

RETAIL

Redefining Retail Success

Innovation to deliver more connected,
personalized, and profitable experiences



Retail

Today's retailers are operating in an environment defined by volatility, margin pressure, and rapidly evolving customer expectations, shaped by the best experiences across industries. Consumers expect every interaction to feel personal, connected, and consistent across channels. They want sustainable choices, transparent information, and the same ease in-store as online, raising the bar for how retailers engage and operate.

To stay ahead, retailers must put unified data at the core, with embedded AI operating within customer engagement, merchandising, and supply chain workflows. Delivering connected journeys requires systems that unify customer, operational, and financial data while maintaining strong data protection standards. A real-time view of the customer enables retailers to remove friction, build loyalty, and align operations to deliver on those promises. Success requires supply chain visibility, continuous forecasting, agility in uncertain markets, and disciplined profitability management.

Key imperatives for retail

- 1** Attract, convert, and retain customers through personalized experiences that build lasting loyalty
- 2** Deliver connected journeys across channels and operations
- 3** Embed AI across retail workflows to improve speed, precision, and performance

Forces shaping the retail industry

INDUSTRY CHALLENGES

Evolving customer expectations

Customer expectations are influenced by the best experiences across industries, not just retail. Customers expect seamless, personalized engagement across every channel.

Operational volatility and supply chain complexity

Inventory volatility, supplier instability, and logistics complexity disrupt operations and erode trust. When supply and demand fall out of sync, customer journeys break down.

Disconnected data and systems

Disconnected customer, merchandising, and operational systems limit visibility and slow execution. Without unified data, retailers struggle to align demand signals with inventory, planning, and performance.

Rising sustainability and transparency demands

Customers expect sustainable sourcing and greater transparency. Retailers must balance environmental commitments with cost and operational complexity.

Margin pressure from shrinkage and Loss

Fraud, theft, and errors increase costs, create cash flow problems, and can potentially damage a retailer's reputation.

Workforce transformation and talent shortages

Retailers face talent shortages while employees demand flexibility and meaningful work. Intelligent tools can streamline repetitive tasks and support higher-value engagement.

VISION OF SUCCESS

Click on a section to learn more.



1: Deliver personalized, connected customer engagement

Customer expectations continue to evolve — influenced by the best experiences across industries. Competition is intense, and retaining loyal customers is critical to long-term growth. Driving differentiated engagement requires capturing, unifying, and activating customer data to deliver seamless, personalized experiences across digital and in-store touchpoints.

Recommended actions:

- Increase sales through deeper customer insights.
- Maximize the value of unified customer data across channels.
- Embed AI within engagement workflows to improve relevance and recommendations.
- Integrate loyalty, promotions, and payments to enable seamless, secure checkout experiences.
- Ensure a connected journey across point-of-service, order management, and loyalty systems.

How to get started:

- Assess key sources of customer data and identify integration gaps.
- Establish a unified customer profile foundation.
- Prioritize high-impact personalization use cases.
- Expand use of embedded AI within marketing and loyalty workflows.
- Align engagement KPIs with retention and lifetime value metrics.

Oracle capabilities enabling strategic goals



2: Improve operational resilience and performance

To remain competitive in a volatile economic environment, retailers must rely on precision-driven, data-backed strategies with embedded and agentic AI across supply chain and inventory workflows. Intelligent planning and execution streamline fulfillment, reduce overstocking and stockouts, and strengthen performance through reliable, efficient delivery.

Recommended actions:

- Improve end-to-end delivery tracking and visibility.
- Increase real-time inventory transparency across channels.
- Optimize planning and replenishment workflows.
- Proactively manage customer expectations through accurate fulfillment.
- Improve forecast accuracy to minimize overstock and stockouts.
- Turn operational data into actionable insight.
- Embed AI to continually refine forecasting and risk detection.

How to get started:

- Standardize on a unified platform to enable a single source of truth.
- Strengthen demand sensing and forecasting accuracy.
- Connect forecasting to planning and execution workflows.
- Track inventory movement from warehouse to store to customer.
- Use AI models to manage inventory levels and identify operational risks.

Oracle capabilities enabling strategic goals



3: Unify data to connect customer demand and operations

Build a connected retail foundation by aligning customer demand, merchandising, and operations. Use embedded AI and unified data to optimize inventory, surface opportunities, and provide real-time visibility. Connecting merchandising and financial systems improves margin visibility and accelerates decisions. Enable seamless commerce through consistent store and digital execution.

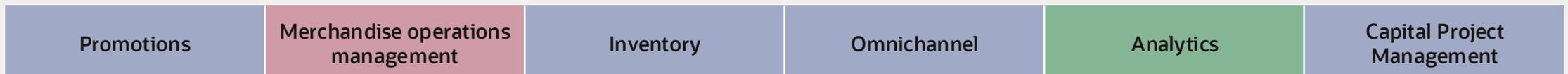
Recommended actions:

- Optimize inventory strategies across channels.
- Align merchandising decisions with real-time demand signals.
- Embed AI within merchandising and planning workflows.
- Refine promotional strategies using connected performance data.
- Balance digital and physical investments to support profitable growth.

How to get started:

- Refine inventory and assortment strategies.
- Improve data utilization across merchandising and operations.
- Apply AI to demand forecasting and inventory placement.
- Connect merchandising, inventory, and store processes on a unified platform.
- Standardize business processes to enable consistent execution.

Oracle capabilities enabling strategic goals



4: Deliver sustainable and transparent retail operations

Use analytics and embedded AI to predict demand, optimize logistics, reduce waste, and minimize fuel consumption. Integrate sustainability into sourcing, packaging, and reporting processes to strengthen transparency, improve compliance, and support operational performance.

Recommended actions:

- Strengthen sustainability initiatives to meet evolving global regulations.
- Reduce waste and advance circular supply chain practices.
- Improve ESG compliance and reporting accuracy.
- Increase visibility into environmental footprint and packaging recyclability.
- Collaborate with suppliers to support responsible sourcing.

How to get started:

- Standardize on a unified platform to enable a single source of truth for sustainability data.
- Optimize logistics and fulfillment to reduce waste and emissions.
- Use embedded AI to automate sustainability reporting and data collection.
- Increase transparency across sourcing and manufacturing processes.

Oracle capabilities enabling strategic goals



5: Protect margin and reduce loss with greater precision

Rising costs from theft, fraud, and operational errors compress margins and undermine performance. Embedded AI and advanced analytics enable retailers to detect anomalies earlier, improve inventory accuracy, and protect profitability while maintaining customer trust.

Recommended actions:

- Adopt a data-driven approach to identify primary drivers of shrink.
- Use AI and machine learning to analyze transaction patterns and detect anomalies.
- Strengthen financial visibility to understand margin impact.
- Improve payment visibility and risk management to reduce fraud, optimize authorization rates, and protect margin.

How to get started:

- Standardize on a unified retail platform for seamless data and workflows.
- Quantify shrink drivers and their impact on margin.
- Integrate point of service, merchandising, and inventory systems.
- Embed AI into monitoring and planning workflows.
- Use advanced analytics to support proactive decision-making.

Oracle capabilities enabling strategic goals



6: Empower the workforce with intelligent tools and automation

Retailers must equip frontline employees with timely data and intuitive tools that enable them to represent the brand and deliver exceptional customer experiences. Embedded and agentic AI can streamline recruiting, scheduling, and operational workflows, helping organizations adapt quickly while enabling associates to focus on higher-value engagement.

Recommended actions:

- Invest in modern, connected systems and tools across roles.
- Connect workforce planning to customer demand and operational needs.
- Align workforce planning and onboarding with seasonal demand fluctuations and promotional events.
- Equip associates with real-time customer and product insights integrated with point-of-service systems to support informed selling and service.
- Use agentic and embedded AI to automate routine HR and operational tasks.

How to get started:

- Standardize on a unified platform for end-to-end workforce visibility.
- Identify communication and productivity bottlenecks.
- Pilot AI-driven automation to reduce repetitive work.
- Develop flexible staffing plans and scenario-based models.
- Align workforce KPIs with customer and operational performance metrics.

Oracle capabilities enabling strategic goals



Internal questions to get going

Data and analytics readiness

- Do we have a unified data foundation across customer, merchandising, supply chain, and finance?
- Are we embedding AI directly into everyday workflows?
- Are store and digital systems connected to enable seamless engagement?

Sustainability shift

- Are we keeping pace with evolving sustainability and transparency expectations?
- Can we measure and report sustainability performance with confidence?
- Are sustainability initiatives integrated into sourcing, planning, and operations?

Profitability

- Do we have real-time visibility into margin performance across products and channels?
- Can we connect financial performance to merchandising and demand decisions?
- Are we equipped to adapt quickly to margin pressure and volatility?

Supply chain

- Can we align customer demand with inventory placement in real time?
- Do we have end-to-end visibility across suppliers and fulfillment?
- Are forecasting and planning processes connected across teams?
- Can we respond quickly to disruption while maintaining service levels?



Four key elements to your success

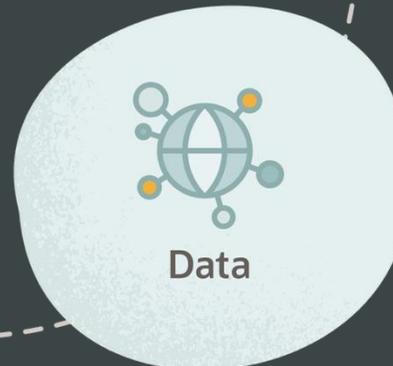
Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.



Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

 Oracle
Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.



Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Oracle Retail

Connect customer demand, operations, and intelligence to drive profitable growth

AI-Powered Retail Industry Business Capabilities							
Retail Operations							
Financial plan	Supplier & item assessment	Vendor order	Demand planning	Loyalty & engagements	Point of service & payments	Customer order management	Store ordering
Assortment & category plan	Product development	Contract & payables	Stock ledger	Price & promotions	eCommerce	Last mile	Inventory optimization
Enterprise Services							
Enterprise resource planning		Supply chain management		Customer experience		Human resources	
Global accounting	Performance management	Product lifecycle management		Customer data management		Global HR & payroll	
Procurement management	Project management	Manufacturing		Marketing		Workforce management	
Enterprise data management	Risk & compliance management	Transportation & warehouse mgmt.		Service		Talent management	
Enterprise Data Intelligence							
Enterprise Analytics							
Retail AI models			Retail analytics			Marketplace, extensibility & connection	
AI agents, gen AI services, classic AI			Telemetry, operations, business KPIs			APIs, supplier and partner tooling	
Cloud Infrastructure							
Compute	Networking	Storage	AI/ML	Security	Database	Compliance	
Public regions	Sovereign regions		Dedicated regions		Multicloud		Edge



Additional ways Oracle serves Retail



Complete capital program management

Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.



Resilient store and commerce connectivity

Eliminate IT overhead with an on-site edge device that provides secure connectivity and a unified platform to support all POS, mobile and pop-up retail environments across permanent and temporary locations.



Integrated in-store dining

Deploy restaurant-grade POS and kitchen management within retail cafés and food concepts using Oracle Symphony—integrating payments, inventory, and loyalty to deliver seamless guest experiences and unified operational visibility.

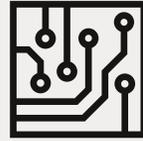
Why Oracle?



Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Committed to your success

Oracle Cloud Success Navigator



Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.



Confident design decisions deliver exceptional results

Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.



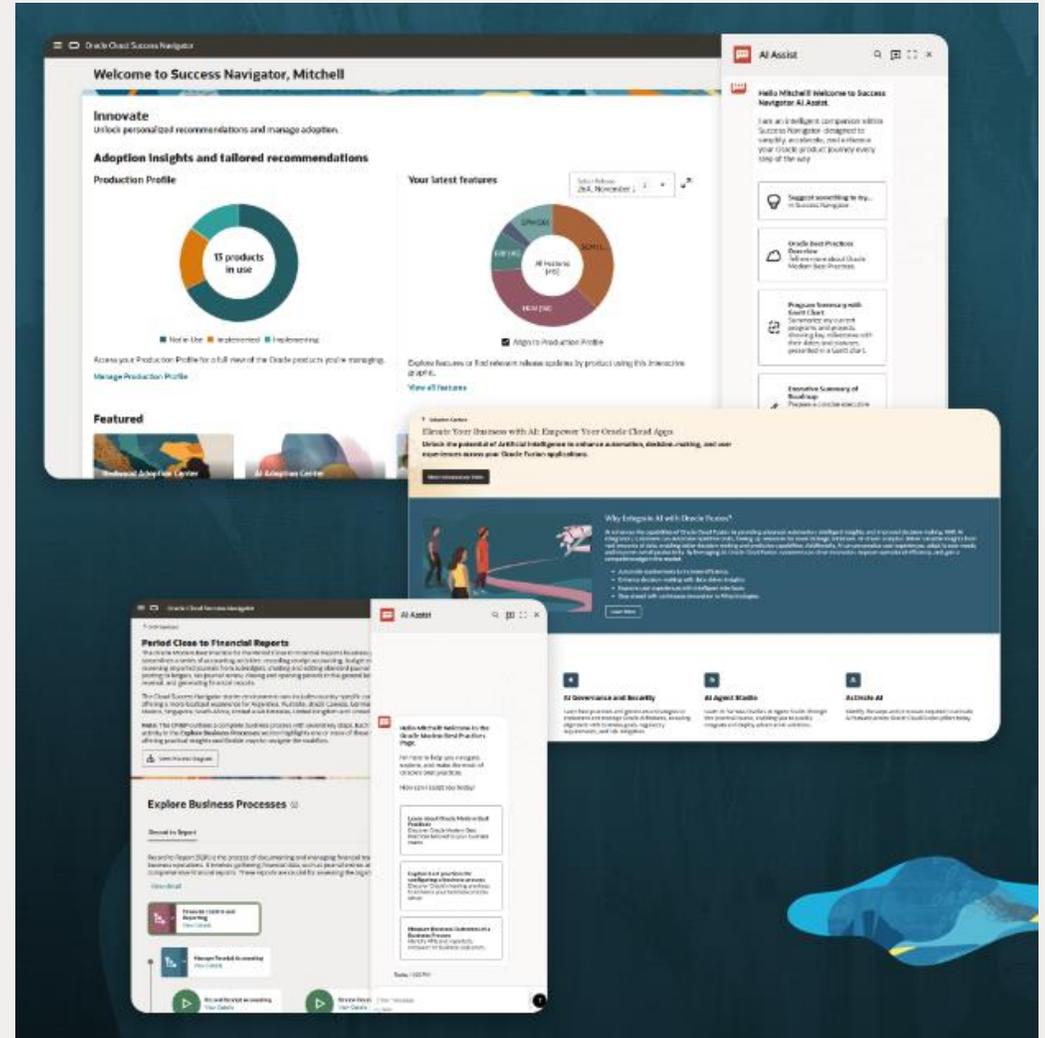
Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment



Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



Extensive partner ecosystem

+20,000
Partners and ISVs

accenture

cognizant

Deloitte.

KPMG

pwc

argano

cohere

genpact

inoapps

Peloton
CONSULTING GROUP | Digital
Transformation
Realized.

VERTEX

Avalara

aws

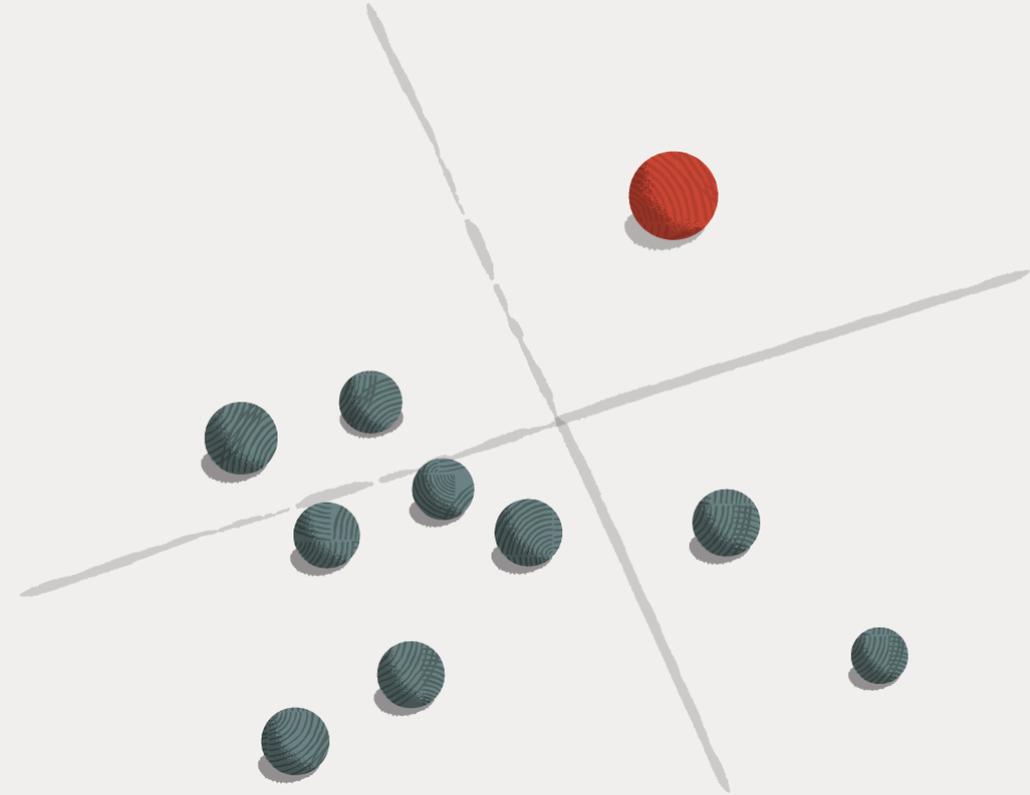
Google Cloud

Azure

nvidia

Consistently recognized leader in industry analyst reports

<https://www.oracle.com/corporate/analyst-reports/>





Thank you



To learn more, please visit:

oracle.com/retail

