



DATASHEET

Oracle Retail Merchandising Insights Cloud Service

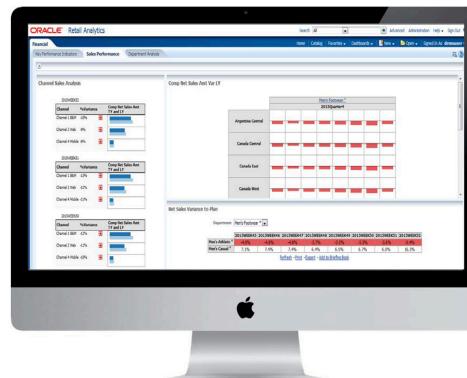
Effectively analyzing how consumers exploit the benefits of Empowered Commerce is critical to enabling the retail enterprise to deliver on its brand promise. Oracle Retail Merchandising Insights Cloud Service was designed with this in mind. Part of the Oracle Retail Insights family of cloud services, Oracle Retail Merchandising Insights is a powerful, flexible, mobile-enabled solution that provides data-driven and science-powered insights into a retailer's merchandising performance.

Oracle Retail Merchandising Insights Cloud Service

Oracle Retail Insights Cloud Services is a comprehensive solution, providing analytics that are:

- Descriptive - what is happening and why?
- Predictive - what will happen and why?
- Prescriptive - how can we influence what happens?

Oracle Retail Merchandising Insights is part of the Oracle Retail Insights Cloud Service family and can be extended with Oracle Retail Advanced Science Cloud Services. These services share a standards-based and retail-specific data model that reflects both functional and technical best practices, thousands of packaged metrics and hundreds of packaged reports and dashboards. Any number of Oracle Retail Insights Cloud Services can be combined with any number of Oracle Retail Advanced Science Cloud Services to support each retailer's unique needs, roles, processes, and data footprints - whether they be narrow, broad, or somewhere in-between.



Aligned with Oracle Retail Merchandising

While Oracle Retail Merchandising Insights Cloud Service can complement any retail application landscape, it is optimized for Oracle Retail Merchandising solutions:

- **Oracle Retail Merchandising System** – Enables retailers to execute on their core merchandising activities, including foundation data management, purchasing, replenishment and financial inventory valuation.

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KEY BENEFITS

- Convert data into insights that directly inform merchandising decisions, from assortment optimization to supplier management to sales forecasting
- Identify actionable merchandising opportunities across touch points, including backorder and returns, top/bottom seller, demand/fulfillment, and price and promotion analysis
- Leverage packaged, role-based dashboards, or build your own from thousands of metrics and attributes
- Employ a Balanced Scorecarding approach to your Monday Morning Reporting with a direct line-of-sight between corporate objectives and leading and lagging indicators of performance, resulting in comprehensive and strategic insights
- Glean trusted answers to critical merchandising business questions, like
 - What is driving my customer order sales?
 - How am I moving my inventory to fulfill orders, and how can that be improved?
 - Why are certain suppliers performing better than others?

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- **Oracle Merchandise Financial Planning** – Uses a cleansed view of history (adjusting for stock outs) to seed a top-down financial plan and allows the creation of top-down, bottom-up, and middle-out financial planning.
- **Oracle Retail Invoice Matching** – Provides all of the data necessary to support efficient processes for the verification of invoice accuracy and resolution of discrepancies prior to payment.
- **Oracle Retail Price Management** – A strategy-based pricing solution that executes pricing decisions.
- **Oracle Retail Sales Audit** – Provides the tools to evaluate point-of-sale data to ensure the accuracy and completeness of information exported to downstream systems used in optimization processes, financial reporting, and analysis.
- **Oracle Retail Category Management** – Enables the creation and execution of targeted customer centric assortments.

Lower Total Cost of Ownership

Oracle Retail Merchandising Insights Cloud Service is hosted in the Oracle Cloud and acquired exclusively through a subscription service (SaaS) model. This shifts funding from a potential capital investment in software and IT infrastructure to an operational expense. For one monthly* fee the retailer's business will benefit from world-class capabilities that drive marketing, service, and operations to meet and exceed customer expectations. From an IT perspective, the Oracle Cloud team takes on the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security.

For more information about Oracle Retail Merchandising Insights Cloud Service, please visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

KEY FEATURES

- Standards-based retail-specific insights for merchandising operations
- Universal Adaptors for eased integration with data from any source
- Supports seamless views of historical performance with respect to item reclassifications and organizational adjustments either "as-is" or "as-was"
- Flexible aggregation levels to optimize the balance of load versus query performance
- Optimized for the complete Oracle technology stack, from storage to scorecard
- Can be seamlessly extended with Oracle Retail Customer Insights and/or Oracle Retail Advanced Science Insights
- Aligned with Oracle Retail Merchandising
- Lower Total Cost of Ownership
- Faster time-to-value



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