ORACLE

Merchandising

360° Visibility: Enable Next Practice via Customer-driven Core Operations

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Retail Strategy & Solution Management
October 2019

Safe harbour statement

The following is intended to outline our general product direction. It is intended for information purposes only and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

The J. Peterman Company
Owner's Manual N°. 172
Fall 2019

In the Library.

Refinery to the Nines.

- Targeted
- Curated
- Aspirational
- Retro (paper)
- My "tastes"
  - Quality
  - Travel
  - Adventure
  - Literature
  - Romance
  - Fun

- **Attribution is key**

"People want things that make their lives the way they wish they were."

https://www.youtube.com/watch?v=Ad5Bu9GN3zg

Merchandising Roadmap Agenda

- Welcome

- Merchandising Market Momentum

- What's Our Strategy?

- Recent Release Summary

- What's Next

- Key Complementary Solutions

- Questions?

Retail Putting the Customer Experience First
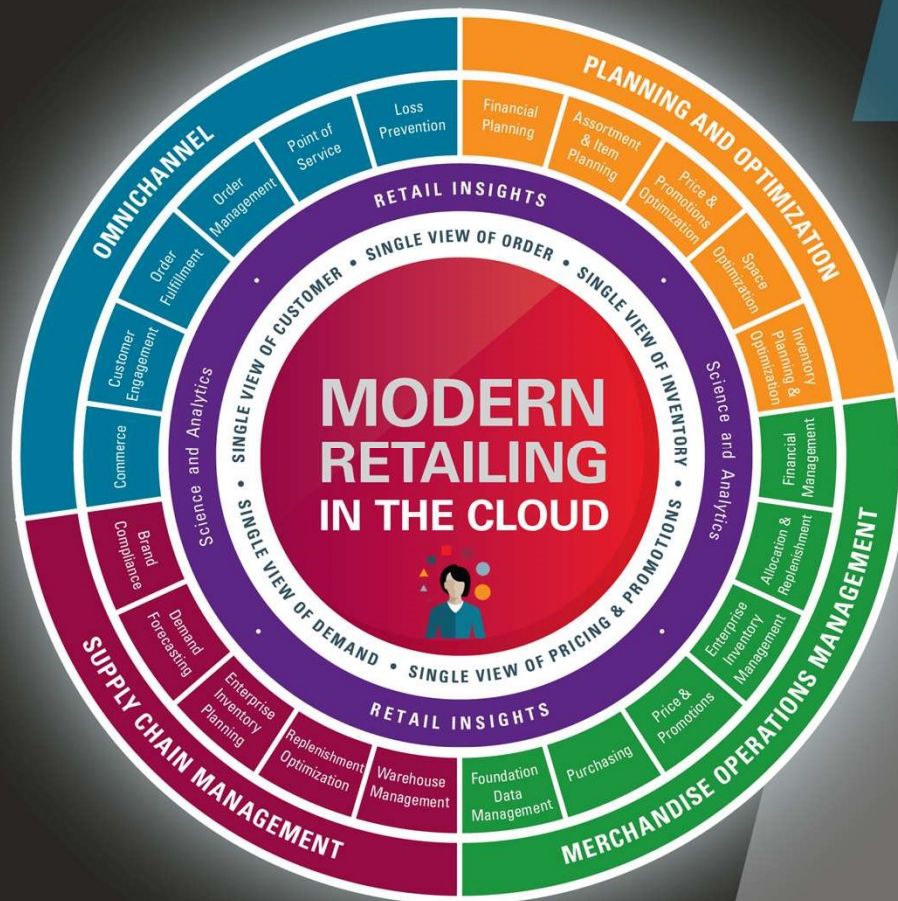
Modern Retail

Pivot to Customer
Put the customer at the core of your operations

Shift to Next Practice
Engage the customer as an individual

Invest with Intent
Create unique experiences

The Platform For Modern Retail

1 **Shift To Next Practice**

Provide outstanding service through a coordinated, single view of item, order, inventory, and customer

2 **Tailor the Experience**

Shift from managing tasks to customer connected merchandising

3 **Drive Operational Agility**

Anticipate and adapt to market changes at speed and scale

Operational Agility
Merchandise Operations at the Heart of Retail

PLANNING & OPTIMIZATION	SUPPLY CHAIN PLANNING	SUPPLY CHAIN EXECUTION	STORE OPERATIONS	COMMERCE OPERATIONS

MERCHANDISE OPERATIONS: FOUNDATION FOR MODERN RETAIL

 # OF JOURNEYS

- Click/Reserve
- In store
- Return

BUSINESS MODELS

- Brick & Mortar
- Commerce
- Franchise
- Wholesale
- Consignment/Concession

KEY DIFFERENTIATORS

- 100% Focus on Retail
- Deep, broad Functionality
- International
- Scales to the Largest Retailers
- Robust Omnichannel Support

✓ **Improve responsiveness**

✓ **Improve efficiency of process execution**

✓ **Improve decision making**

Built On A Heritage Of Innovation
Merchandising

Transition to GUI
Expanded Deals Capabilities
Stock Counting and Enhanced Transfers
Flexible Item Hierarchy
Enhanced Pricing
Enhanced Replenishment
Expanded Grocery Support
Data Security

Globalization

Integrated support for complex customer ordering scenarios
Support for end consumer, franchise and wholesale ordering
Near 24x7 inventory availability
Brazil Localization
Custom Flex Attributes
Enhanced Promotions
Modernized Allocation
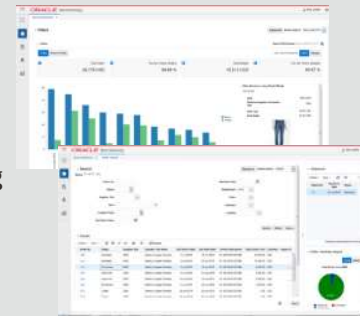
Platform for Modern Retail

Merchandising Cloud Services
Retail Home
Modernized Pricing
Integrated Enterprise
Flex Attribute Integration
Expanded Induction (replen, price)
Additional Operational Insights
Expanded Web Services
Operational Enhancements (archiving, configuration preservation, etc.)
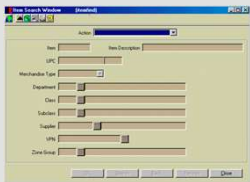Process Orchestration and Monitoring

1994-2002	2003-2009	2010-2014	2015-2016	2017-Today

Application & Portfolio Expansion

Commerce Anywhere

Next Generation

Multi-Byte enablement
Externalized translations
Flexible items (e.g. decimals, UOM)
Multiple item types (e.g. packs, catch weight, deposit items)
Consignment Enhancements
Multiple Legal Entities
Enhanced VAT and HTS
Scheduled Allocations
Customer Segment Promotions
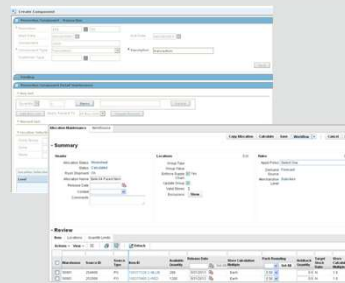
Enhanced User Interface
Role-based dashboards, contextual BI
Mobile Merchandising
Configurable Invoice Match engine
Item, PO, Invoice Induction
WH to WH Allocations
Custom Approval Rules
Enhanced Promotion Induction
Mass Audit Error Resolution
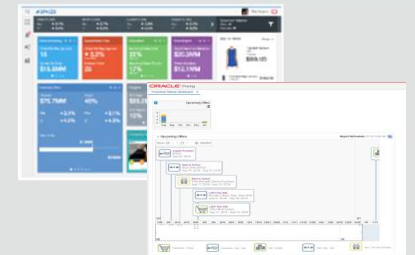
Enabling End-to-End Merchandising Operations

Buy, Market, Value

Merchandise Foundation Cloud Service

Price Products

Pricing Cloud Service

Move Products

Allocation Cloud Service

Manage Payments

Invoice Matching Cloud Service

Integration with other solutions

Integration Cloud Service
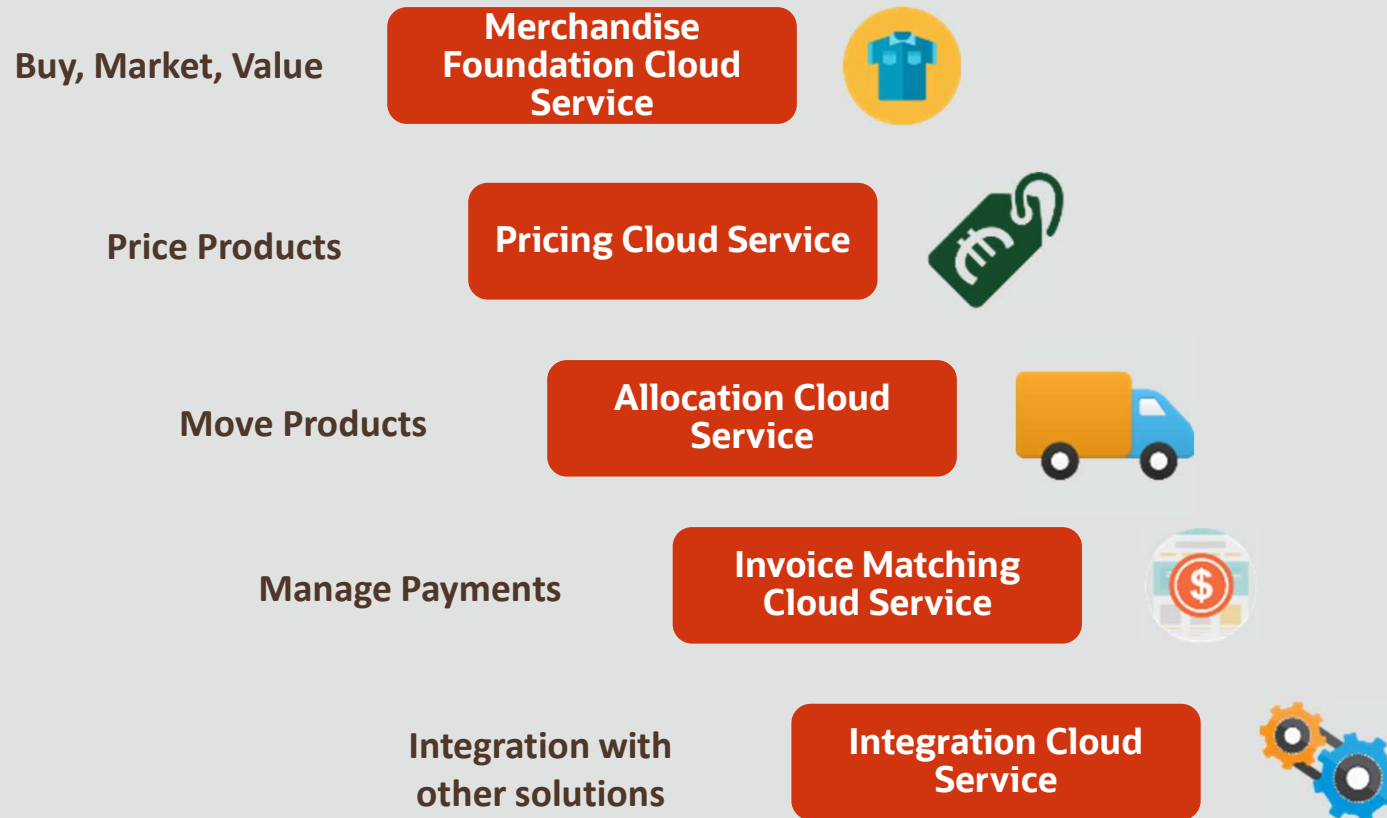
Oracle Retail Merchandising Operations
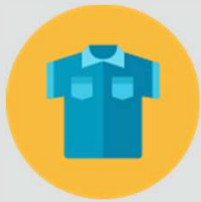
MERCHANDISE FOUNDATION

- Suppliers
- Organizational and Merchandise Hierarchies
- Item Management
- Deals & Rebates
- Enterprise Inventory
- Stock Ledger
- Transfers
- Franchise & Wholesale

- Sales Trickle Polling
- Import Management
- Duty Calculation
- Replenishment
- Stock Counts
- Exception Based Sales Auditing

PRICING

- Pricing Creation and Maintenance
- Regular, Clearance and Promotion pricing
- Conflict Checking
- Integration to POS

ALLOCATION

- Multiple Methods & Rules
- Uses Plan, Forecast or Historical Data
- Determines Net Need
- What-if Analysis
- Scheduled Allocation
- Utilize Size Profiles
- Re-usable Templates

INVOICE MATCHING

- Advanced Auto-Matching Invoice Processes
- Configurable Rules and Matching Tolerances
- Automated Discrepancy Resolution
- Workflow

INTEGRATION

- Retail Integration Bus
- Retail Service Backbone
- Bulk Data Integrator
- Financial Integration
- WMS Cloud Integration mapper

Merchandising Global Momentum

AMERICAS

EMEA & JAPAC

Merchandising SaaS Momentum

INTERMIX

BANANA REPUBLIC

KENDRA SCOTT

American Entertainment Retailer

SleepCountry

OLD NAVY

GAP — Japan — North America

BI BEALLS INC

SHOP DIRECT

Tires LES SCHWAB

CASEY'S

five BELOW

Poundland

PEPCO

Waldo's

Panda بندة

RH

"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."

Chief Information Officer, GAP Inc.

Benefits of Merchandising Cloud

Reduce Risk

Stop the 5-Year Cycle

Innovate Continually

Use Industry Best Practices

**Increase Productivity**

Move Quickly

Gain World-Class Security

Oracle Retail Home now with Merchandising CS
## Everything You Need to Run Retail Under One Roof

- ✓ *Simplified* role-based and highly-configurable user experience
- ✓ *Optimized* insights-to-action loops
- ✓ *Centralized* exception/notification management
- ✓ *Contextual* application launch and workflow
- ✓ *Consistent* high-level monitoring of the health of your retail business
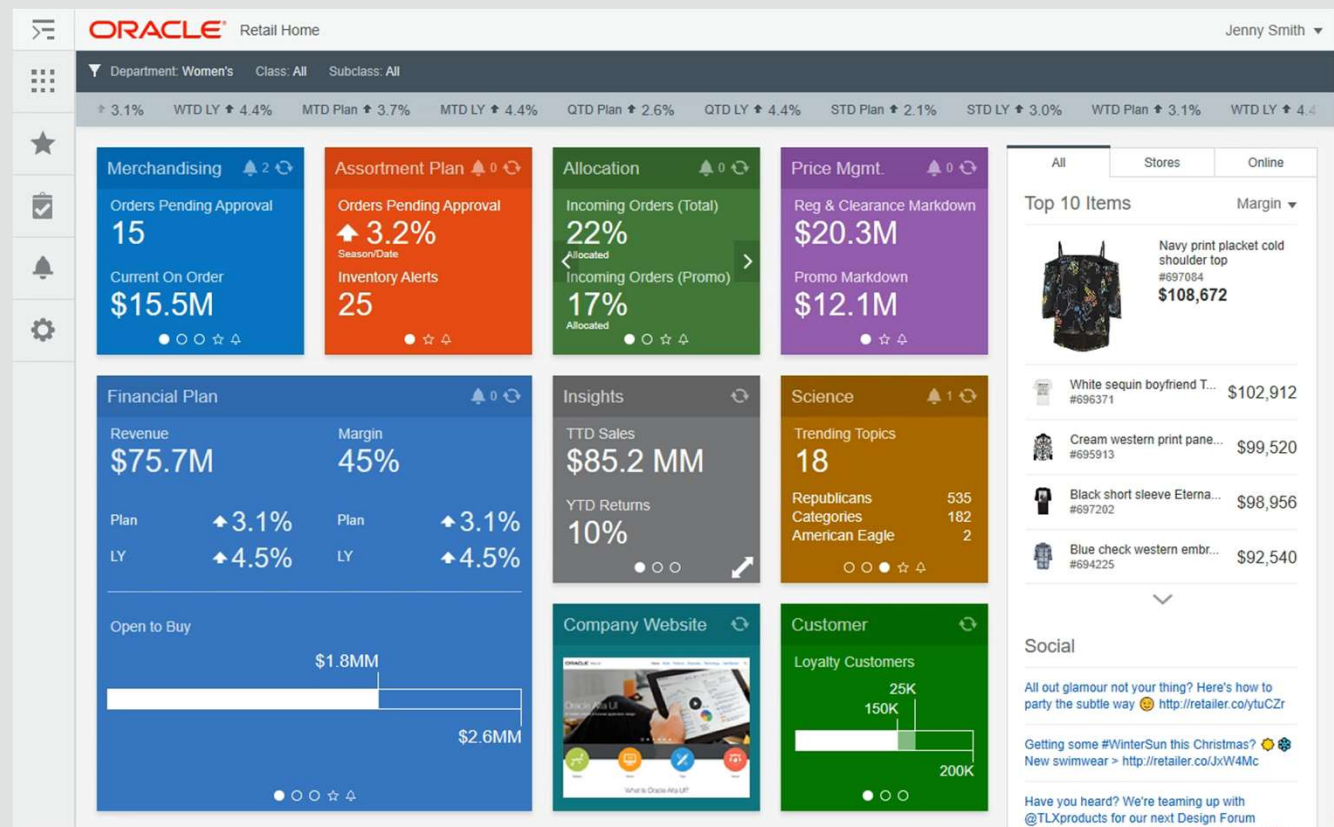
Retail Home – Recommendations (Future)
Bringing Science and Applications together: "Next Practice+"

- Provide intelligence to the end user
- Recommendations from Science
- Connected workflow through Merchandising APIs
- Reduce time trolling through reports
- Inform users of parameters in setup that can improve their business
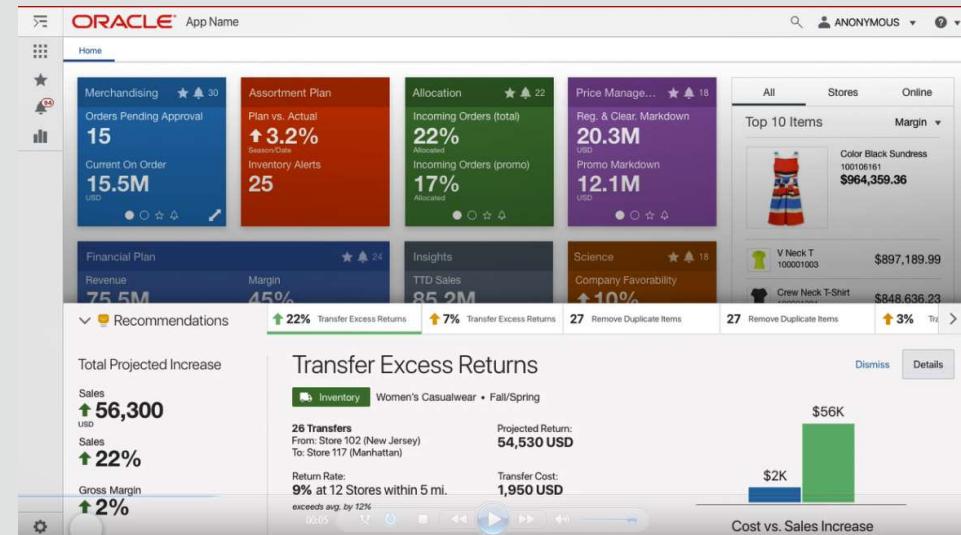
Tailor the Experience – Pricing Cloud Service
Simple, Standardized and Streamlined
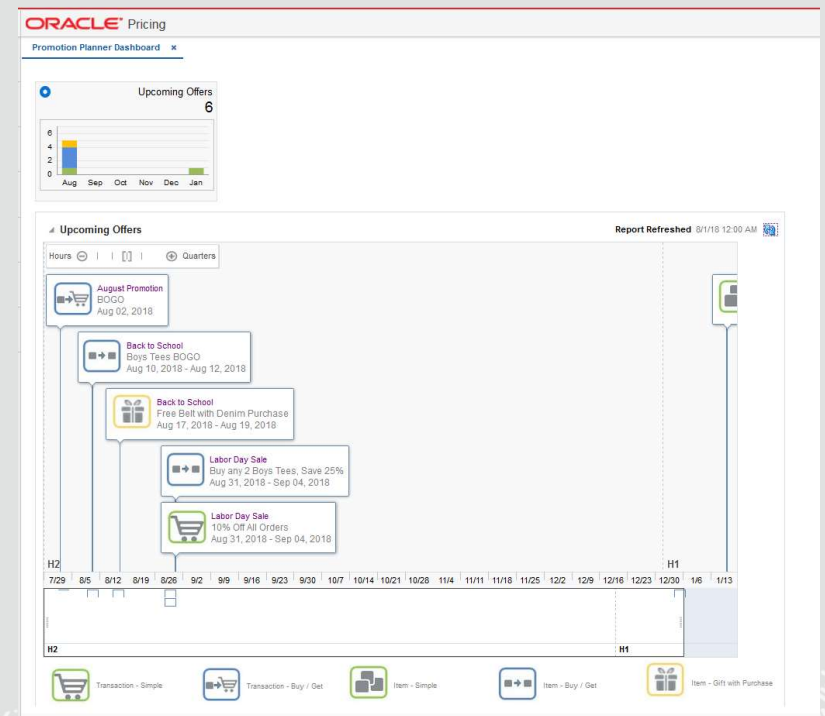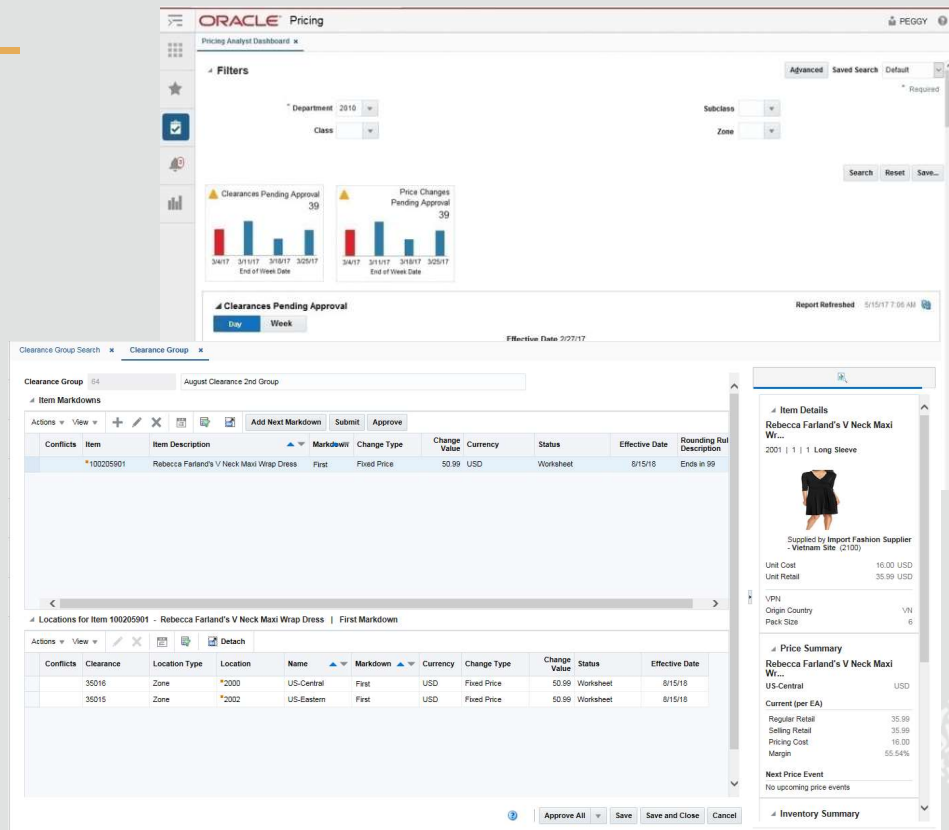
Tailor the Experience – Future
Mobile, Notifications and Smart UX

Underpinning complex customer journeys
Order Online/Source and Fulfil from Store/Pickup at Store via POS

1. Customer Places Order
Oracle Cloud Commerce
2. Order

Customer Order Suite
OROMS
Order Broker
3. Customer info

ORCE

4. Create Order Liability
Sales Audit

Merchandising
12. Record Sale/Release Reservation

5. Fulfillment Request

6. Fulfillment Request
Click & Collect
SIOCS
7. Ready For Pickup

8. Ready For Pickup
9. Retrieve Customer Order
10. Pickup Complete
Xstore POS
11. Pickup Complete

Accurate, real-time Inventory visibility to all locations

Customers expect reserved or purchased orders to be ready to pick up within **1 hour**

* Forrester 2017

Journey So Far

March 2017
Initial Merchandising Cloud Services Launch

August 2017
First Customer LIVE on Merch Cloud Services

GAP INTERMIX
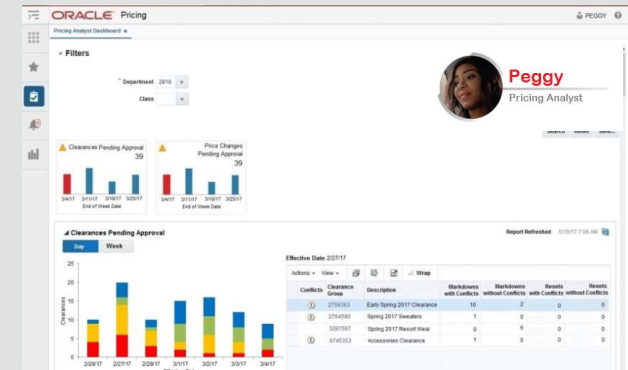
| 2017 | Mar | Jun | Sep | Dec | Mar | 2018 |
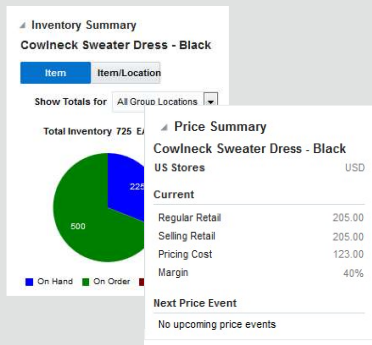
June 2017
❖ Modernized Pricing UI
❖ Regular and Clearance Pricing
❖ Batch Scheduler
❖ Expanded Foundation Integration

July 2017
❖ Clearance Reset
❖ Golden Gate Support

February 2018
❖ Promotions
❖ Expanded Operational Insights
❖ 4-6-4 Calendar Support
❖ Item/Location Purging
❖ Expanded Induction
❖ Dashboard and Task List Configuration
❖ Archiving
❖ CFAS Integration
❖ Expanded web services

April 2018
❖ Data Privacy APIs

Journey So Far

September 2018
Initial Pricing Cloud
Service Release

BANANA REPUBLIC

March 2019
Go LIVE

February 2019
Customer
Go LIVE

KENDRA SCOTT

April 2019
Go LIVE

June 2019
❖ New promotion types
❖ Promotion dashboard
❖ Simplified pricing option
❖ Expanded foundation/item integration
❖ Cloud Financials Integration
❖ Retail Home
❖ Technical updates

SleepCountry

Oct 2019
Go LIVE

2018 | Jun | Sep | Dec | Mar | Jun | Sep → | **2019**

May 2018
❖ Regular & Clearance Induction
❖ Implied clearance reset
❖ MFP, RDF CS Integration
❖ GL Integration enhancements
❖ Tech upgrade

July 2018
❖ Pricing Enhancements
❖ AP, IP CS Integration
❖ Cost Component mapping
❖ Additional web services

March 2019
❖ Create item list from spreadsheet
❖ Auto accept stock count value
❖ Arabic translations
❖ Misdirected containers enhancement
❖ New bulk integration and services

Late 2019/Early 2020
❖ OMS and OB CS Integration
❖ Oracle Cloud WMS Integration
❖ Consignment/concession enhancements
❖ Promotion induction and other pricing enhancements
❖ Additional SaaS extensibility
❖ Additional new services

Future dates are NOT guaranteed and are subject to change

June 2019 Release (16.0.030)

Merchandising

- Integration updates
  - Expanded foundation/item
  - Cloud Financials
- Simplified pricing option
- Create item list from spreadsheet
- New attributes for customer ordering and pricing
- Book transfer web service
- Retail Home
- Arabic language support
- Technical tools and updates

Pricing

- New offer types
  - Item level Buy/Get and Gift with Purchase
- Updated integration
  - Price change/clearance
  - Promotions
- Promotion dashboard
- Promotional Campaigns
- Configurable templates for spreadsheet upload
- Arabic language support
- Technical tools and updates

Roadmap

Past

Exception-based, Modern User Experience Tailored By User Role

Omnichannel Customer Journey Support

Merchandising Cloud Services Introduction

Pricing In The Cloud

Mobile Merchandising

Current

Retail Home

Arabic Translation

Cloud Financials Integration

WMS Cloud Integration

Pricing Cloud Service Dashboards

Additional Induction

Next

On Premise Release

Consignment/Concession

Tax & Globalization Enhancements

Modernised Mobile Apps

Promotion Induction

SaaS Conversion Tool

Enhanced Customer Journey Support

Future

Pricing Strategies

Enhanced Support For Wholesale (B2B)

Voice & Collaboration Tools

Enhanced Customer Journey Support

Continued Adoption Of Advanced Science & AI

Consignment/Concession Enhancements

Current Functional Gaps

- Department level designation only
- Cost defined as % off retail only
- No inventory tracking available

Enhanced Functionality

- Item or item/ location level designation
- Manage cost by set amount or % off retail
- Option to track inventory

Tax & Localization

Tax Engine

E-Invoicing

Document Sequencing
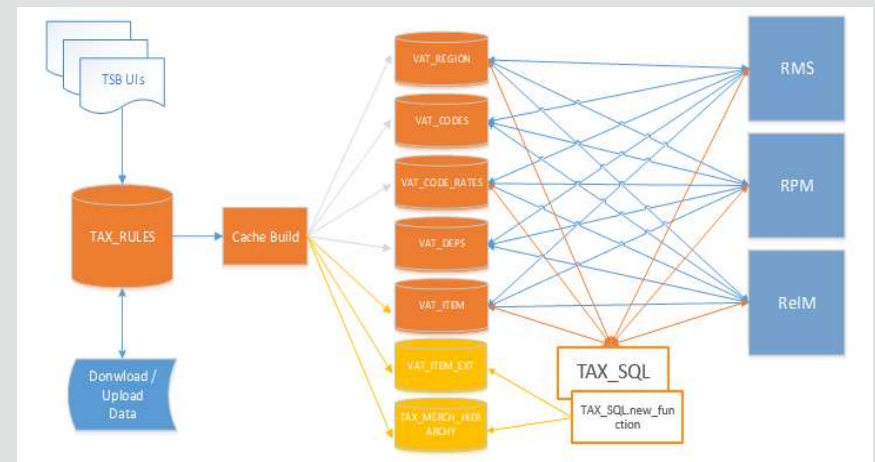
2541664.1 Merchandising Taxation Statement of Direction
2543210.1 Merchandising Electronic Invoicing Statement of Direction
2543148.1 Merchandising Document Sequencing Statement of Direction

Wholesale Overview

Merchandising

Foundation Management
- Customer Locations
- Item Catalog
- Suppliers/Warehouses
- Regular and Promotional Pricing

Inventory Management
- Inventory Availability
- Purchase Order Management and Consolidation
- Import Management

Customer Orders
- Supplier Order Management
- Apply promotions to orders
- Customer Order Execution

Financials
- Stock Ledger
- Bill back/Rebate Promotions

Order Management Suite

Foundation Management
- Order Sourcing Rules
- Sales Agents

Inventory Management
- Stock Protection Rules
- Available to Promise

Customer Orders
- Pre-Booking and Stock Allocation
- Order Lifecycle Management
- Value-added Services
- Customer Communication

Financials
- Customer Credit Validation
- Customer Order Invoicing
- Customer Return Claims

Other Solutions

Customer Portal (OCC)
- Visibility to Item Catalog
- Order Capture
- Order Status Visibility
- Returns Authorization

Financials (Cloud Financials)
- Customer Agreements
- Invoice Consolidation
- Customer Billing
- Customer Reimbursement (Returns)
- Customer Credit Status
- Sales Agent Commissions

Retail Insights Cloud Service Suite

Optimising the value of your data

Oracle Retail Insights Evolution

RDW

- Descriptive analytics solution for RMS
- Mixed tech stack (MSTR, RETL, Oracle Db, etc.)
- Single-channel
- Perpetual licenses
- 1k+ Retail KPIs

Data Warehouse

RA

- Descriptive analytics solutions for RMS
- Complete Oracle tech stack (OBI, ODI, Exa, etc.)
- Omni-channel
- As-is/as-was SCD's
- Perpetual licenses
- 3k+ Retail KPIs

Merchandising Analytics · Customer Analytics

RI

- Descriptive, predictive and prescriptive analytics solutions for the retail enterprise
- Cloud services (SaaS model)
- Expanded Oracle tech stack (DV, APEX, etc.)
- Retail Home, "closed-loop" analytics
- Science Platform w/Innovation Workbench
- Highly-configurable and scalable
- 14k+ Retail KPIs

| 1999+ | 2011+ | 2015+ |

The Value Of Retail Insights With Merchandising

Connect people to the applications & information they need

Enable innovation with science and advanced analytics

Take informed and timely action

CONNECT

ANALYZE

EXPERIMENT
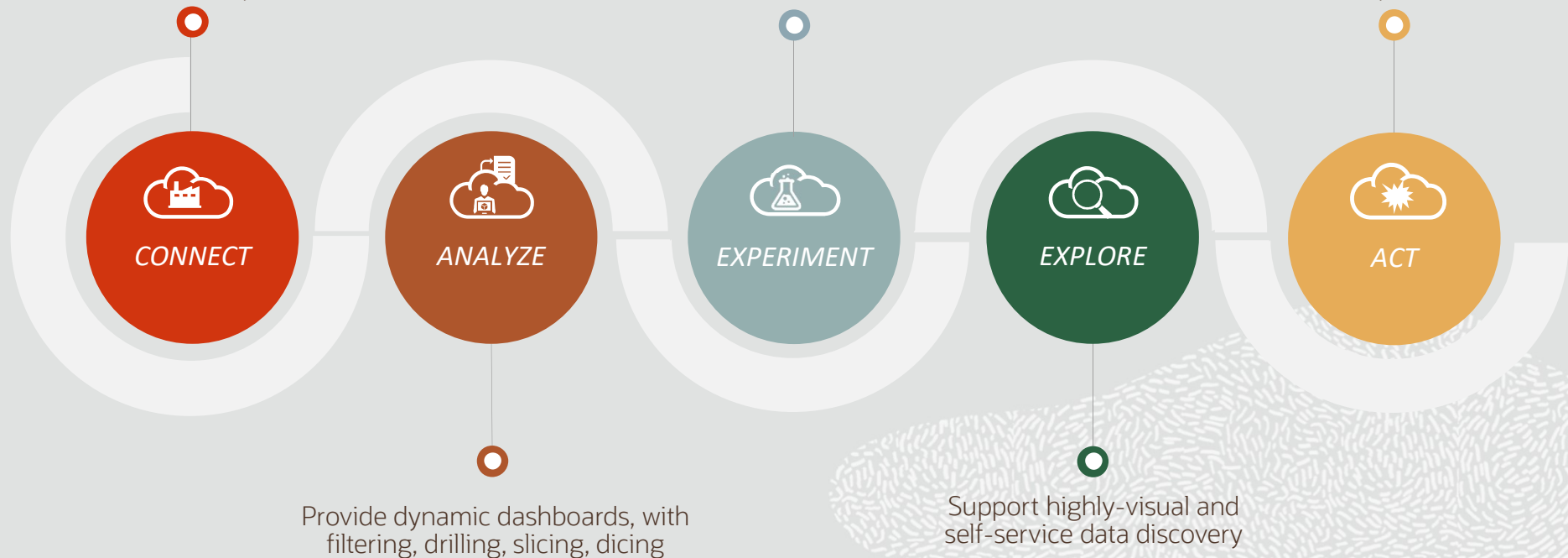
EXPLORE

ACT

Provide dynamic dashboards, with filtering, drilling, slicing, dicing

Support highly-visual and self-service data discovery

Oracle Retail Insights & Science Sample Customers

Oracle Retail Insights Suite

Sample Data Sources

- Oracle Retail Merchandising System
- Oracle Retail Sales Audit
- Oracle Retail Invoice Matching
- Oracle Retail Merchandise Financial Planning
- Oracle Retail Price Management
- Oracle Retail Science Platform
- Oracle Retail Category Management
- Oracle Retail Customer Engagement
- Oracle Retail Xstore
- Oracle Data Cloud
- Oracle Social Relationship Management
- *Other (Universal Adapter)*

Sc Stock Counts	**Os** Order Status	**Ff** Flexible Fact	**Pz** Price Zones															**La** Loyalty Account
In Invoice	**Pd** Product Descriptions	**Ui** Unavailable Inventory	**Lc** Location Clusters	**Dt** Discount Type	**Tc** Txn Code										**Cb** Customer Behavior	**Cp** Competitor Pricing
Su Supplier	**Ar** Adjustment Reasons	**Gc** Gift Card Sales	**Sp** Sales Packs	**Cu** Customer	**Dm** Demand	**Ps** POS Sales			**Lw** Loyalty Awards	**Lp** Loyalty Program			**We** Weather	**Sr** Sales Promo Forecast		
Sl Stock Ledger	**Ia** Inventory Adjustment	**Al** Allocation	**Pd** Product	**Co** Customer Order	**Fc** Fulfillment Channel	**Tt** Txn Tender	**Ce** Clearance Events	**Md** Markdowns	**Cn** Consumer	**La** Loyalty Activity			**St** Store Traffic	**Tr** Trial & Repeat		
Ir Inventory Receipts	**It** Inventory Transfer	**Po** Purchase Order	**Or** Organization	**Ca** Calendar	**Dc** Demand Channel	**Nc** Net Cost	**Cu** Coupon	**Td** Time of Day	**Sd** Sales Discounts	**Pr** Promotion			**Mi** Market Item	**Ms** Market Spend		
Sp Season Phase	**Rv** Return to Vendor	**Np** Net Profit	**Pt** Payment	**Pl** Plan	**Bu** Buyer	**Sm** Sales Promotion	**Fl** Fulfillment	**Fr** Franchise	**Ls** Loyalty Score	**Cs** Customer Segment			**Sm** Social Media	**Ct** Consumer Segment		
Cd Comp Store Designation	**Sc** Supplier Compliance	**Pc** Pricing	**Ip** Inventory Position	**Sf** Sales Forecast	**Em** Employee	**Rt** Retail Type	**Uc** Unit Cost	**S** Sales	**Hh** Household	**Cm** Cat Man Group	**Ta** Trade Area	**Pb** Promotional Budget				

Oracle Retail Insights Suite

CONNECT

ANALYZE

ACT

EXPERIMENT

EXPLORE
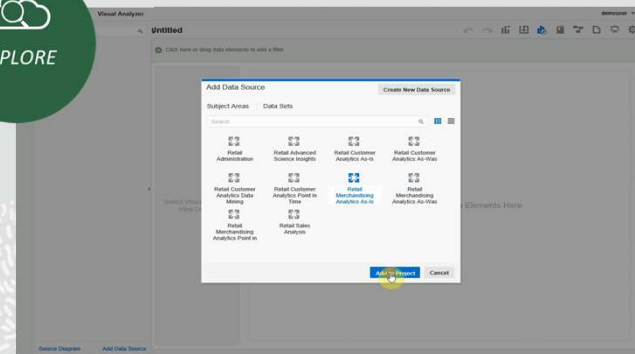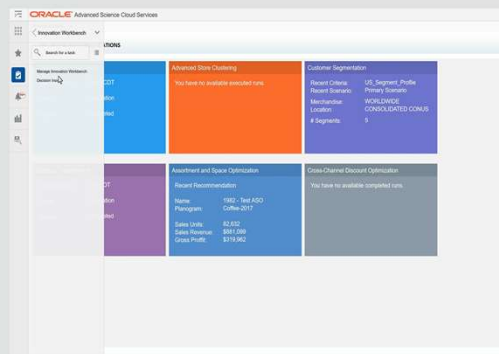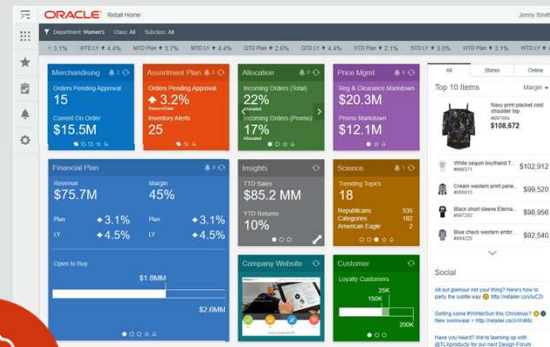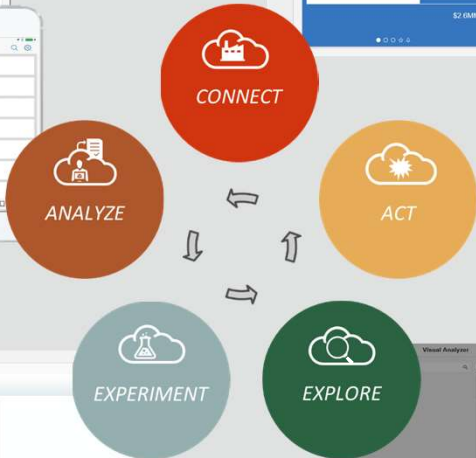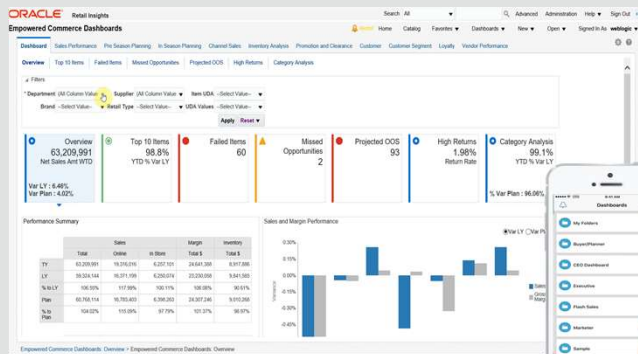
Prescriptive

HOW can we influence what happens?

Assortment & Space Optimization	Promotion & Markdown Optimization	Offer Optimization

Predictive

What WILL happen and WHEN?

Descriptive

WHAT is happening and WHY?

Oracle Retail Insights Cloud Service Suite

Merchandising Insights	Customer Insights

Science Platform

Affinity Analysis	Store Clustering	Customer Segmentation	Customer Decision Trees	Demand Transference	Attribute Extraction	Returns Logistics	Size Profile

Roadmap

Past

Configurable Planning

SIM Stock Count Reporting

Price Zones

Innovation Workbench Expansion

Current

Xstore integration phase 1

Plan Versions

Science Reporting

Flexible Fact

Next

Consumer Insights

Xstore integration phase 2

Exadata

OMS Integration

Future

OACS Adoption

Federated Data Lake

SIOCS Integration

Clickstream

Store Inventory Operations CS (SIOCS)

Customer Driven Supply Chain

The Value Of Store Inventory Operations With Merchandising

Inventory management service that provides real time, granular view of store inventory to support in-store activities, including omnichannel fulfilment requirements

Advantages include:

› Pre-built integration points

› Single business processing layer

› Real-time discrete store inventory API's

› Mobile store operations efficiency

› Device flexibility

› Operational ability reduces labour costs

› Tailor the experience to the user

Store Inventory Operations is made up of two components

Store Operations Cloud Service (Functional UX)

Store Associate focused

Customer order management

Shipment receipts

Mobile (First)

Desktop

Enterprise Inventory Cloud Service (Platform)

Admin, Manager focused

Admin setup, reason codes

Stock count approval

Desktop

Oracle Retail Store Inventory Operations Cloud Services

Admin
- Security
- System Admin
- Store Admin
- Attributes
- Reasons
- Tolerances
- Buddy Stores
- Trans. Scheduling

Lookups
- Item
- Supplier
- Container
- Finisher
- Trans History

Shipping / Receiving

Warehouse
Supplier
Store
Finisher

Receiving
- Purchase Order
- DSD Receiving
- Transfer Receiving & Quick Receiving

Shipping
- RTV
- RTV Shipment
- Transfer Shipment

Transfers
- Transfers
- Transfer Requests

Inventory Management
- Stock Adjustment
- Stock Counting
- Shelf Replenishment
- Serialization

Customer Order Management
- Reserve
- Pick
- Fulfilment & Delivery
- Reverse Pick

Print
- Reports

Innovations in Store Operations

Mobile
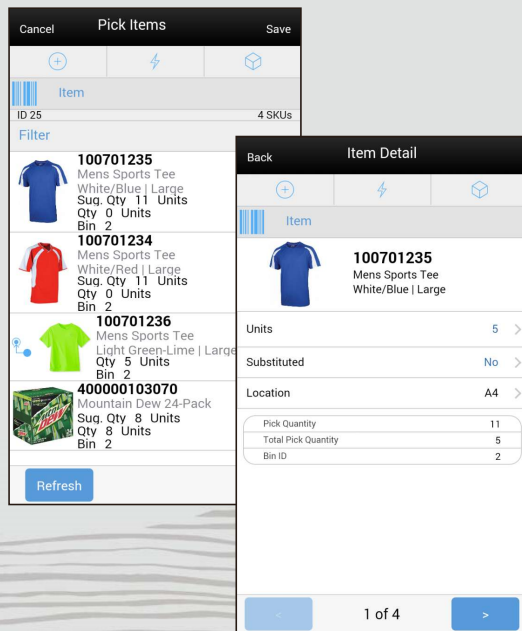
Unique Item Tracking

Open Architecture
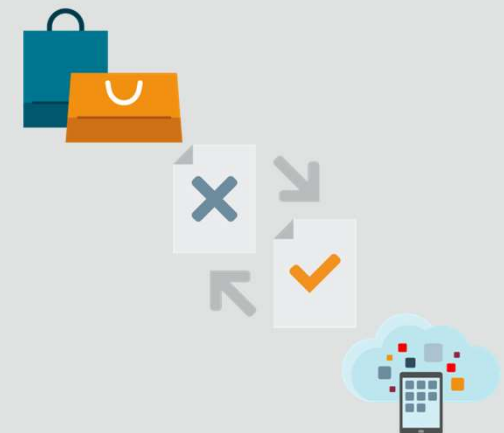
Store Inventory in the Cloud

Sarah
Sales Associate

July 2018
Initial Store Inventory
Cloud Services Launch
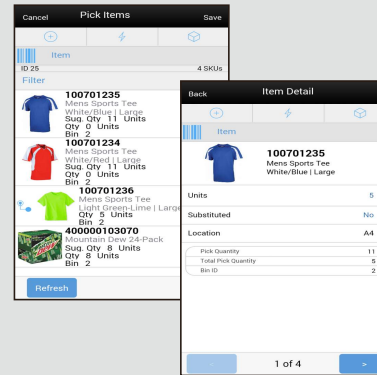
| 2018 | | July | Oct | Jan | Apr | July | | 2019 |

July 2018
- ❖ Mobile First Modern UX
- ❖ Core Mobile Workflows
- ❖ Admin & Stock Count Authorization
- ❖ WH Inventory (batch)
- ❖ Batch Scheduler/logging
- ❖ BDI Dataseeding
- ❖ Notifications subscription
- ❖ GDPR
- ❖ Security

March 2019
- ❖ Serialization
- ❖ RFID: Real time monitoring & streaming; periodic Stock Count API, POS RFID Sales; item lookup RFID Loc
- ❖ Near real time WH Inventory
- ❖ CFAS Setup & Capture in Item Lookup, Cust Ord & Inventory Adjustments
- ❖ Non-inventory items on transactions
- ❖ History Trail
- ❖ Handheld Printing
- ❖ Notifications Publication
- ❖ APEX Data Viewer

September 2019
- ❖ Item Basket
- ❖ RFID mixed transactions & single scanning
- ❖ Expanded CFAS
- ❖ Hold Loc for Customer Orders
- ❖ IDCS

Roadmap

Past	Current	Next	Future
Mobile UX foundational workflows	RFID Mixed transactions & single scanning	RFID Stock count Bulk Scanning	Ticketing
Administrative controls	Full CFAS	GS1 databar	Assisted Store Ordering
RFID POS integration	Item Basket	WMS Cloud integration	Work Order Management
Serialisation	Hold location for customer orders	Omnichannel integration	Additional omnichannel journey support
Security	IDCS	Additional Globalization support	ML & AI enhanced stock counts
History Trail		Archiving	On premise release
Notifications pub/sub			

Additional Information & Tools

Oracle Retail Store Inventory Operations Cloud Services Home Page:
(https://www.oracle.com/industries/retail/products/inventory-management/index.html)
    Press Release/Blog
    Solution Brief/Data Sheet

Product Documentation: OTN (https://docs.oracle.com/cd/E97588_01/siocs/index.html)
    Oracle Retail Store Inventory Operations Cloud Services Release Notes
    Oracle Retail Enterprise Inventory Cloud Service Administration Guide, Security Guide and User Guides
    Oracle Retail Store Operations Cloud Service Mobile Guide and User Guide

Retail Reference Library (Reference Model and Reference Architecture):
https://support.oracle.com/epmos/faces/DocumentDisplay?_afrLoop=232903884900214&id=2058843.2&_adf.ctrl-state=t73v81r21_77

Retail Learning Subscription: https://learn.oracle.com/pls/web_prod-plq-dad/db_pages.getpage?page_id=904&get_params=cloudId:1431,seriesId:38147

The Platform For Modern Retail

1 **Shift To Next Practice**

Provide outstanding service through a coordinated, single view of item, order, inventory, and customer
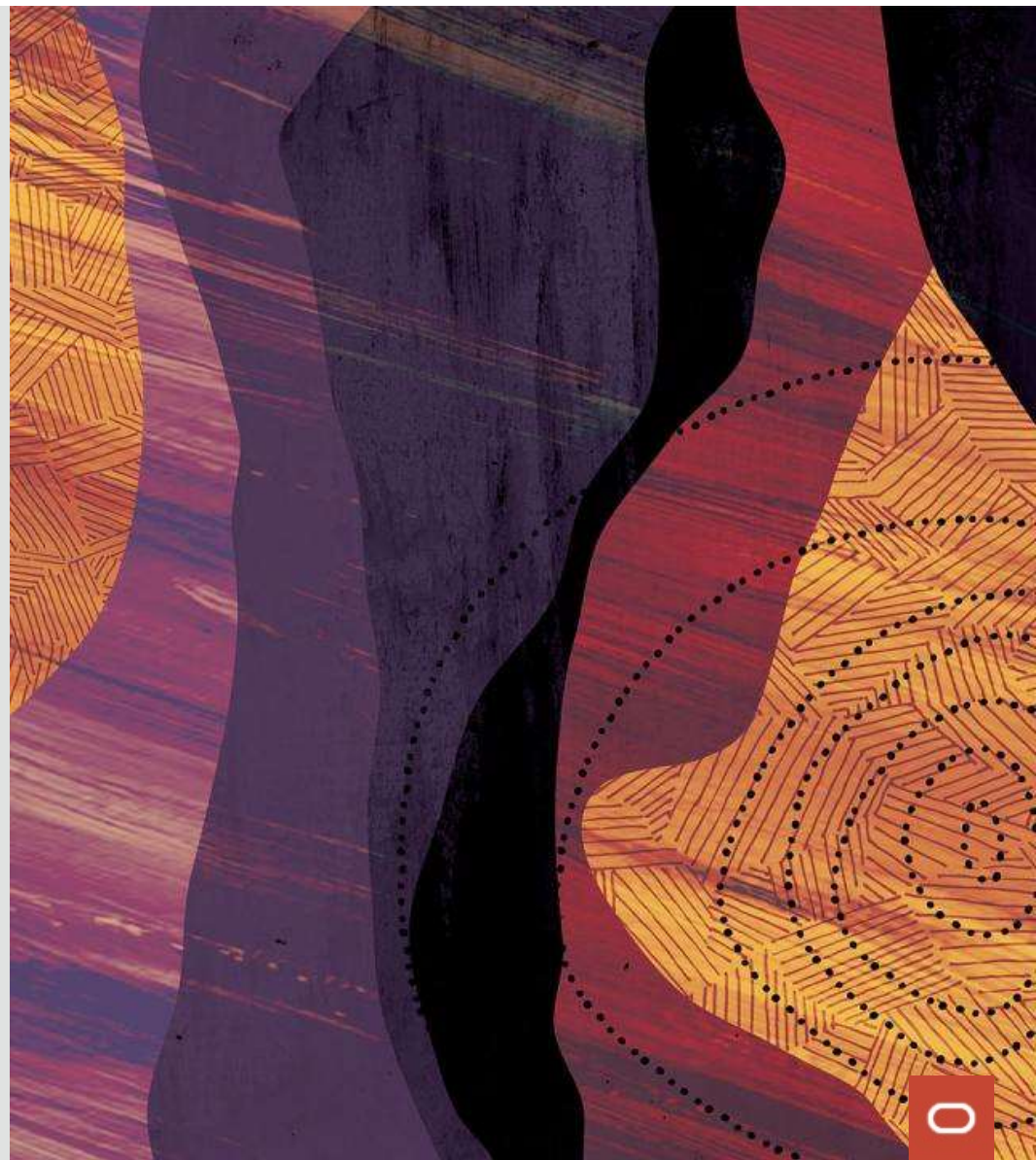
2 **Tailor the Experience**

Shift from managing tasks to customer connected merchandising

3 **Drive Operational Agility**

Anticipate and adapt to market changes at speed and scale

Thank you

August 2017 Go Live
March 2019 Go Live

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

› Gained operational efficiencies to allow merchants to focus on the art of retail with efficient process execution

April 2019 Go Live

Kendra Scott

—

› Allowed Kendra Scott to keep customer at the center of their operations by expanding their level of service through greater capability and visibility
› Accurate inventory provides ability to effectively support Kendra Scott's omnichannel goals
› Cloud deployment enabled rapid adoption of best practices as the business grew in complexity and scale

February 2019 Go Live

Operational Agility in the Cloud

› Company Wide Mandate to Shift from the Data Center Business to the Cloud
› Re-architected Integration through APIs and Services
› and Embrace Continuous Delivery
› Leveraged the Single View of Inventory to Drive Operational Efficiency to Better the Guest Experience

Infrastructure Transformation with a Platform for Growth

› Oracle Cloud to support the planned future growth of its brands, PEPCO, Poundland and Dealz.
› Leveraging Oracle Retail Merchandising CS, to unify inventory management and Oracle ERP Cloud to automate and streamline end-to-end financial management processes – Single View of Inventory
› Supporting global expansion

April 2019 Go Live

Maui & Sons

› Enabled adoption of new processes and efficiencies to underpin their business expansion in just 11 months

› Simplified operations across retail and wholesale channels

› Provided accurate sales and inventory visibility to empower merchants and drive better tailoring of assortment considering a global marketplace

October 2019 Go Live
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

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

Merchandising Insights

INTERMIX

- Retail Home for a central access point to Merchandising-related data and applications

- Many disparate data sources brought together in a single repository for the entire business
    - ✓ Multiple points of sale (web store, retail stores)
    - ✓ Multiple sources of inventory (stores, warehouses)
    - ✓ Multiple countries (US and Canada data used to exist separately, now it's all in RI)

- Every business group now gets reports tailored to their specific needs from the same source
    - ✓ Planning
    - ✓ Buying/Merchandising
    - ✓ Finances
    - ✓ Inventory Control
    - ✓ Executives
    - ✓ Store Operations

- Can now automate report generation and publishing across multiple channels

- End-user reports and data pulls can go direct to email or to an SFTP server

- Reports published directly to stores and warehouses

- Moved from legacy system which few business users knew how to use or pull data from
    - ✓ Less reliance on static/stale spreadsheets, users can now pull updated historical data at any time
    - ✓ Reduced the bottleneck on IT group, now anyone can access data and run reports on their own
    - ✓ Reports built once can be used by everyone, reduced multiple data pulls for different groups into a single live report

- Reports spanning the entire business cycle now reside in one place and can be published at one time
    - ✓ Purchase Order, On Order reports
    - ✓ Open To Buy (OTB), Monthly Returns, On Hand By Style reports
    - ✓ Inventory, RTV, Transfer Reports
    - ✓ Sales By Department, Best and Worst Sellers, Store Traffic reports
    - ✓ Many more…

Oracle Retail Merchandising Insights
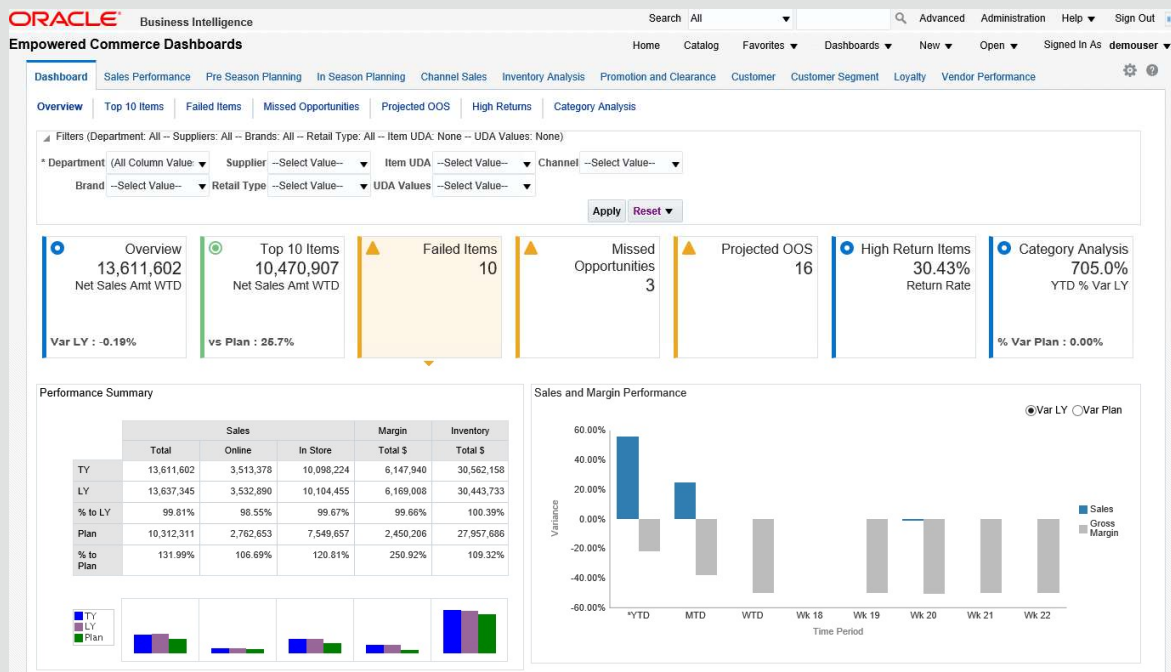
- ✓ *What is driving my omni-channel customer order sales?*
- ✓ *How am I moving my inventory to fulfill orders, and how can that be improved?*
- ✓ *Why are certain suppliers performing better than others?*
- ✓ *How do returns compare to sales over time and why?*
- ✓ *How effective is my regular, promotional and clearance pricing and why?*
- ✓ *What are the seasonal impacts to sales of certain products?*
- ✓ *How do store, employee and item attributes impact performance?*
- ✓ *What are my current and potential out-of-stock situations?*

Oracle Retail Customer Insights
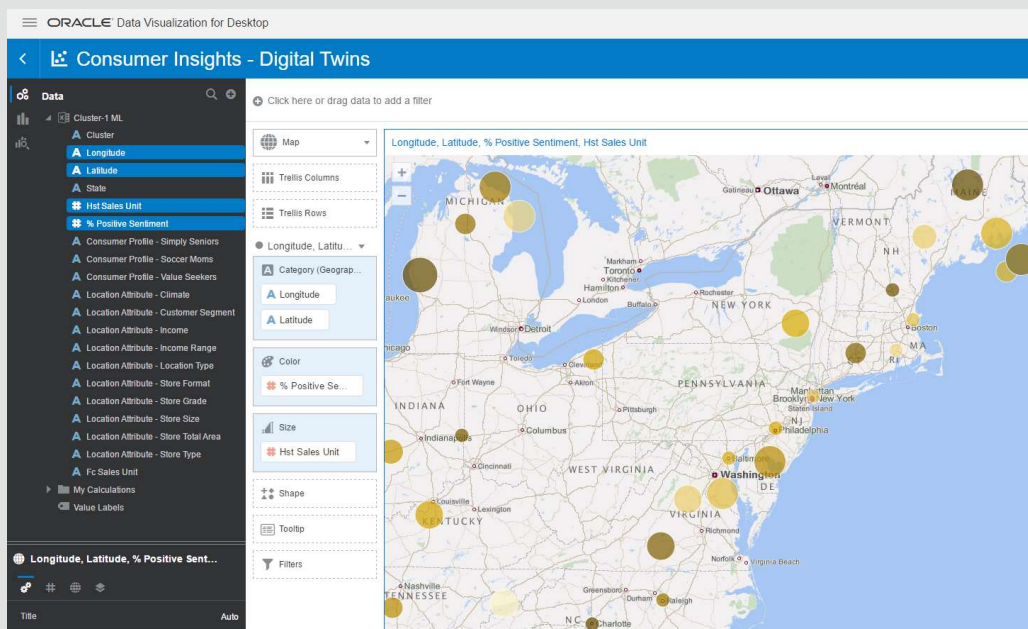
- ✓ *How are my products selling across various customer demographics and behavioral attributes?*
- ✓ *How can I exploit how my customers leverage available channels?*
- ✓ *What upsell makes sense for various customer segments so I can send a coupon?*
- ✓ *Where do I have extra inventory and how do I best formulate offers for specific customers based on the buying habits?*
- ✓ *Are there customers who have dropped off in visits and what can I use to entice them back?*
- ✓ *Which are my most profitable customers and what do they buy? How can I entice them to buy something additional?*
- ✓ *How are customers leveraging my loyalty programs, and how can they improve?*
- ✓ *How can we exploit our understanding of household dynamics?*

Oracle Retail Science Platform
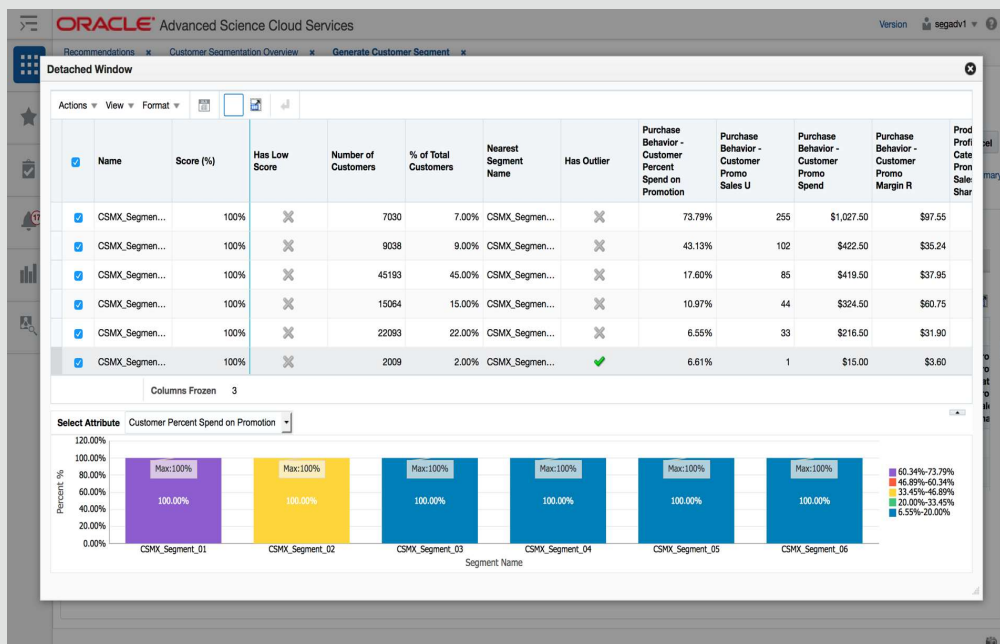
- ✓ *What classes, subclasses and items sell together, and to whom, and why?*
- ✓ *Will promotions on items with affinities result in a halo effect or cannibalization?*
- ✓ *What attributes are important to drive sales?*
- ✓ *How should we best segment our customers for strategic decisions?*
- ✓ *How should we cluster our stores?*
- ✓ *What decision trees to customers follow when shopping our assortments, and how does demand transfer across those assortments?*
- ✓ *What item attributes can be extracted from free-form descriptions?*
- ✓ *How can our returns be processed optimally?*
- ✓ *How is demand distributed across sizes?*
- ✓ *How can we best exploit the analytical value of our data through employing decision science?*

EICS & SIOCS UI functionality

Enterprise Inventory Cloud Service
Server - Database - Integration - APEX

Store Operations Cloud Service
GS1 Databar - Serialization - RFID

Desktop

- Setup & Administration
  - Configuration
  - Data & language
- Security
- Log management
- Transaction scheduling
- Batch scheduling
- Static & Dynamic Reports

- Item Lookup
- Transaction History
- Stock Count Authorization
- UIN management

Mobile

- Inventory Adjustments
- Item, supplier & container lookup
- Customer order fulfilment
- Stock Counts
- Transfer Ship / Receive
- DSD & RTV
- In Store Replenishment
- Item Basket

Desktop

- Inventory Adjustments

Proven Experience across verticals and channels

Apparel / Department Stores

NORDSTROM John Lewis GAP PRIMARK Alshaya Abercrombie & Fitch

asos discover fashion online NEW LOOK LANDS'END PERRY ELLIS INTERNATIONAL RENNER JCPenney

Hardlines / Speciality

Academy SPORTS+OUTDOORS BEST BUY adeo BIG 5 SPORTING GOODS DUBAI DUTY FREE SINSA

BARNES&NOBLE COLLEGE NEX wiggle KIRKLAND'S extra THE GOOD GUYS

Grocery / Convenience

TESCO Kroger Sainsbury's Waitrose Auchan coles

KONZUM supermercados SANTA MARIA OXXO 7 ELEVEN SONAE makro Siempre da más