

Reimagining Retail Through Technology

Connie Santilli, Vice President, Gap Inc.

Gap Inc.



BANANA REPUBLIC

OLD NAVY

ATHLETA

INTERMIX

Our History



1969

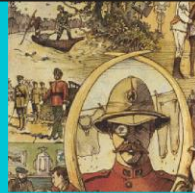
Don and Doris Fisher acquired 1st Gap store on Ocean Ave, SF



1983

Banana Republic was acquired – Safari Clothing Store and Catalog business

BANANA REPUBLIC



1994

Old Navy is born. 1st store opens in Colma, CA



OLD NAVY



1997

Gap goes digital with Online shopping



2008

Athleta is acquired. Niche women's sport apparel



ATHLETA



2012

Curated for INTERMIX

INTERMIX



Gap Inc.



Our Footprint:

**90+ countries
worldwide**

**3,100+ company-
operated stores**

**Over 400
franchise stores**

Geographic Presence

Europe

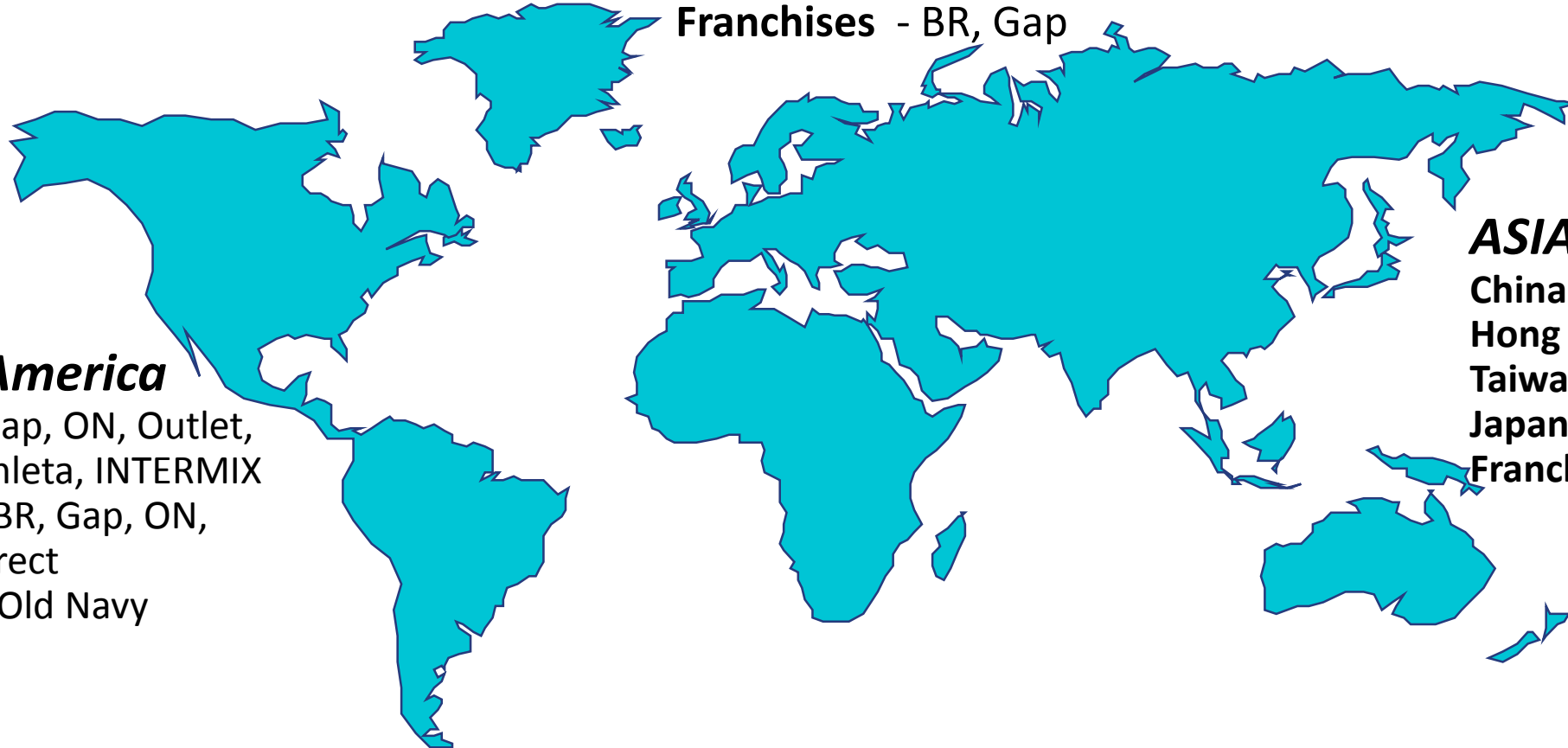
UK - Gap, Outlet, Direct

FR - Gap, Outlet, Direct

IT - Gap, Outlet

IE – Gap, Outlet

Franchises - BR, Gap



North America

US - BR, Gap, ON, Outlet,
Direct, Athleta, INTERMIX

Canada - BR, Gap, ON,
Outlet, Direct

Mexico – Old Navy

ASIA

China - Gap, Outlet, Old Navy

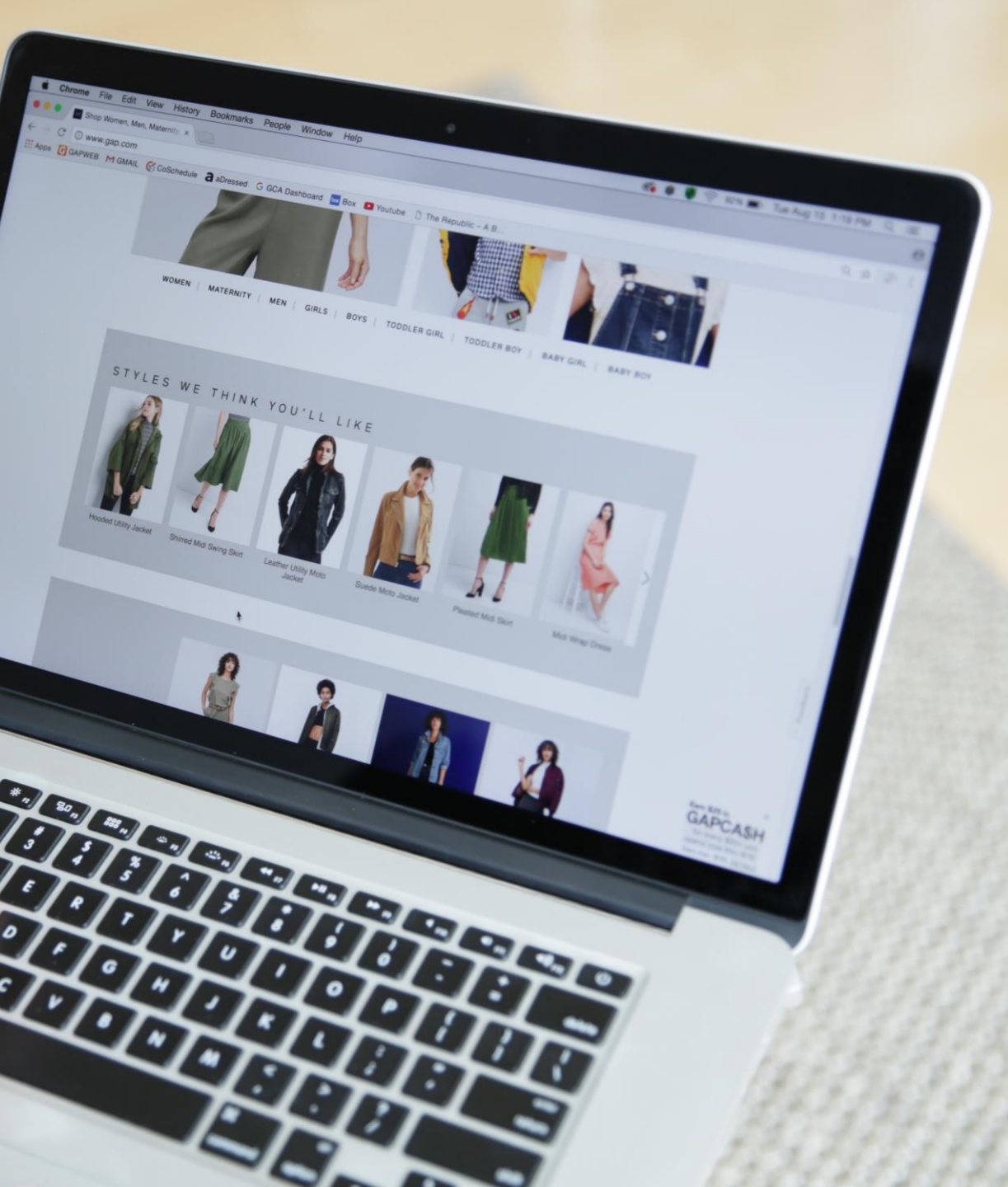
Hong Kong – Gap

Taiwan - Gap

Japan – BR, Gap, Outlet

Franchise - BR, Gap, ON

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Technology Strategy

- **External Customer Engagement**
- **Internal Customer Engagement**

DO MORE **WITH** **LESS**

- **Alignment**
- **Cloud**
- **Productivity**

Retail Journey

Localized and Specialized for the Market

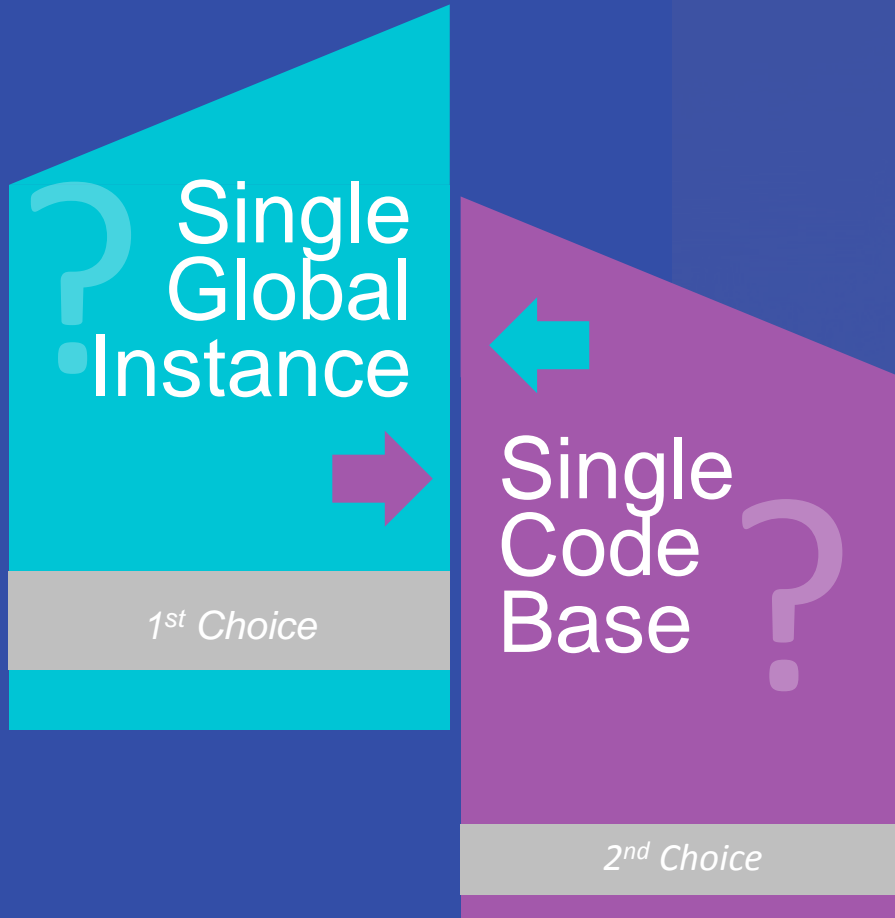


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ELEMENTS **OF OUR** **SUCCESS**

- **People**
- **Rules of Engagement**
- **Communication**
- **Technology Evaluation**
- **Business Assessment**

Choosing a Path...



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Choosing a Path...

- On-Premise
- Conclusion Beta for SaaS

Single
Code
Base



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Towards Optimization

Staying Current and Streamlined

- **Oracle Retail Merchandise Foundation Cloud Service**
- **Oracle Retail Merchandising Insights Cloud Service**
- **Oracle Retail Store Inventory Management Cloud Service**
- **Oracle Golden Gate Cloud Service**
- **Oracle PaaS, IaaS**

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THINGS TO CONSIDER

- **It Takes Time** - more than you might think - planning took many months
- **Leverage your Cloud provider** – know their roadmaps, use their knowledge to accelerate
- **Network is critical...** Limit hops in routing
- **Financial model changes are big** - Expense vs. Cap planning
- **Move Fast** - avoid double costs
- **Decommission** – Don't leave Crumbs behind
- **Governance model is key** – Scale to use only what you need when



Thank You!

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