

N Brown Group Plc

N Brown Group Plc bolsters its customer-centric strategy with modern retail technology

REDWOOD SHORES, CALIF. and LONDON, U.K. —
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UK Digital Retailer [N Brown Group](#) Plc is migrating to the cloud and extending its partnership with Oracle. With a focus on customer-centricity, the company delivers an extensive range of clothing, footwear, and homewares through its JD Williams, Simply Be, Ambrose Wilson, and Jacamo brands. By embracing Oracle Cloud, N Brown Group can focus on delivering profitable digital growth whilst making their customers look and feel amazing.

“We want our merchandising teams to focus on creating fashion that fits, flatters, and meets the needs of our diverse customer base. Our digital transformation will create further efficiencies in the business by adopting industry best practices and automating processes that will allow our teams to focus on our core goal – serving customers,” said Adam Warne, chief information officer, N Brown Group Plc. “We chose Oracle



Retail to adopt the latest cloud technology, delivered on a platform that can grow with our business needs.”

In partnership with Oracle Retail Consulting Services, N Brown will implement [Oracle Retail Demand Forecasting Cloud Service](#) to maximize forecast accuracy for the entire product lifecycle with next-generation retail science. The retailer will capitalize on this functionality to enhance business efficiency. Last year, N Brown also

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selected [Oracle ERP Cloud](#) to offer finance teams faster access to data, delivering an improvement to operational performance.

“Cloud is about continuously delivering innovation that supports retailers with the functionality and the agility required to keep pace with the speed of their business. Our modern platform strategy focuses on delivering insights and informing decisions while executing simultaneously to deliver true business value,” said Mike Webster, senior vice president and general manager, Oracle Retail.

About N Brown Group Plc

N Brown is a top 10 UK clothing & footwear digital retailer. We are size inclusive, focusing on the needs of underserved customer groups – size 20+ and age 50+. We offer an extensive range of products, predominantly clothing, footwear and homewares, and our Financial services proposition allows customers to spread the cost of shopping with us. We are headquartered in

Manchester, where we design, source, and create our product offer, and we employ over 2,400 people across the UK.



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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