Oracle Retail Brand Compliance is a platform for diligently developing, managing, and mastering private own brand products and supplier data, feeding labelling, operations, stores, and commerce. As a collaborative platform this enables retailers to network with suppliers, partners, and data pools to source, develop, validate, and deliver new ranges, transparency, sustainability, and quality. Thus providing the origin and single source of the truth.

**Oracle Retail Brand Compliance Solutions**

Prevent:
Reduce risk through a collaborative platform for lifecycle and compliance management
End to end product lifecycle management for the sourcing, development, compliance, surveillance and performance of your private own brand portfolio

Promote:
Promote and develop a transparent & sustainable brand with data you can trust and share
Product and supplier attribute information management enabling the distribution of fully maintained, up to date and validated data

Protect:
Rapidly respond to crisis and risk through access to a single version of the truth
Supply chain and material transparency enabling proactive and reactive evaluations of formulations, suppliers and supply chain connections
Brand Lifecycle Management
Collaborative product lifecycle management for the sourcing, on-boarding and development of your private label assortment

Develop a transparent brand
• NPD, EPD, and packaging business process management
• Collaborative critical path tracking and analytics
• Supplier selection, on-boarding, and compliance management
• Product design, development, and specification governance
• Product, supplier, and supply chain change management

Accelerate your speed to market

Product Lifecycle Planning
Design or utilize pre-defined NPD, EPD, and packaging process critical path templates, schedule resources, track and monitor progress and manage change and communication.

Sourcing & Onboarding
Communicate and collaborate with potential suppliers on product briefs, samples and onboarding assessment and compliance.

Optimize & Streamline
Track critical path progress, compare and analyze patterns from project to project and create improved models and protocols.

Sustainable Sourcing
Survey and score card management to evaluate GHG Scope 3 metrics on carbon emissions, water consumption, water pollution, bio-diversity, social and other environmental parameters.
Sustainable Brand Management
Set, manage and track compliance against regulations, policies, standards and brand promises

Develop an ethical brand
- Utilise pre-defined or create and set standards & protocols
- Apply to sourcing, development, labelling, sustainability and quality processes
- Capture and validate compliance in real time
- Track change and continued conformance
- Communicate, on-board and monitor adoption of new and revised standards

Dietary, Environmental, Origin and Ethical Standards
Set, manage, and track all products and supply chains pre, during and post-launch to ensure conformance, risk mitigation, and adoption of change.

Product Specifications
Across all categories technical product specification templates and processes can be created utilizing pre-defined protocols, standards, and validation rules for food, fresh, alcohol, pet, formulated health & beauty, pharmaceuticals, and constructed general merchandise.

Health & Beauty Development
Specialized technical specification process for the formulation and validation of cosmetics, supplements, hygiene, and body care products utilizing industry protocols and material standards.

Packaging Build
Construction of primary, secondary, and tertiary packaging items with full material transparency capturing source, composition, plastics analysis, and recycling declarations.

Prevent risk & ensure diligence
Note: All plug-ins, extensions, and integrations are optional services that could be subject to additional license requirements.
Brand Labelling Management

Develop, authenticate and promote declarations claims and pledges on label, on screen and on device

Develop a digital brand

- Ingredient and final product specification & labelling brief management
- Instore formulation and fresh item labelling management
- Integrated artwork management
- Data analytics for brand promotion and marketing
- Data attribute distribution management

Grow & promote your portfolio

Fresh Item Labeling
In store formulation inclusive of dietary analysis, ingredient declarations and material transparency enabling the production of over the counter item labelling.

Recipe Development
Product composition features enabling the formulation of ingredients and sub compound recipes for auto creating and validating declarations and dietary claims against market regulations, brand standards and promotions.

Product Data Management
Final product labelling validation of claims, declarations, guidance, marketing and logo content. Plug-in artwork management enabling final approval of imagery and digital asset management. Data transfer to ecommerce, e-catalogue and consumer apps.

Material Transparency
Full supply chain mapping of every ingredient, compound and material for field to fork transparency into origin and sustainability needs.
Brand Safety Management

Anticipate, plan, and respond within seconds to new trends, market dynamics, and crisis

**Develop a trusted brand**

- Risk and incident alert and communication management
- Product and supply chain transparency management
- Plug-in blockchain track and trace management
- Plug-in recall and withdrawal management
- Product and supplier performance management

**Supplier Assessment**

Perform, track, and monitor supplier and production facility ethics, conditions, and practices. Track and score corrective actions, quality performance, and certifications.

**Product Surveillance**

Schedule and manage regular quality and compliance tests to track conformance and claim accuracy.

**Incident Management**

Analyze potential risk and impact of contamination, safety, hygiene, and geographic incidents. Auto collaborate with relative suppliers activating product withdraw or recall directly or through plug-in batch traceability systems.

**Environmental, social, and governance (ESG)**

Continuous assessment and governance of environmental and social standards and conformance.
Integrated set of modules across a single brand compliance collaborative platform

Oracle Retail Brand Compliance contains a suite of specialised modules and APIs designed to enable brand owners to manage their entire lifecycle of their private own brand portfolio.

Oracle Retail Brand Compliance Modules

- **Admin**
  - Fully self manageable configuration enabling tailoring to your own standards, processes and preferences

- **Workspace**
  - User defined dashboard homepage enabling personalised and relevant KPI’s, process, form, view and news navigation

- **Library**
  - Attach, manage and monitor the adoption of policies, training materials, standards and change notifications

- **Process**
  - Plan, build, publish and monitor critical paths for new products, reengineering and labelling changes

- **Supplier**
  - Select, on-board and continually assess your primary supplier, all production facilities and supply chain connections

- **Product**
  - Design, develop and validate the full technical specification, labelling brief and quality surveillance of your products

- **Reports**
  - Schedule and / or run queries, management reports and KPI analytics across all modules
Ingredients of success

When evaluating how to **grow**, **promote**, and **protect** your private brand portfolio do you consider a Product Lifecycle Management (PLM) system, a collaborative Specification and Label Management platform or a Regulatory, Compliance and Quality Management solution? We suggest the answer is all 3 in 1.

Prevent costs, grow revenues, protect your brand value like Orla

Compare Orla & Manuel
Ingredients of success

- Trusted by global leading brands since 1993
- 68% of adopted solutions are Oracle Retail Brand Compliance
- Over 80% of suppliers across North America and Europe use Oracle Retail Brand Compliance for at least 1 customer
- Connected directly to over 250,000 suppliers worldwide
- 4th generation by-design in partnership with Oracle Retail Brand Compliance User Group
- Supported the launch and production of over 1 million products worldwide
- Best of breed, best practice
- 12 weeks to go live with Oracle Retail Brand Compliance
- Supported the growth of private label brands to over 60% market share in UK
- ORBC is updated every 3 months to ensure compliance with industry needs, drive innovation with new features and improve the user experience
- 10,000 concurrent users access our Oracle Retail Brand Compliance solutions each day
- On average 99% of the global User Group meet quarterly
- Our core Transparency Tree captures, validates and monitors over 30,000 attributes
- On average 99%
- Be part of a world leading collaboration
- 4th generation by-design in partnership with Oracle Retail Brand Compliance User Group
Ingredients of success

**Improved efficiency and productivity**
- 25% improved speed to market
- 12% increase in productivity

**Accurate and reliable data reducing recalls, cost, and brand damage**
- 70% improved efficiency in technical data management
- 90% improvement in data confidence

**Rapid and transparent response to market opportunity and crisis driving brand loyalty, trust, and growth**
- 80% improvement in response time
- 56% increase in consumer trust

**Growth in brand revenue, margins and image**
- 17 to 1 reduction in systems
- 7 digit improvements in revenue and margins
About Oracle Retail:

Oracle brings retailers closer to their customers across every channel and helps them quickly adapt to changing market needs. With a complete set of business applications, cloud services, and hardware supporting everything from the customer to the back office, retailers can gain deep insight into customer needs, tailor product assortments, price and place products with purpose, and build detailed financial and workforce plans to meet customer expectations.

For more information, visit our website.