

AI-Powered Retail

Tackling today's top challenges



The evolving retail landscape

Changing consumer expectations

5x

Five times the spend to acquire vs. retain a customer

Source: HBR / Bain

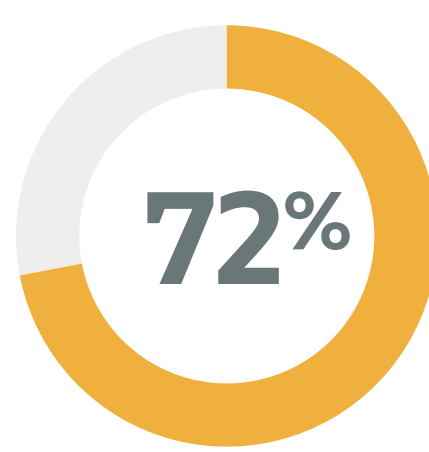
Global shrinkage

\$150B

\$150B of loss putting pressure on profit margins

Source: Berkeley Research Group

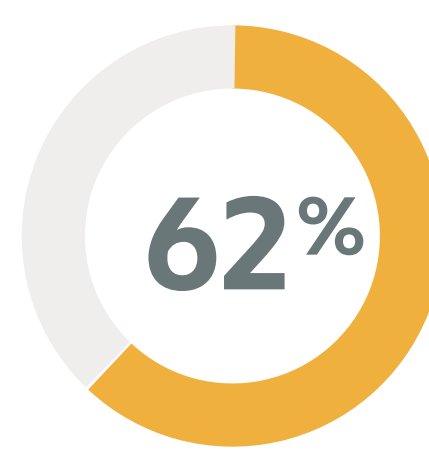
Economic uncertainty



72% of consumers do more online and in-store price comparisons

Source: eMarketer

Executing on sustainability goals



62% of consumers prefer products that match their values

Source: USA Today (June 26, 2025)

Retail complexity is rising. Fragmented systems, labor gaps, and shifting demand call for **smarter, connected, AI-powered operations.**

Navigating the future: the path retailers need to take

To compete in today's complex market, retailers must focus on two strategic priorities: **connected execution** and **operational agility with risk control.**



Priority 1: From data to decisions with embedded AI

- Use data as the foundation for intelligent execution
- Embed AI to help connect insights with business action
- Power faster, smarter decisions across the enterprise
- Move from reactive to predictive daily operations
- Align strategies through real-time data coordination



Priority 2: Connected execution across core retail operations

- Align planning, supply, and stores in one connected flow
- Empower teams to act on shared operational signals
- Increase agility with real-time visibility and response
- Improve coordination to enable reduced lead times and cost
- Help deliver consistent execution across the retail chain

Why Oracle?

Move faster, work smarter, and stay ready for what's next.

Oracle brings together embedded AI, connected applications, and unified data so you can streamline decisions, scale efficiently, and drive performance across your retail business. Become empowered to:

- Respond faster to shifts to boost sales and reduce markdowns
- Improve turns and accuracy to increase availability and control costs
- Unify planning and execution to cut lead times and boost margins
- Enhance productivity and elevate CX with simplified store ops
- Accelerate hiring, cut turnover, and build stronger teams
- Analyze patterns, flag risks early, and act proactively
- Gain inventory confidence to optimize fulfillment, pricing, and audits

How does connected retail technology improve daily execution at scale?

[Access webinar](#)

