

Kamal Osman Jamjoom Group LLC

From inventory to in-store service, Kamal Osman Jamjoom Group LLC supports double-digit growth and achieves over 98 percent inventory accuracy with modern retail technology

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Kamal Osman Jamjoom Group (“KOJ”) believes that trust is the secret to success with customers, staff and business partners. One of the most established retail groups in the Gulf region, KOJ operates more than 700 stores with nine brands across seven countries. To meet service level expectations and optimize goods coming from three distribution centers, KOJ needed a more unified view of operational data. By modernizing with Oracle Retail, KOJ was able to improve store operations and drive higher levels of customer satisfaction through reliable, accurate merchandise availability. Today, a real-time view into inventory data has resulted in stock accuracy levels averaging 99.99 percent for online and 98.5 percent for in-store.



“KOJ is responsible for our own highly successful brands and multiple well-regarded international brands, with high growth rates. With the complexity of managing multiple brands and regions we needed greater control over products and inventory to support and exceed customer service levels,” said Ian Halliwell, deputy chief executive officer, Kamal Osman Jamjoom. “By leveraging the Oracle Retail platform, we have gained efficiencies and confidence fueled by an

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enterprise view of demand and our ability to fulfill inventory requirements across locations and touchpoints.”

KOJ began the work with Oracle in 2006 and recently upgraded to a modern version of the Oracle Retail Merchandise Operations suite, Warehouse Management and Store Inventory Management. By automating and optimizing retail process and workflow, KOJ gained efficiencies and saw a significant reduction in their labor costs.

The new implementation of Oracle Retail Merchandising Insights also improved visibility into inventory levels, item performance, sales trends, and customer demand. To achieve a single view of the customer across the business and gain a better understanding of customer behavior, the Group introduced Oracle Retail Customer Engagement and Oracle Retail Customer Insights. Now, store associates can access customer data in real-time, including purchasing and loyalty history. The modern

Oracle Retail Xstore Point-of-Service completes the seamless in-store customer experience. KOJ is also currently implementing Oracle Retail Order Broker to enhance inventory visibility and enable dynamic fulfillment for a buy anywhere, fulfill anywhere customer experience.

“Oracle continues to make significant investments in innovations that help retailers like KOJ keep pace with market and consumer expectations. By leveraging the integrated capabilities of Oracle Retail, KOJ can continue to grow its business and refine strategies to meet performance, growth and customer objectives,” said Mike Webster, Senior Vice President and General Manager, Oracle Retail.



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.



 **The Brands of Kamal Osman Jamjooon**

				
				

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