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Banana Republic is Latest Gap Inc. Brand to Go Live with Oracle Retail Cloud Offerings

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Following the success of Oracle's Retail Cloud at INTERMIX, Banana Republic is the latest Gap Inc. brand to go live on the solutions. Banana Republic is a global apparel and accessories brand available online and in over 600 company-operated and franchise retail locations worldwide.

"To meet the evolving needs of our global customers and how they want to shop, we need to simplify and scale operations. By adopting the Oracle Retail Cloud Service, we can maintain a consistent and modern merchandising platform that drives greater productivity through automated best practices," said Sally Gilligan, chief information officer, Gap Inc.

Gap Inc. partnered with Oracle to deploy Oracle Retail Merchandising Cloud Service and Oracle Retail Integration Cloud Service, powered by Oracle Cloud Infrastructure, to drive operational

agility and furnish the Banana Republic business teams with better intelligence.

For example, the combined solutions allow Banana Republic to synchronize merchandising operations from buying to inventory valuation. Moreover, daily tasks such as managing purchase orders and sales auditing are made more efficient and effective with a modern user interface that delivers exceptions and alerts to show buyers a

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path to resolution or items that require attention. With a single view of inventory, product data and transaction details, Banana Republic users have the data needed to do their jobs more effectively and easily.

"Oracle has long collaborated with Gap Inc. on their journey to the cloud and is honored to be part of this latest transition with Banana Republic," said Mike Webster, senior vice president and general manager, Oracle Retail. "The retail market is evolving faster than ever before, and Oracle's cloud solutions are providing Gap Inc. and its brands the clarity and flexibility to shift with the demands of their business and customers."

About Oracle Retail

Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for best-of-breed business applications, cloud services, and hardware that are engineered to work together. Leading fashion, grocery, and specialty retailers use Oracle solutions to accelerate from best practice to next practice, drive operational agility, and refine the customer experience. For more information, visit our website, www.oracle.com/retail.

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