Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

ORACLE

Own Brand Management

By Oracle Retail Brand Compliance

Modern Retail

Pivot to Customer

Put the Customer at the Core of Your Operations

Invest with Intent

Create Experiences Based on Desired Outcomes

Best to Next Practice

Engage the Customer as an Individual

Platform for Modern Retail

Shift to Next Practice
Move from protection to promotion

Tailor the Experience
Single collaborative platform of truth for your brand

Drive Operational Agility
Connect, collaborate and leverage emerging technologies

"Compliance is seen as a necessary evil that slows down product development and is only respected when we fix the crisis, imagine if we could prevent them!"
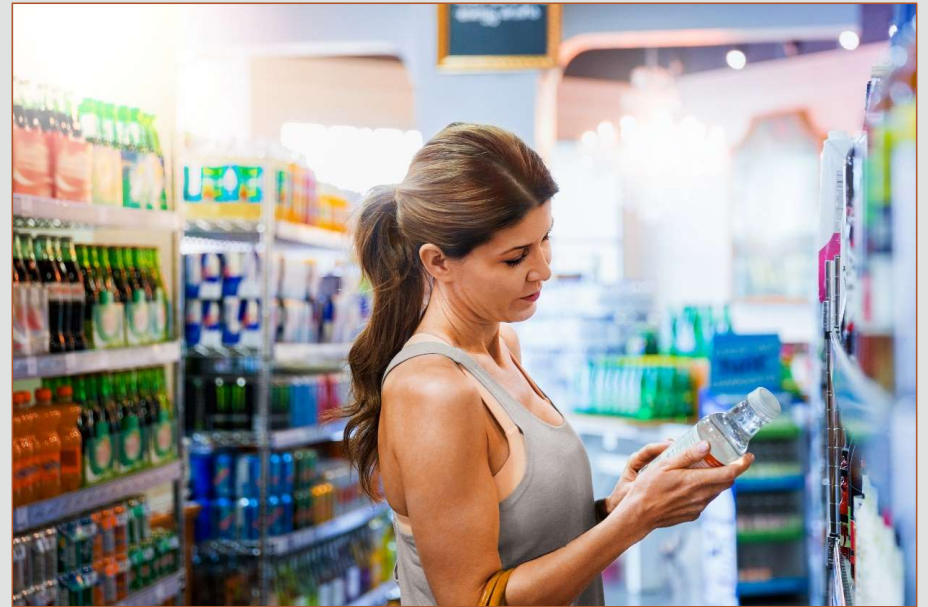
—

Texas based family grocer

25 Years of Own Brand Management balance

Rapid growth in portfolio, ranges and categories to stay competitive

Ensuring quality, sustainability, compliance and transparency across your portfolio and supply chain

"The quality of product data is now as important as the quality of the product!"

Leading European industry expert

65%

Consumers feel transparency is key to their choice

"**Our brand, image, integrity and consumer trust depends on our ability to be transparent, responsive, due diligent and compliant, Brand Compliance is our platform for achieving this.**"
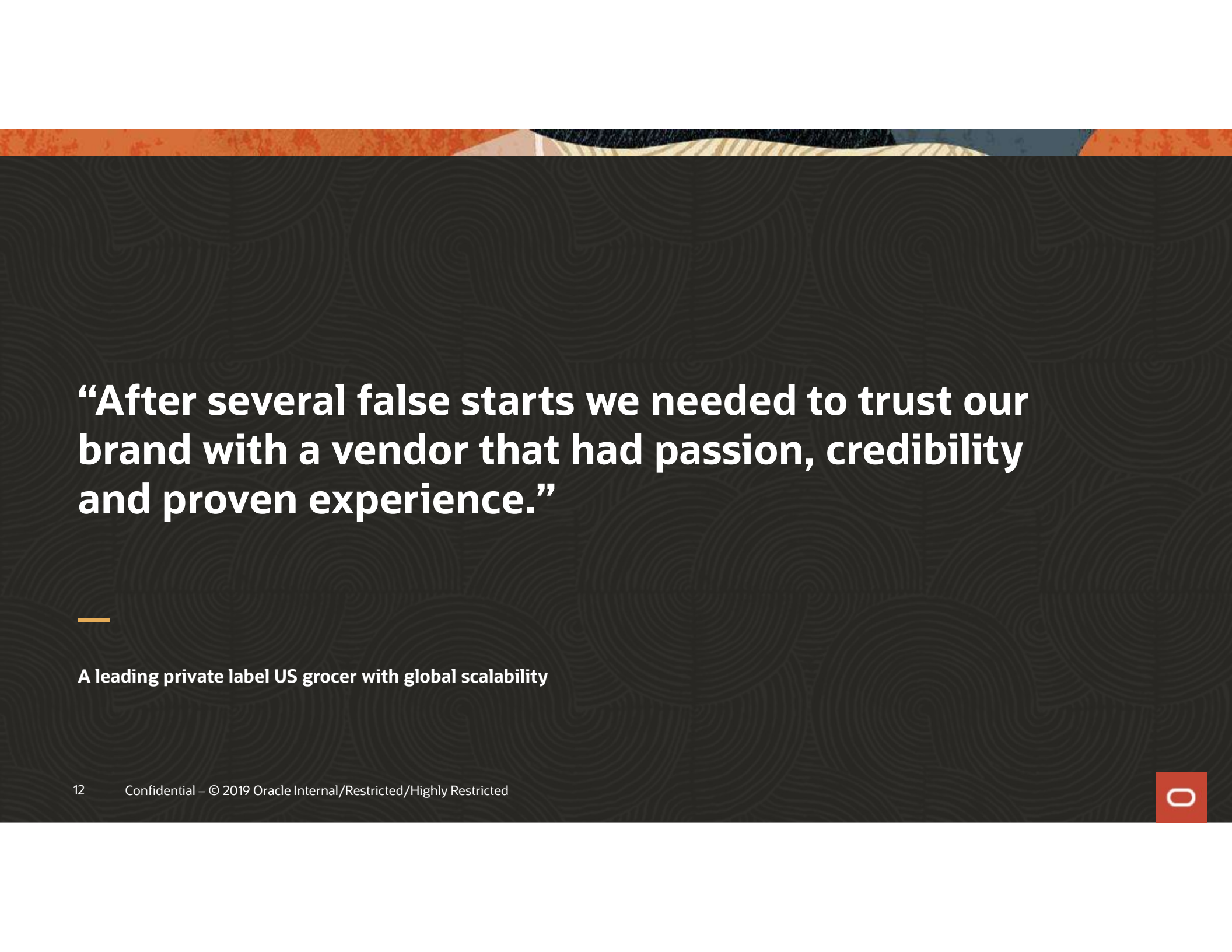
—

One of the top 4 UK retailers

25%

Retailers confident in their product and supply chain data

Confidential – Oracle Internal/Restricted/Highly Restricted

"After several false starts we needed to trust our brand with a vendor that had passion, credibility and proven experience."

—

A leading private label US grocer with global scalability

47%

Recalls are due to mislabeling

"Before Oracle Brand Compliance we risked media, consumer and government scrutiny until we got answers, today we can respond within minutes."

One of the top 4 UK retailers

90%

Of consumers are choosing private label due to quality at great value

—

"We needed a solution that would enable us to grow, scale and out pace the national brands, Oracle's Brand Compliance enables this. "

—

One of the fastest growing North American regional retail brands

Sustainability Sells

Organic, all natural, fair trade and eco fashion

"With Oracle Brand Compliance we have been able to rapidly redevelop, rebrand and re-evaluate over 600 products within weeks to support our new health range."

—

$71bn North American national retailer

85%

Product development teams use on average 17 different digital and manual systems

"We needed our highly skilled technologists to be technologists and not administrators."

—

One of North Americas most recognised family brands

25 years of enabling growth and protection

private label brand growth
10% → **50%**
of market shelf

2% global growth in private label YoY

On average improved speed to market by
25%
by reducing administration by **75%**

Being first to market with new or me too products is vital to success

12%
increase in revenue per product or portfolio growth of a **3rd** more per year

Growth in portfolio across budget, select and premium ranges is essential to being competitive

Reduced R&D costs by **10%** by enabling **anticipation** of risk, **simplifying** the process and inspiring collaboration

Controlling material, resource and liability is fundamental to ensuring sustainability

"Brand Compliance supported us and our 600 suppliers in the rebranding of over 4,000 SKU's."

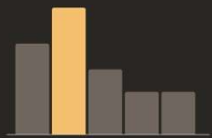2nd largest Canadian grocer

Oracle Retail Brand Compliance adoption

10,000 concurrent users daily

80% Private label supplier adoption

Over 1 million products protected

7 out of 10 retailers trust Oracle with their brands

Our inspiration

- Annual NA, EMEA & APAC user group summits
- Quarterly global user group reviews
- Monthly feature and functional working groups

Oracle Retail Brand Compliance
Branded Portals

Search: 'orbc.prod'
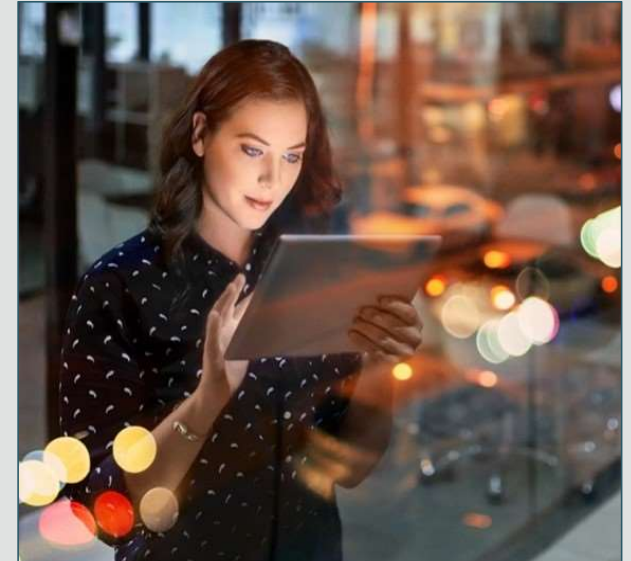
Oracle Retail Brand Compliance

Process Compliance

Planning and monitoring of process, governance, resources and stage gate approvals to ensure due diligence and speed to market.
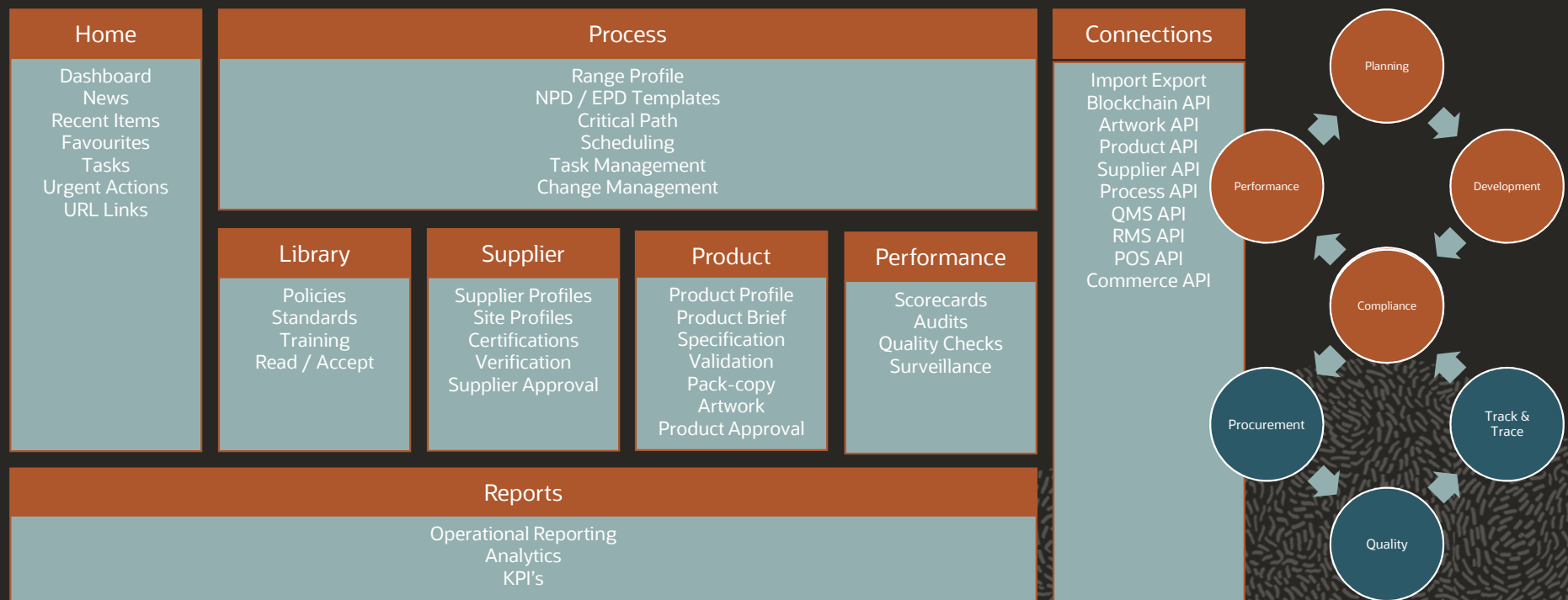
Supplier Compliance

Assessment and authentication of ethical standards, performance, certifications and sustainability to reduce supply chain risks.
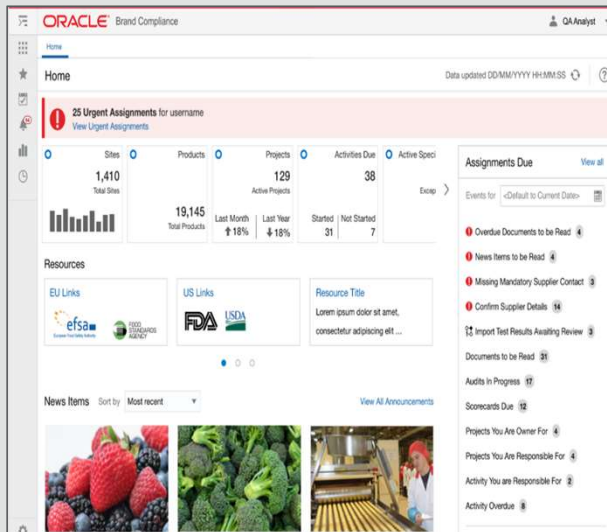
Product Compliance

Develop, validate, publish and survey product design and technical specifications to ensure compliance, accurate labeling and brand protection.

End to end collaborative & connected platform

Home
Dashboard
News
Recent Items
Favourites
Tasks
Urgent Actions
URL Links

Process
Range Profile
NPD / EPD Templates
Critical Path
Scheduling
Task Management
Change Management

Library
Policies
Standards
Training
Read / Accept

Supplier
Supplier Profiles
Site Profiles
Certifications
Verification
Supplier Approval

Product
Product Profile
Product Brief
Specification
Validation
Pack-copy
Artwork
Product Approval

Performance
Scorecards
Audits
Quality Checks
Surveillance

Connections
Import Export
Blockchain API
Artwork API
Product API
Supplier API
Process API
QMS API
RMS API
POS API
Commerce API

Reports
Operational Reporting
Analytics
KPI's

Planning

Performance

Development

Compliance

Procurement

Track & Trace

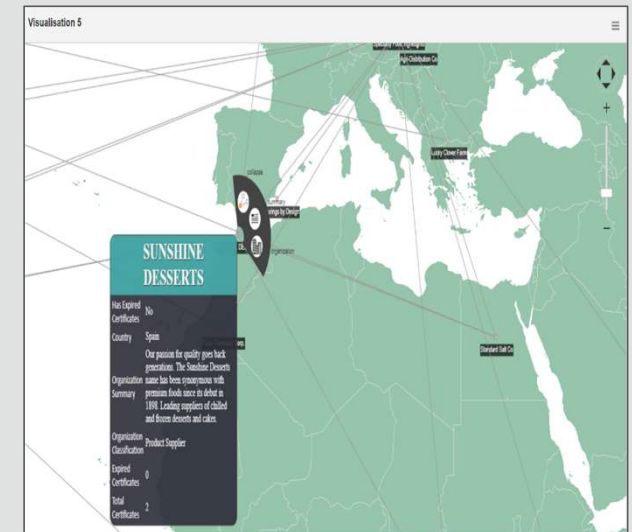Quality

Master for Own Brand Management

Improved Productivity

Ease of use, intuitive, mobile, workflow, design, simple & relevant.

Scope Expansion

New features, modules, extensions, capabilities & connectivity.

Connected Market

Shared data, integrated, connected & embracing emerging technology.

"We chose Oracle because they were consistent in their approach, expertise and understanding of our needs."

—

Leading private label regional family grocer

Roadmap

Past

API connections and integrations

Fully self sufficient configurable platform and application

Advanced data security and protection

Current

New and advanced business intelligence, reporting and analytics

Product formulation and composition

Packaging sustainability

Next

New, fresh and dashboard driven user interface

Extended R&D and compliance features for GM and Fashion

Future

Extended supply chain transparency and traceability features and connections

"I can't trace it if I don't know what 'it' is and I can't test it if I don't know what to test for! That's why we need an own brand management system first"

Market leading expert

Thank you

—

Paul Woodward

Senior Director
Oracle Retail Solution Strategy