

The background is a vibrant, abstract composition of various colors and textures. It features large, irregular shapes in shades of purple, teal, orange, and yellow. Some areas have fine, repeating patterns like dots or lines, while others are solid or have a grainy, paper-like texture. The overall effect is dynamic and artistic.

# Iconic South African Retailer Cape Union Mart Boosts Agility with Oracle



Outdoor and Fashion retailer and manufacturer, Cape Union Mart International Pty Ltd, Inc. has selected Oracle to modernize its retail operations. With the Oracle Retail Cloud, the company plans to fuel growth across all sales channels with better inventory visibility and more sophisticated merchandise assortments that keep shoppers coming back for more.

*“The Oracle team has partnered with us from start to finish; building our trust and giving us an insight into what we can expect in the implementation of the transformational project – we look forward to working with them and rebuilding our retail IT landscape into a world-class environment, taking Cape Union Mart to the next level.”*

*Grant De Waal-Dubla  
Group IT Executive  
Cape Union Mart*



# Retail Powerhouse Cape Union Mart International Goes to the Cloud to Accelerate Growth



Cape Union Mart strives to deliver what their customer needs with the right product in the right store at the right time. Until now, the brand has managed its retail assortments with a talented team and a well-defined process in excel spreadsheets. As Cape Union Mart continued to grow, they needed a better way to manage their operations. With Oracle Retail, the brand can fully embrace automated, systemized workflows driven by dashboards and end to end reporting with a common user interface. This will lead to more seamless fulfillment and accurate demand forecasts.

Cape Union Mart International Pty Ltd will implement several solutions in the Oracle Retail modern platform including Oracle Retail Merchandising Cloud Service, Oracle Retail Allocation Cloud Service, Oracle Retail Pricing Cloud Services, Oracle Retail Invoice Matching Cloud Service, Oracle Retail Integration Cloud Services, Oracle Retail Merchandise Financial Planning Cloud Services, Oracle Retail Assortment and Item Planning Cloud Service, Oracle Retail Science Platform Cloud Services, Oracle Retail Demand Forecasting Cloud Service, Oracle Retail Store Inventory Operations Cloud Service, Oracle Middleware Cloud Services, Oracle Warehouse Management Cloud and Oracle Financials Cloud. Cape Union Mart has partnered with Oracle Retail Consulting for the implementation.



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