

Matalan

UK Homeware and Clothing Seller Selects Oracle to Create Single Source of Truth with Holistic Retail Planning Solution and Map Inventory Against Consumer Demand

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A leading clothing and homewares retailer Matalan has chosen Oracle to help maximize its data insights and improve inventory availability and customer service. Matalan's dynamic growth, planned expansions, and evolving consumer demands across an omnichannel environment drove the need for an integrated planning solution that could provide a single source of truth for its business. With Oracle Retail Cloud solutions Matalan will be able to accurately map inventory assortments against consumer preferences and seasonal trends across 225 stores in the UK and 25 in international markets.

“We continue to invest in innovative technology and tools that enable us to present our customers with a fantastic product range that is accessible where and when they choose to shop,” said Howard Reed, Chief Technology Officer, Matalan.



Matalan continues to innovate more efficient retail experiences that support the needs of the modern family with late operating hours, free click and collect service and a wide assortment of products. As Matalan strives to become the omnichannel leader for family value, the team craved a more efficient approach to planning that would allow them to offer customers a broader range of products with iterative, coherent assortment plan. With the implementation of



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Oracle Retail Merchandise Financial Planning Cloud Service and Oracle Retail Assortment Planning Cloud Service, Matalan will be able to leverage a single version of truth for inventory and assortment planning, enabling the business to better align to customer preferences while expanding the assortment of relevant products at a macro and store level.

“Our SaaS solutions provide retailers like Matalan with a quick and consistent path to adopt innovations, standardize business processes, and leverage best practice templates through our continuous delivery model,” said Mike Webster, Senior Vice President and General Manager, Oracle Retail. “We look forward to continuing to support the Matalan team in their continued growth as they begin to capture the value of more dynamic inventory assortments for customers.”

Matalan has previously implemented Oracle Marketing Cloud to support online and in-store traffic levels with data-driven insights, build effective campaigns and tune the mobile experience.



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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