

Retail Strategy & Portfolio Update - What's Your Move?

Jeff Warren

Vice President of Retail Strategy & Solution Consulting
Oracle Retail



Safe Harbor

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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



The Platform For Modern Retail

1 Shift To Next Practice

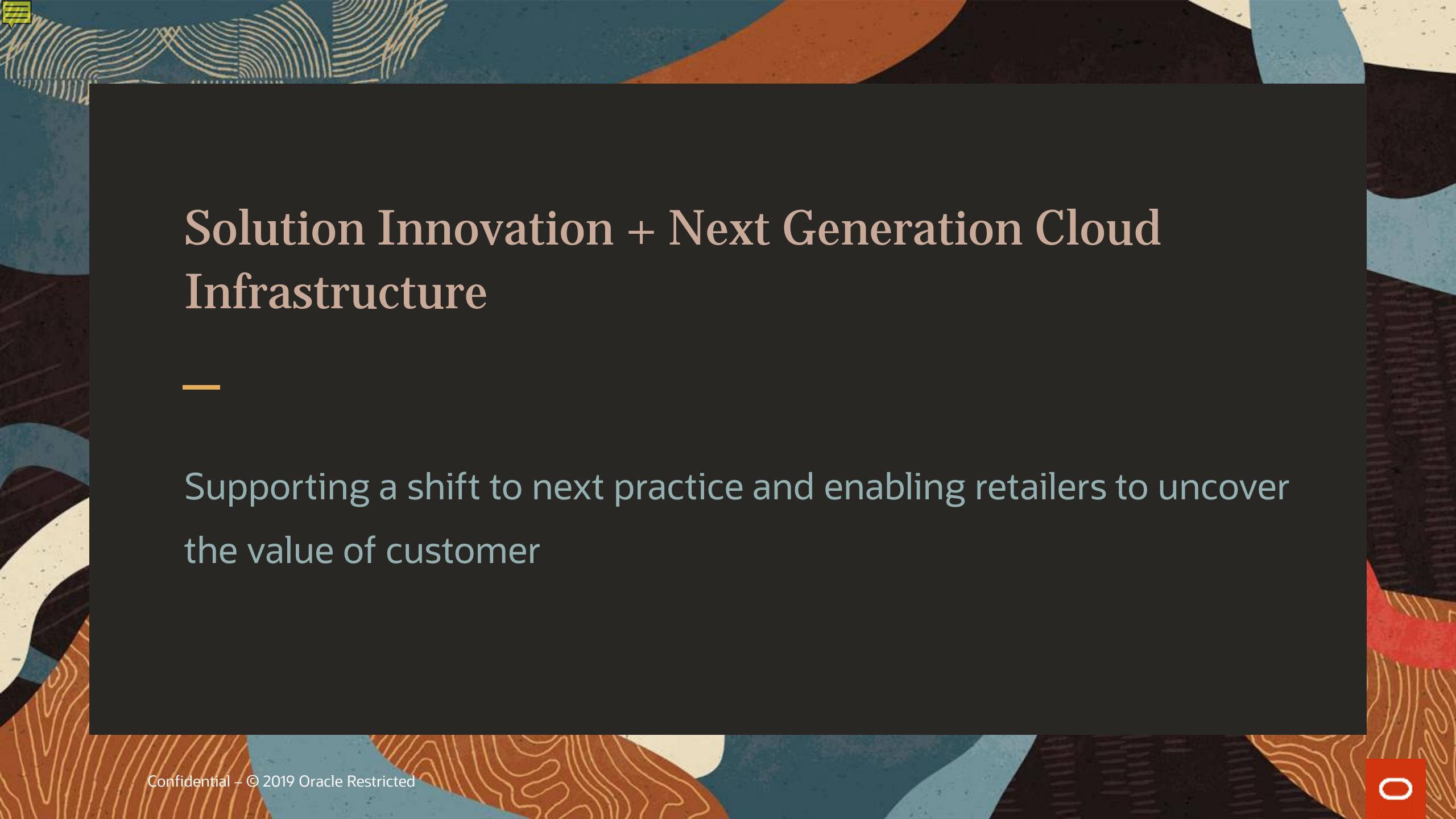
Continue to blur the lines between digital and physical.

2 Tailor the Experience

Immediate action against event driven activity, to drive a unique and individualized experience.

3 Drive Operational Agility

Anticipate and adapt to market changes at speed and scale.



Solution Innovation + Next Generation Cloud Infrastructure

Supporting a shift to next practice and enabling retailers to uncover the value of customer

Oracle Retail: A History of Innovation

Past

- Omnichannel CS
- Planning CS
- Merchandising CS
- Supply Chain CS
- Retail Insights & Science CS
- Commerce
- SaaS Continuous Delivery



Current

- Next Generation Retail Demand Forecasting
- Offer Optimization Science
- Store Inventory Operations CS
- Pricing Cloud Service
- Xoffice
- Next Generation SaaS Integration Architecture



Next

- Consumer Insights
- Mobile Only Store
- Next Gen Customer Engagement
- Support of Alternate Business Models - Concession & Consignment
- Next Generation Brand Compliance - GM & Fashion
- Globalization & Localization
- Ongoing On-Prem Investment



Future

- Next Generation Order Management
- Next Generation Promo-driven Halo & Cannibalization
- Alternate Business Models - Wholesale
- Supply Chain Transparency & Traceability
- Inventory & Initial Price Optimization
- AI-Enabled UI / Digital Assistant
- Ongoing On-Prem Investment
- Self-Sustaining SaaS



Next Generation Demand Forecasting

Driving Customer Success



promotional forecasts improved using completely automated next generation forecasting science



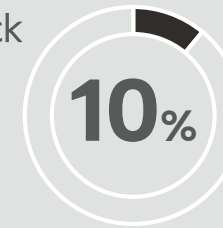
forecasts adjusted by end-users using current solution



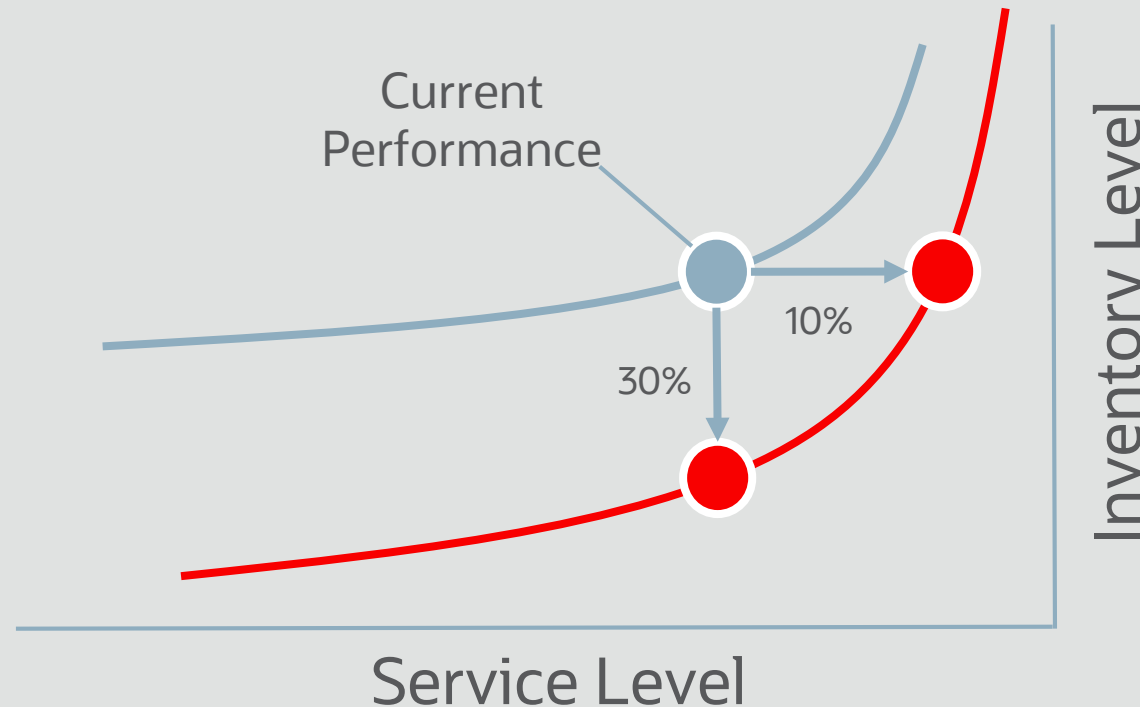
reduction in Inventory while achieving same Service Levels



decrease in Safety Stock from higher forecast confidence



improvement in Service Levels through smarter placement of same Inventory



Delivering Tangible Results:

Our next generation forecasting science was evaluated against **2.2M units sold** over the holiday season. With the forecast accuracy improvements, the retailer could achieve the same sales with at least **345K units less** of inventory.



98% In- Store Inventory Accuracy

“By leveraging the Oracle Retail platform, we have gained efficiencies and confidence fueled by an enterprise view of demand and our ability to fulfill inventory requirements across locations and touchpoints.”

Ian Halliwell, Deputy CEO
Kamal Osman Jamjoom



Mobile Only: Driving Unique and Differentiated Customer Experiences





Next Generation Customer Engagement

Retention Delivers Revenue

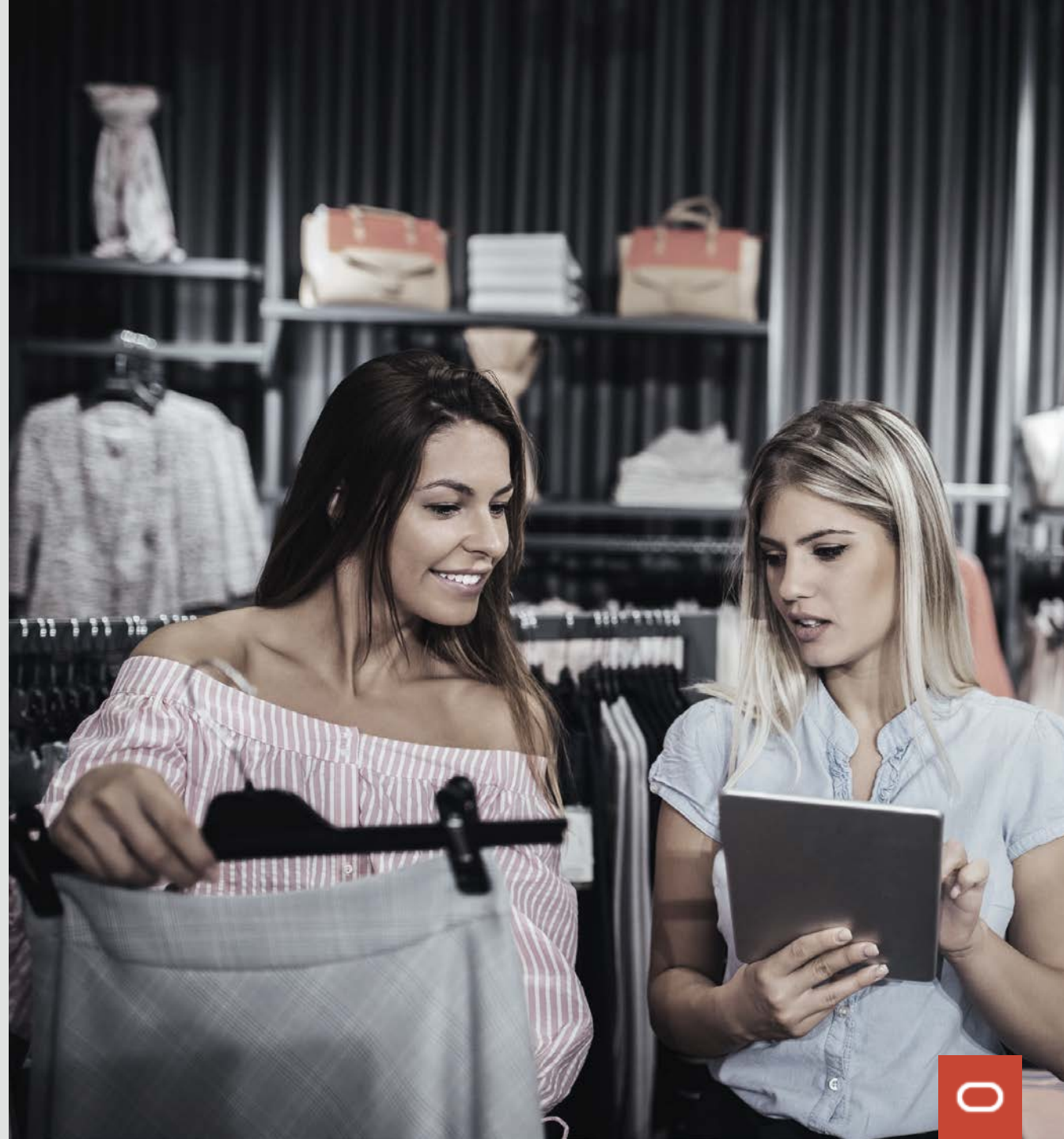
Customer retention is the most surefire way to improve your bottom line. Acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one.

25X

Engagement Drives Retention

5X

Engaged customers are five times more likely to buy only from the same brand in the future





Consumer Insights

329,064,917

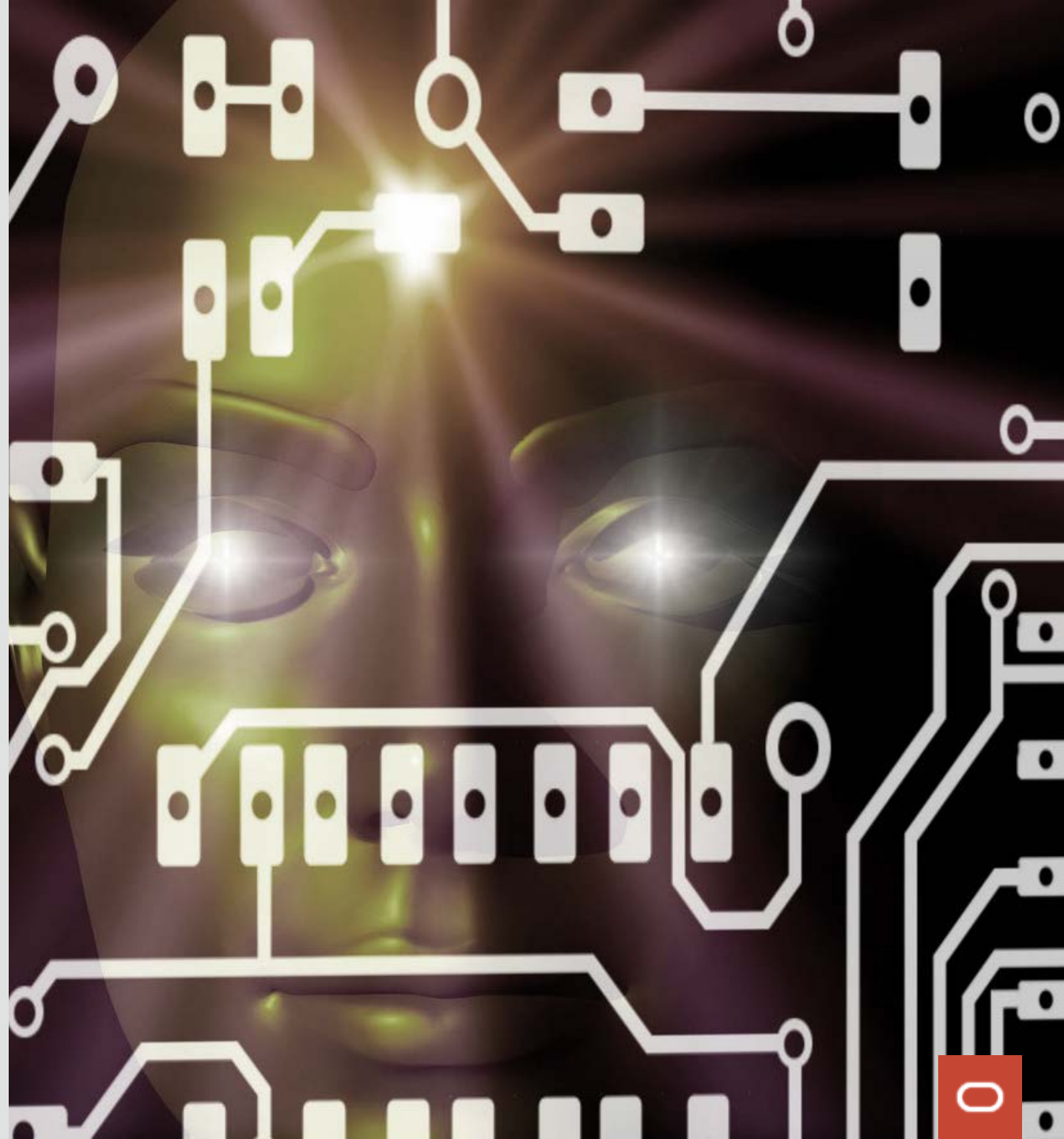
Of the current U.S. population, how many are customers of any given retailer? How many should be?

75%

Retailers increasing acquisition marketing investments for the 2019 holiday season (#1 marketing investment)*

How will Retail realize value from Oracle Cloud Infrastructure?

- Cloud Investment & Autonomous Database
- Move to the Oracle Cloud Infrastructure



Oracle Cloud Infrastructure, designed for enterprise workloads to support the Platform for Modern Retail



Superior
Performance



Superior
Economics



Enterprise
Expertise



Security
First



Open
Ecosystem



Retailers Uncovering the Value of Customer

Helzberg Diamonds, Creating a Meaningful Customer Experience

- › Long-time Oracle Retail POS and Oracle Retail Customer Engagement customer
- › Connecting “*Customer to the Plan*” by incorporating voice of customer into the financial plan, assortment plan and offer optimization process
- › Empowering associates to consult with shoppers throughout the store and complete the transaction on the customer’s terms





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