



# The Platform for Modern Retail

## *Planning & Optimisation Update*

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**Madrid, 16<sup>th</sup> October 2019**

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## Safe harbor statement

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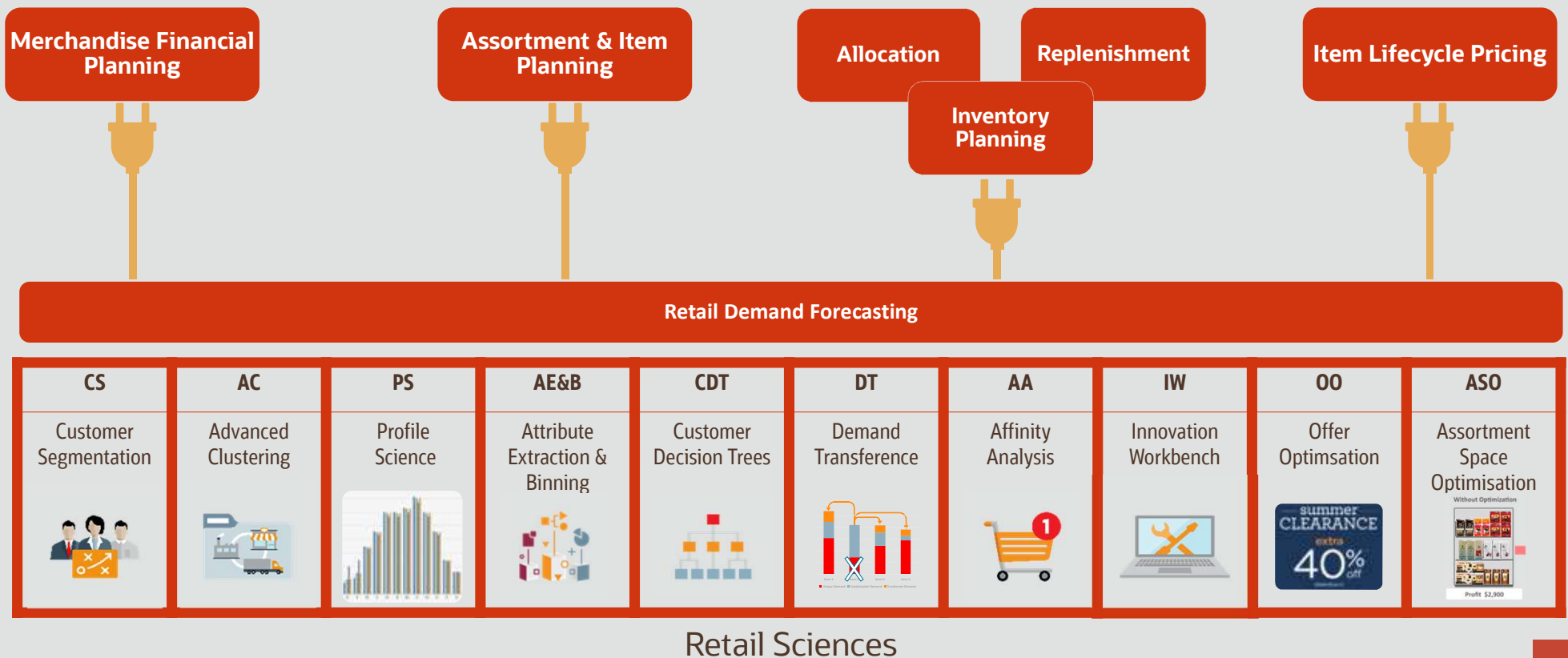
# Agenda

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- 1 Introductions
- 2 Solution Area Overview
- 3 Customer Momentum
- 4 Solution updates
- 5 Roadmap

# The Platform for Modern Retail

## *Integrated Platform*



# Customer Momentum

*Covering All Geos – Tiers – Retail Verticals*



**NETSHOES**

STUDIO F

SHOP  
DIRECT

FOOTAZYJUM

**RENNER**



HELZBERG  
DIAMONDS

SPORTINA

Stein Mart  
SAVING is a beautiful thing™

DYNAMITE  
GARAGE

MATALAN



Gap Inc.

**PRADA**

Eddie Bauer  
**PAC SUN**

KIRKLAND'S



**ZENDEN**

**ORVIS**

Neiman Marcus

**BEALLS**  
— Live Life Local —



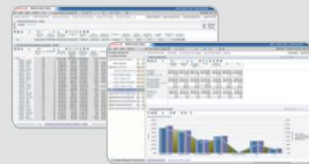
Miss Etam



# Built On A Heritage Of Innovation

## *Planning & Optimization*

Demand Forecasting  
Financial Planning  
Assortment Planning  
Item Planning  
Flexibility  
Scalability  
Internationalization



**Optimized**



MFP Cloud Service  
RDF Cloud Service  
Retail Science Cloud Services  
Digital Channels  
Wholesale / Franchise Planning  
Visual Planning  
Online Administration Tools  
Mobile Support



**SaaS Expansion**

RPAS Cloud Edition  
Merchandise Financial Planning  
Assortment & Item Planning  
Retail Science Platform  
Optimization Cloud Services  
Retail Demand Forecasting  
Retail Home  
Test Automation Toolkit  
Performance Toolkit

- 2009

2010 - 2014

2015

2016 - 2017

2018 - Today

**Demand-Driven**



Size Profile Optimization  
Pre-pack Optimization  
Space Optimization

Advanced Clustering Science  
Customer Decision Tree Science

Demand Transference Science

**Fusion UI**

Enhanced Integration

**SaaS Launch**



Assortment Cloud Services  
Item Planning Cloud Service  
Journey / Fulfillment Planning

Extensible SaaS  
Retail Learning Subscription  
Continuous Delivery

**Next Generation**





# The Platform For Modern Retail

## 1 From Best Practice to Next Practice

Exploit AI To Manage Speed & Scale

## 2 Tailor the Experience

Coordinate, Explain & Predict Outcomes

## 3 Operational Agility

Offering Choice and Flexibility with an End-to-End Modern Cloud Platform



# The Platform For Modern Retail

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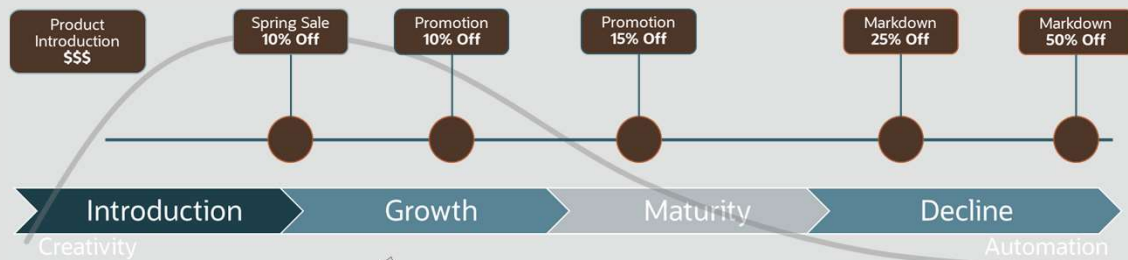
## 1 From Best Practice to Next Practice

Exploit AI To Manage  
Speed & Scale



# Maximizing Lifecycle Accuracy

## *Retail Demand Forecasting*



Reflect the unique demand drivers of your business

Maximize the value of your data

Prepare Reference Data

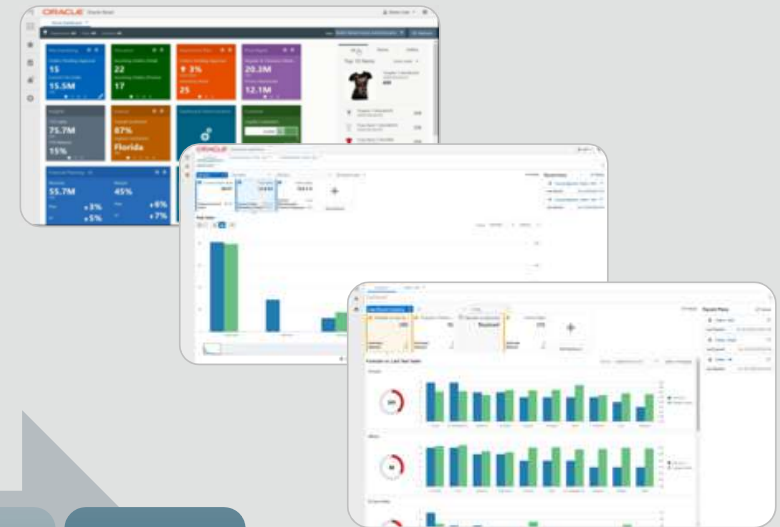
Estimate Demand Parameters

Prune

Escalate

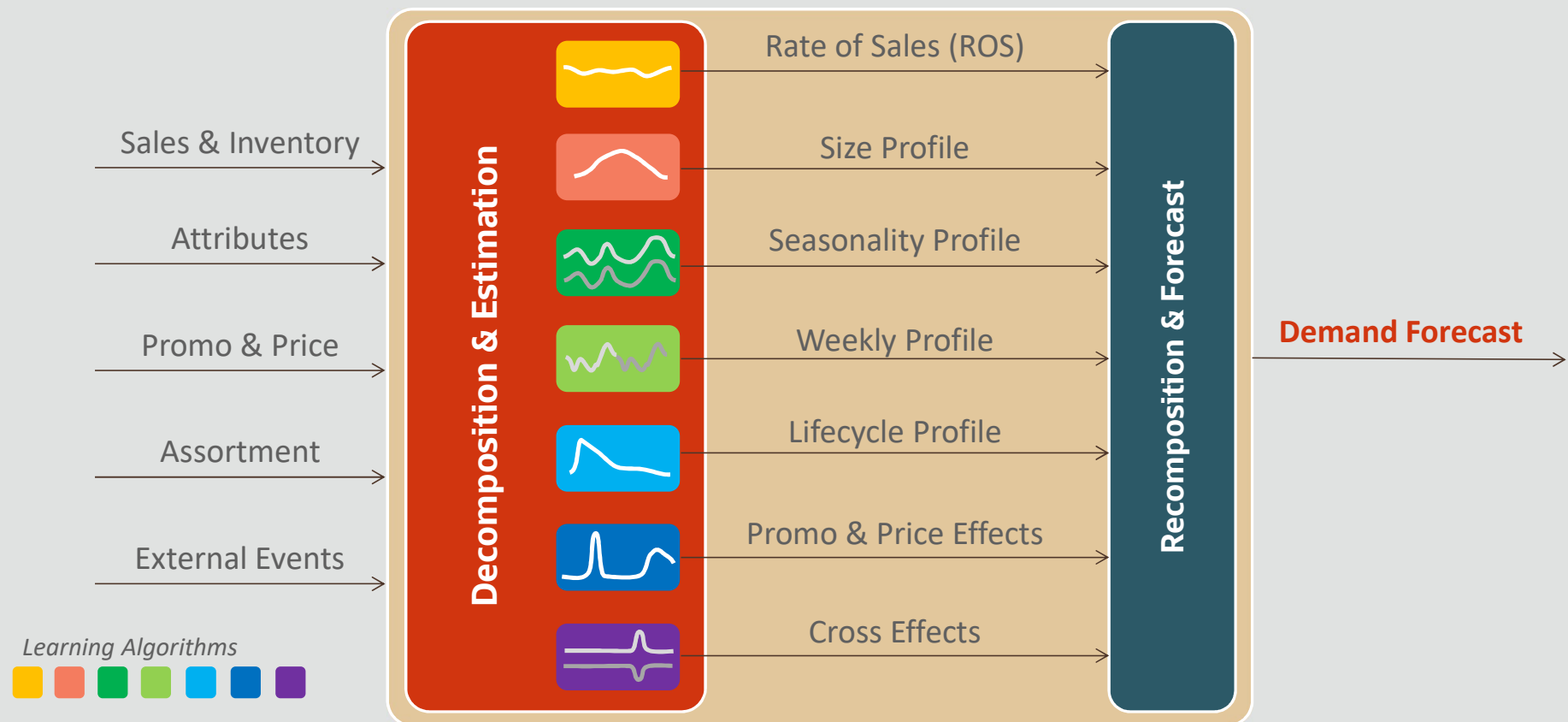
Forecast

Maximize the productivity of your team



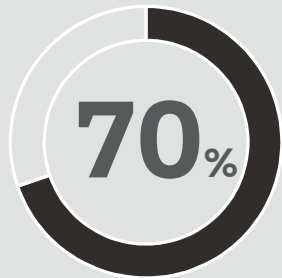
# Next Generation” Demand Forecasting

## *Retail Demand Forecasting*



# Driving Customer Success

## A Customer Case Study



promotional forecasts improved using completely **automated** next generation forecasting science



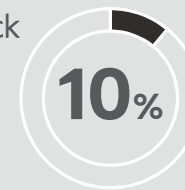
forecasts **adjusted** by end-users using **current** solution



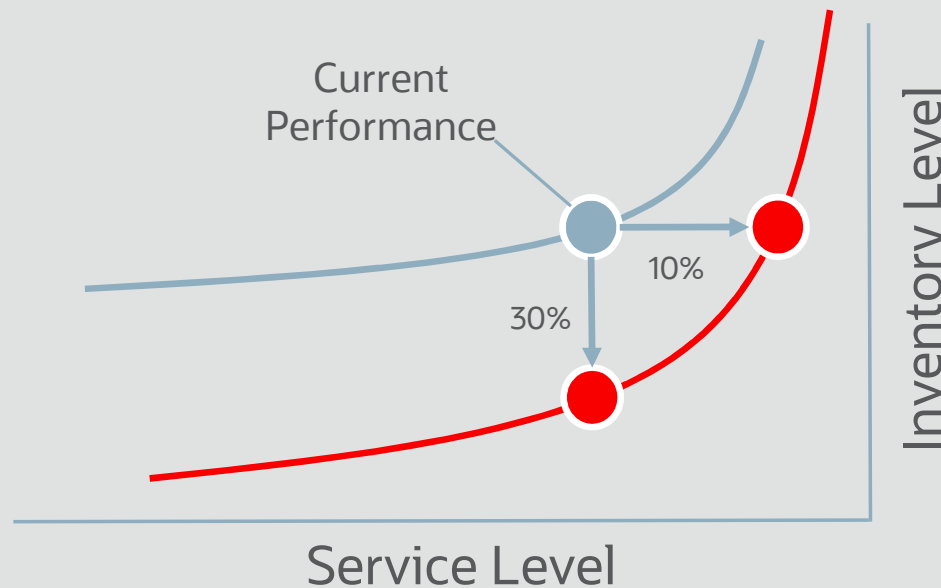
reduction in Inventory while achieving same Service Levels



decrease in Safety Stock from higher forecast confidence



improvement in **Service Levels** through smarter placement of same Inventory



### Delivering Tangible Results:

Our next generation forecasting science was evaluated against **2.2M units sold** over the holiday season. With the forecast accuracy improvements, the retailer could achieve the same sales with at least **345K units less** of inventory.

# Oracle Retail Sciences

*Delivering Pervasive Value Across the Enterprise*

Pack Optimization

Invoice Match Optimization

Inventory Re-balancing

Halo / Cannibalization

Inventory Optimization

Returns Optimization

Replenishment Optimization

ASO

Assortment & Space Optimization



OO

Promotion, Markdown & Offer Optimization



Science-driven Actionable Insights

AA

Affinity Analysis



SC

Store Clustering



CS

Customer Segmentation



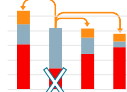
CDT

Customer Decision Trees



DT

Demand Transference



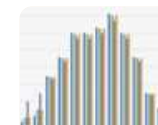
AE&B

Attribute Extraction & Binning



PS

Profile Science



IW

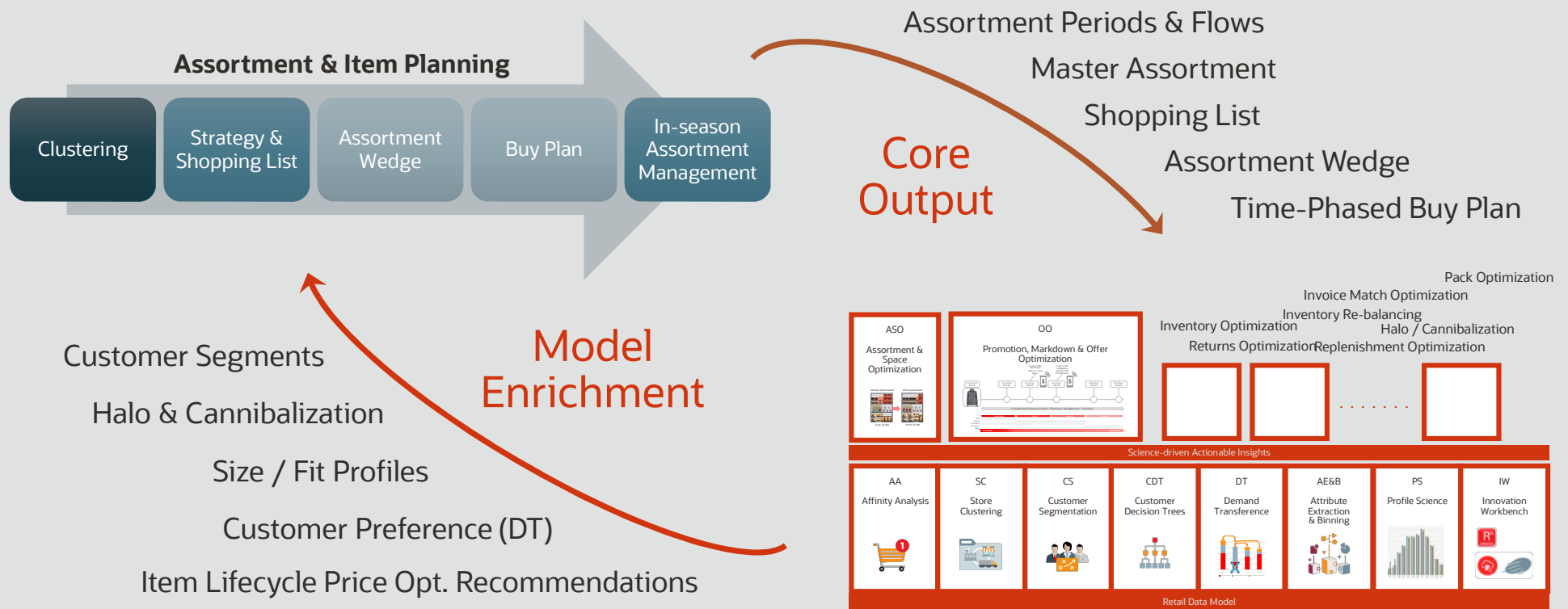
Innovation Workbench



Retail Data Model

# Maximizing the Value of Your Data

*Increasing Accuracy with Data Science*





# The Platform For Modern Retail

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## 2 **Tailor the Experience**

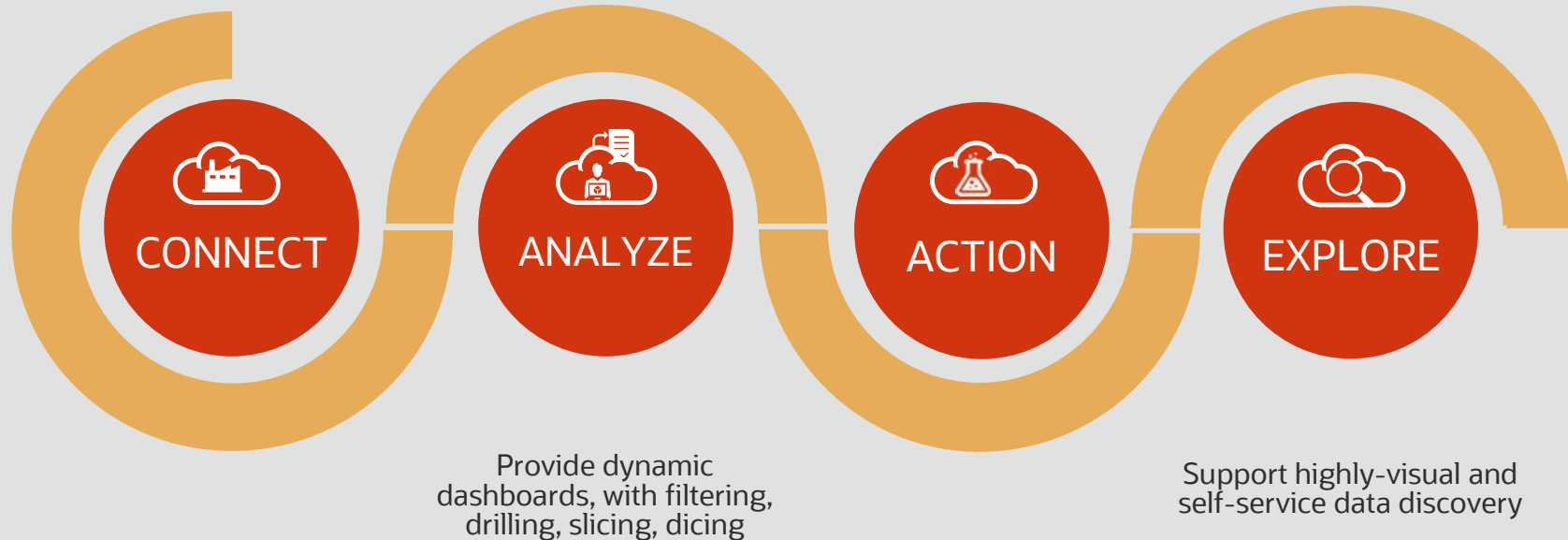
Coordinate, Explain &  
Predict Outcomes

# Contextualize – Prioritize – Respond

*Interactive Data Visualization Capabilities to Discover, Explain & Predict Outcomes*

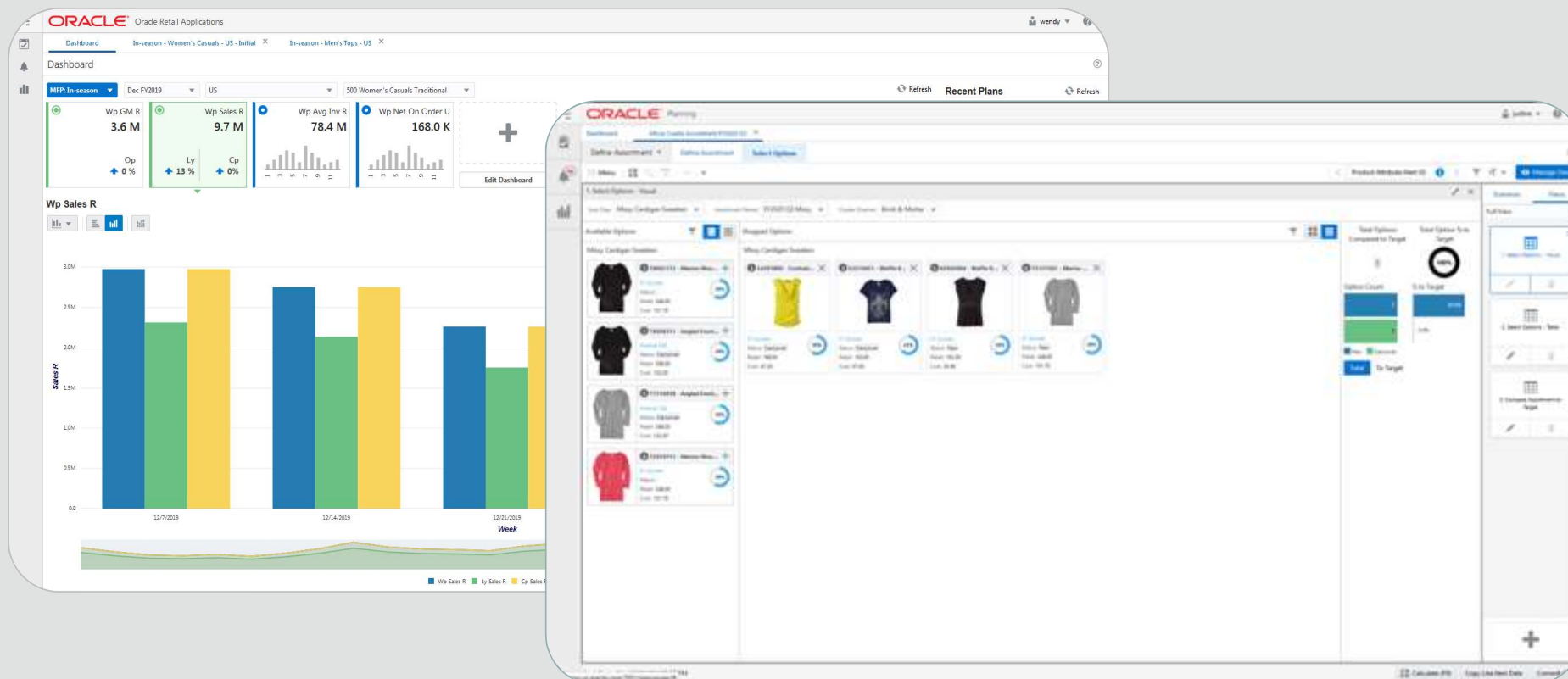
Connect people to the applications  
& information they need

Automate decision making with  
science and analytics



# Dashboard-Driven

## *Tailoring The Experience*



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Dashboard

Dashboard



MFP: In-season 8/24/2019 US All Product

Wp Sales R  
6.9 M  
Ly 29% ↑ Cp 0% ↑

Wp GM R  
2.4 M  
Ly 29% ↑ Cp 0% ↑

Wp Returns R  
940.2 K  
Ly 27% ↑ Cp 0% ↑

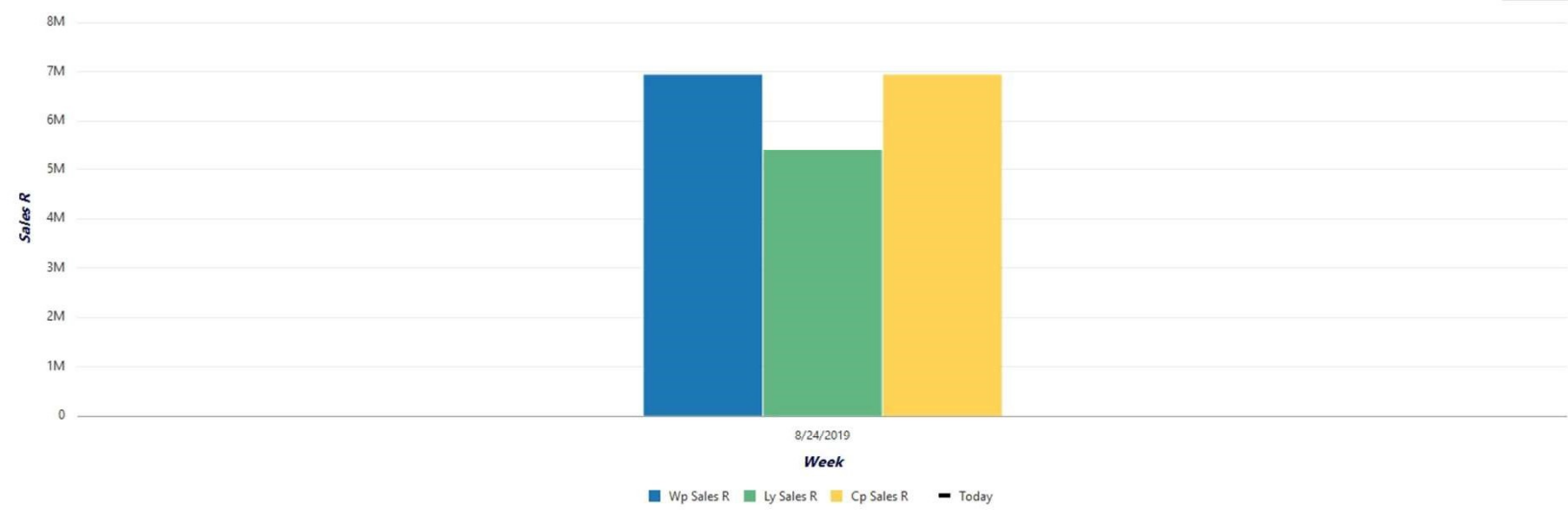
Wp EOP R  
346.9 M  
Ly 27% ↑ Cp 0% ↑

Wp Forward Cov...  
68.31  
Ly 68% ↑ Cp 9.7% ↓

+

Edit Dashboard

Wp Sales R



Recent Plans Refresh

- 1 - InSeason Plan**  
Last Opened Jan 12, 2018 2:34:32 PM
- 90 - Inseason Plan NRF**  
Last Opened Jan 12, 2018 2:32:28 PM
- 92 - InSeson Plan NRF**  
Last Opened Jan 10, 2018 10:16:03 PM
- 999 - NRF Formatting Merch Plan**  
Last Opened Jan 8, 2018 4:23:46 PM
- 2 - Merch Plan CS\_**  
Last Opened Jan 8, 2018 4:20:15 PM
- 5 - Merc Plan CS IS\_**  
Last Opened Jan 8, 2018 4:19:37 PM
- 91 - In Season Plan NRF**  
Last Opened Jan 8, 2018 2:03:02 PM
- 92 - Merch Plan Alerts\_2**  
Last Opened Jan 8, 2018 10:08:51 AM
- 999 - Tom Preseason Test**  
Last Opened Jan 5, 2018 3:38:25 PM
- 6 - Merc Plan Tgt CS IS\_**  
Last Opened Jan 5, 2018 11:33:29 AM

1. Approve Plan

Product		Calendar	Winter 2020		
Location		Measure			
Brick & Mortar	Approve		Missy Sweaters	Missy Cardigan Sweaters	Missy Co Should Sweate
	Notes	First Pass	First Pass	First Pass	
	Approval Info	demouserap_amer	demouserap_amer	demouserap_amer	
A / Conservative / Cold	Approve				
	Notes	First Pass	First Pass	First Pass	
	Approval Info	demouserap_amer	demouserap_amer	demouserap_amer	
A / Conservative / Marine	Approve				
	Notes	First Pass	First Pass	First Pass	
	Approval Info	demouserap_amer	demouserap_amer	demouserap_amer	
A / Conservative / Mixed Humid	Approve				
	Notes	First Pass	First Pass	First Pass	
	Approval Info	demouserap_amer	demouserap_amer	demouserap_amer	

2. Review Approved Assortment

Calendar	Location	Assortment	Measure
Product	A / Conservative / Marine		

Fetching Data...

Scenarios Views

2 Vertical

1. Approve Plan

2. Review Approved Assortment





# The Platform For Modern Retail

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## 3 **Operational Agility**

Offering Choice and  
Flexibility with an End-  
to-End Modern Cloud  
Platform

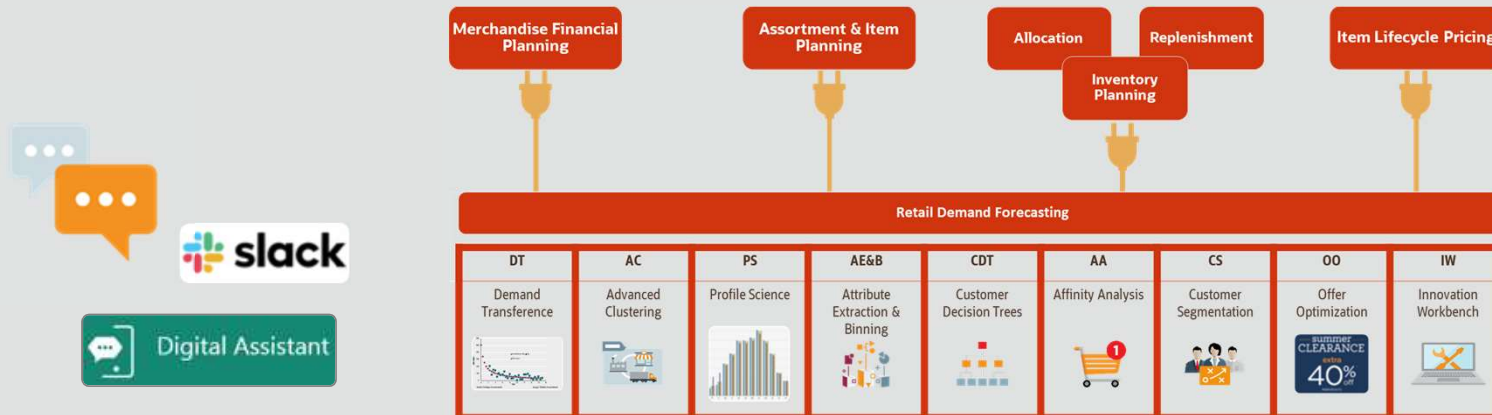
# The Platform for Modern Retail

*Driving Innovation Leveraging Extensible Capabilities*

Dashboards  
Exceptions  
Workflows  
Visualizations  
Views

***Evolve Your Cloud Service with Upgrade-  
Compatible Configuration and Extensions***

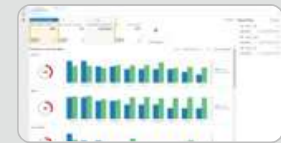
Data Model  
Analytics  
Models & Algorithms  
Integrations  
Orchestration



# Driving End User Value

## *Self-Sustaining Service*

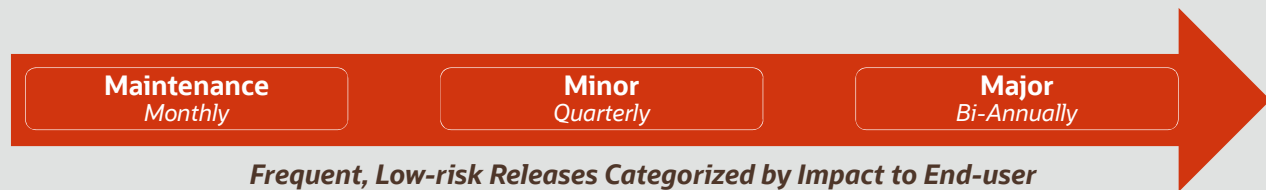
Speed to Value



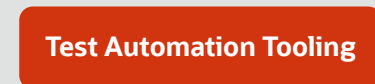
*'On Trend' Best Practice Templates + Exception Based Workflows*



Continuous Delivery



Holistic Support



Get the Most From Your  
Cloud Service







# Thank You



[matt.hampton@oracle.com](mailto:matt.hampton@oracle.com)  
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