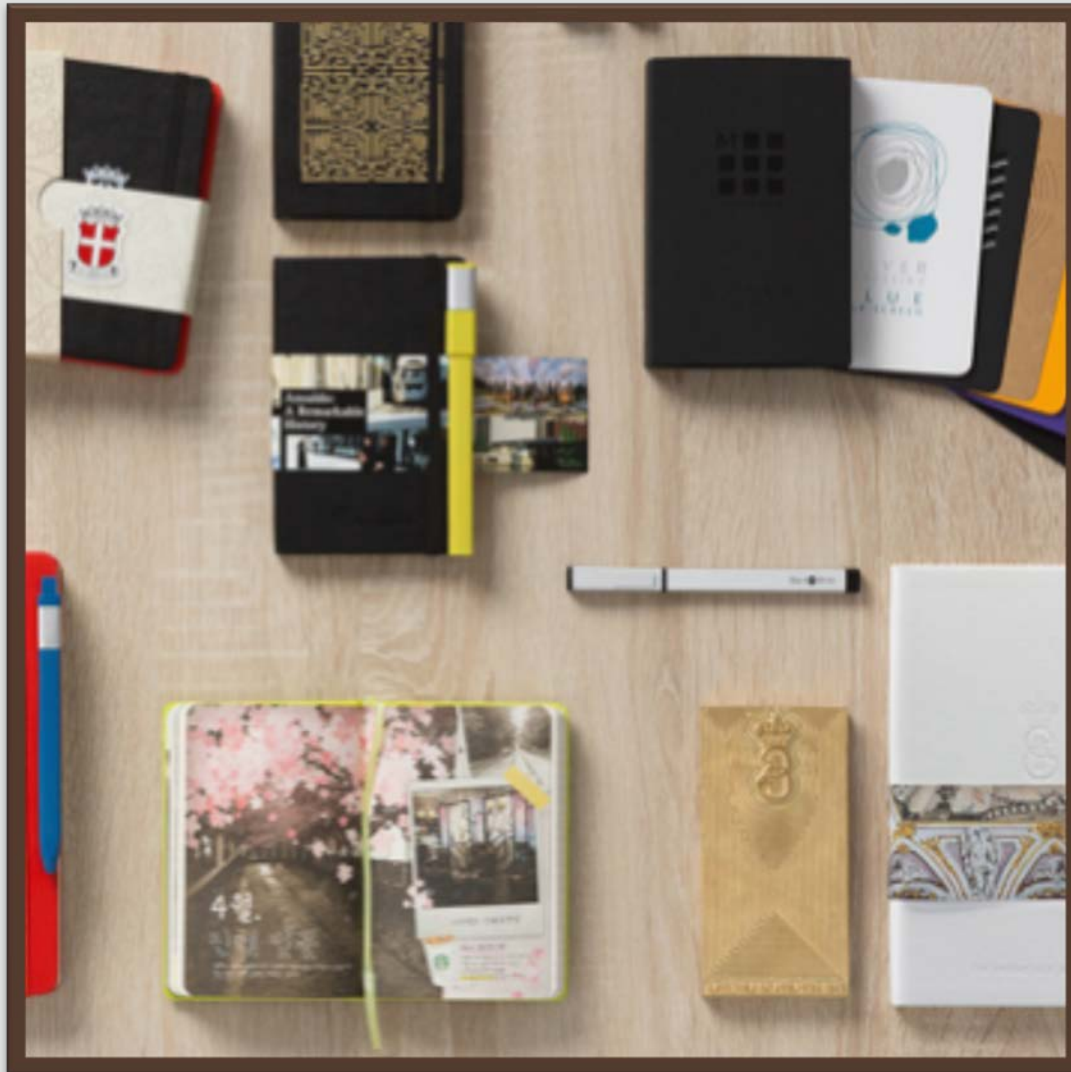




MOLESKINE

Unified Online Customer Experience in the Cloud

- › Unify and offer the best possible customer experience
- › Adopt a modern operating platforms with global reach and scale that allows us to execute integrated marketing plans to support product launches
- › Quick ROI, starting in Hong Kong with Oracle Commerce Cloud
- › Deployed over 35 countries in 10 languages with 15 currencies in seven months





Foundation for Growth and Innovation

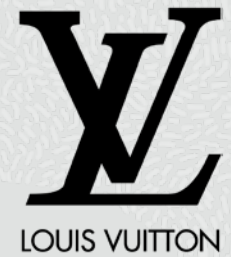
- › Enterprise-wide inventory and accurate data integration between the store and headquarters
- › Serving over nine million customers daily through a seamless digital experience
- › Transparency with real-time available-to-promise inventory with Oracle Retail Merchandise Operations Management





Unlocking the Power of Omnichannel

- › Focus on customer facing tools to maximize ROI increasing digital sales by 150%
- › Extend stock capability at virtually every location across 200 stores and central warehouse with Oracle Retail Planning and Optimization
- › Established the foundation for a modern and digital retail operation beginning with brick and mortar with Oracle Retail Xstore Point-of-Service



A Connected Customer Experience

- › Aligned technology to deliver a single brand experience in 63 countries with Oracle Retail Xstore Point-of-Service
- › Modernized the sales experience to conduct 70% mobile transactions in Japan
- › Tuned operations to efficiently maintain prestigious service level agreement



The Power of One

- › Adopt a modern platform to drive one unified global process while maintaining local flexibility
- › Allow for localized and visual inventory to maximize sales and guest experience
- › Entice customers with a local selection, community activities and a seamless brand experience at the point of intent





Platforms Win

OPEN
INFORM
EXECUTE AT SCALE
ELASTIC
COMPREHENSIVE
GLOBAL
ARTIFICIAL INTELLIGENCE
MACHINE LEARNING

Your Move

Mike Webster

Senior Vice President and General Manager
Oracle Retail

