

RETAIL

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Retail

Today's consumers expect exceptional service, hyperpersonalization, and transparency in sustainability programs. At the same time, physical stores are making a strong comeback, requiring seamless integration with digital experiences.

To stay ahead, leading retailers must be agile—anticipating trends, delivering what customers want, when and where they want it, and at the right price. This demands real-time visibility into demand, the ability to pivot quickly in a fast-changing marketplace, and a sharp focus on margins and business performance.

Key imperatives for retail

- 1** Attract and convert shoppers to buyers with a personalized experience to earn loyalty
- 2** Create connected journeys across channels
- 3** Unlock innovation and expand beyond traditional retail

Forces shaping the retail industry

INDUSTRY CHALLENGES

Changing consumer expectations

The way in which consumers engage with brands and make purchases is constantly evolving.

Supply chain disruption

Inventory, demand, logistics, and supplier reliability are core issues that present daily challenges. Disruptions cause customers to lose faith and take their business elsewhere.

Economic uncertainty

Market volatility and economic uncertainty have driven an abrupt shift in consumer behavior.

Executing on sustainability goals

Consumers are interested in more ecofriendly products. Retailers must balance the cost of more sustainable materials, manage complex supply chains, and ensure transparency.

Global retail shrinkage

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

Finding, attracting, and retaining talent

Retailers face a shortage of skilled workers, while workers are demanding more benefits and flexibility, making it harder to attract and retain top talent.

VISION OF SUCCESS

Click on a section to learn more.



1: Turbocharge customer interactions

Customer expectations are constantly evolving, competition is fierce, and retaining loyal customers is critical. Research consistently shows that it costs five times more to attract a new customer than it is to retain an existing one. The key to driving a hyperpersonalized customer experience lies in capturing and understanding the data that drives the behavior.

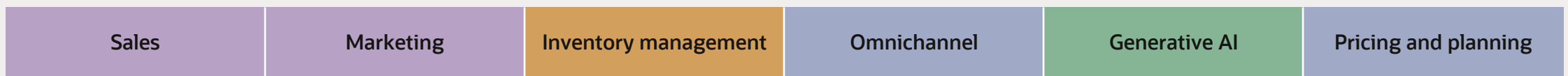
Recommended actions:

- Drive more sales through better insights using consumer data
- Maximize the value of data
- Deepen consumer knowledge
- Use AI for optimization, recommendations, and personalization
- Ensure a connected journey between point-of-service, order management, and customer engagement and loyalty systems

How to get started:

- Understand key sources of customer data
- Learn about AI and advanced data analytics
- Track customer interactions
- Identify top areas of customer frustration and disparate interactions

Oracle capabilities enabling strategic goals



2: Improve supply chain efficiency

To remain competitive and capture market share in today's demanding economic landscape, retailers will have to depend on precision-driven, data-backed strategies with applied AI to beat the inflationary squeeze. AI-driven supply chain and inventory planning can help retailers streamline the entire fulfillment process, reduce overstocking, and create a competitive advantage through reliable, efficient deliveries.

Recommended actions:

- Improve delivery tracking
- Increase inventory visibility
- Optimize inventory planning
- Proactively manage customer expectations
- Drive a more-accurate forecast to minimize overstock and stockouts
- Transform raw data into actionable insights
- Leverage AI to continually improve forecasting

How to get started:

- Standardize on a common platform that enables a single source of data
- Build more-accurate forecasts
- Connect forecasting to the inventory planning and optimization process
- Ensure the execution of the plan and the movement of inventory is tracked and reported on—from warehouse to store to customer
- Leverage AI models to help manage inventory levels, improve demand forecasting, and identify risks

Oracle capabilities enabling strategic goals



3: Connect customer demand with operations

Build a foundation for retail innovation and growth. Drive allocation decisions by leveraging AI to identify actionable merchandizing opportunities across touchpoints. Enhance the customer experience with access to real-time inventory. Execute seamless commerce through consistent, effective in-store processes and procedures.

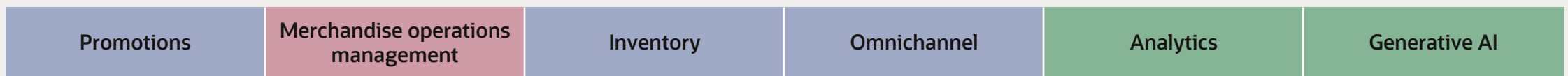
Recommended actions:

- Optimize your inventory strategies
- Analyze your competitive landscape
- Deepen insights into consumer behavior and preferences across categories and demographics
- Harness data and AI-driven solutions
- Enhance and refine promotional strategies

How to get started:

- Refine inventory strategies
- Enhance data utilization
- Leverage AI
- Use prebuilt business processes to customize apps to the way you do business

Oracle capabilities enabling strategic goals



4: Achieve sustainability excellence

Technological advancements, such as AI, can help retailers build more sustainable businesses. Leverage analytics and AI to predict demand, optimize logistics, reduce waste, and minimize fuel consumption. Explore innovative packaging solutions with recycled materials. Monitor and report your ESG practices.

Recommended actions:

- Strengthen sustainability efforts to meet stricter regulations
- Minimize waste and adopt circular practices
- Ensure compliance with import laws and improve ESG reporting
- Track environmental footprint and packaging recyclability
- Foster supplier collaboration for sustainable operations

How to get started:

- Standardize on a common platform that enables a single source of data for visibility and reporting
- Optimize logistics to reduce waste
- Improve demand forecasting to avoid overstocking
- Leverage AI to enhance sustainability reporting by automating data collection
- Develop private label lines for control over sourcing and manufacturing

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5: Evolve profitably—despite retail shrinkage

Rising costs from theft, fraud, and administrative errors are eating away at profits. Advanced technologies, such as AI and machine learning, can empower retailers to insulate operations from the impact of the loss to ensure continuity of business and customer trust.

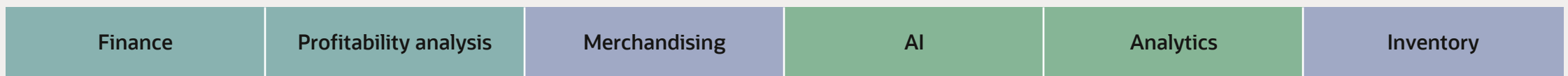
Recommended actions:

- Adopt a data-driven, collaborative, store-specific strategy
- Utilize AI and machine learning to analyze shopping patterns, detect anomalies, and prevent theft
- Leverage AI to optimize inventory, enhance demand forecasting, mitigate risks, and prevent shortages
- Better forecast and address shrinkage

How to get started:

- Standardize on a unified retail platform for seamless data and workflows
- Identify the impact of shrinkage
- Invest in AI-driven supply chain planning and inventory optimization
- Integrate point of service with order management for connected operations
- Implement advanced analytics for deeper insights and decision-making

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6: Transform the workforce

Retailers must empower frontline workers with data and information that will help them better represent the brand and deliver exceptional customer experiences. Find candidates that reflect your brand values and fill open positions faster. Quickly adapt staffing plans to changing store environments.

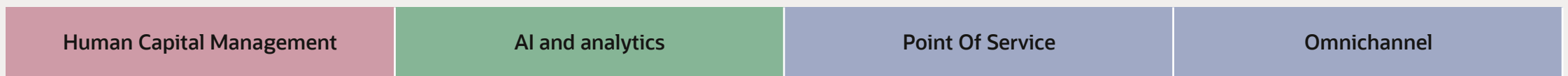
Recommended actions:

- Invest in modern systems and tools for all employees
- Align in-store/customer-facing solutions with the brand experience
- Connect the entire customer journey
- Empower frontline employees to provide the best consumer experience

How to get started:

- Standardize on a unified platform for end-to-end visibility from associate to planner to buyer
- Identify key communication and productivity bottlenecks
- Start experimenting with AI to automate repetitive tasks and increase efficiency
- Create flexible workforce plans and "what-if" models

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Internal questions to get going

Data and analytics readiness

Do we have the advantage of modern technology, such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies in stores and online?

Sustainability shift

Are we keeping up with new sustainability demands from customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of real profits, shrinkage, and how to adapt?

Are we able to accurately measure product and customer profitability?

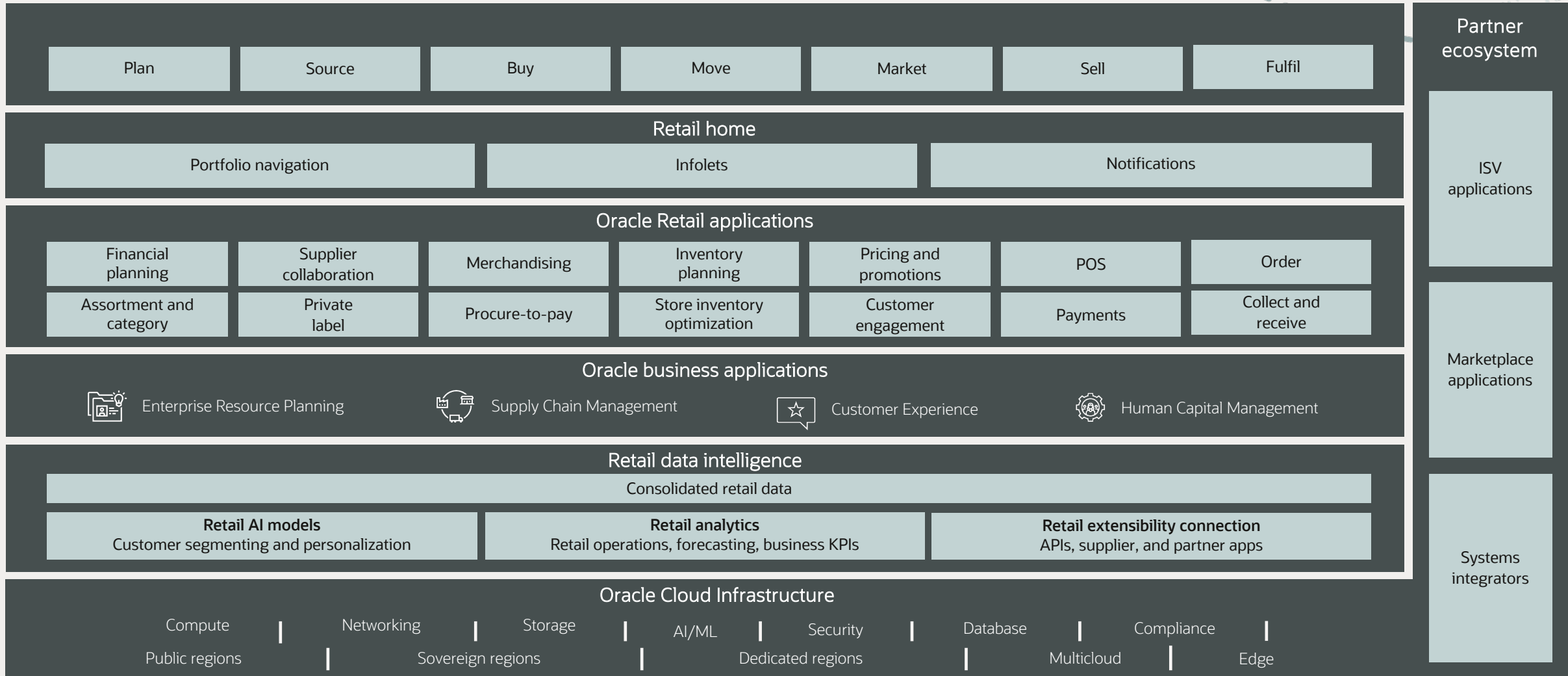
Supply chain

Can we be sure that the right products will be available to the right people in the right quantities at the right time?

Can we adequately manage complex supplier relationships?



Oracle Retail



Why Oracle?

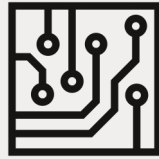


Complete suite

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.

Hundreds of new features each quarter.



Best cloud technology

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

Worldwide cloud regions for commercial and government, with more planned.



Award-winning design

Award-winning, consumer-grade user experience built with the Redwood design system.

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

Self-learning and self-improving applications.

Extensive partner and ISV ecosystem

+20,000

Partners and ISVs

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Deloitte.


pwc

 **cohere**

 **Palantir**

 **Red Hat**

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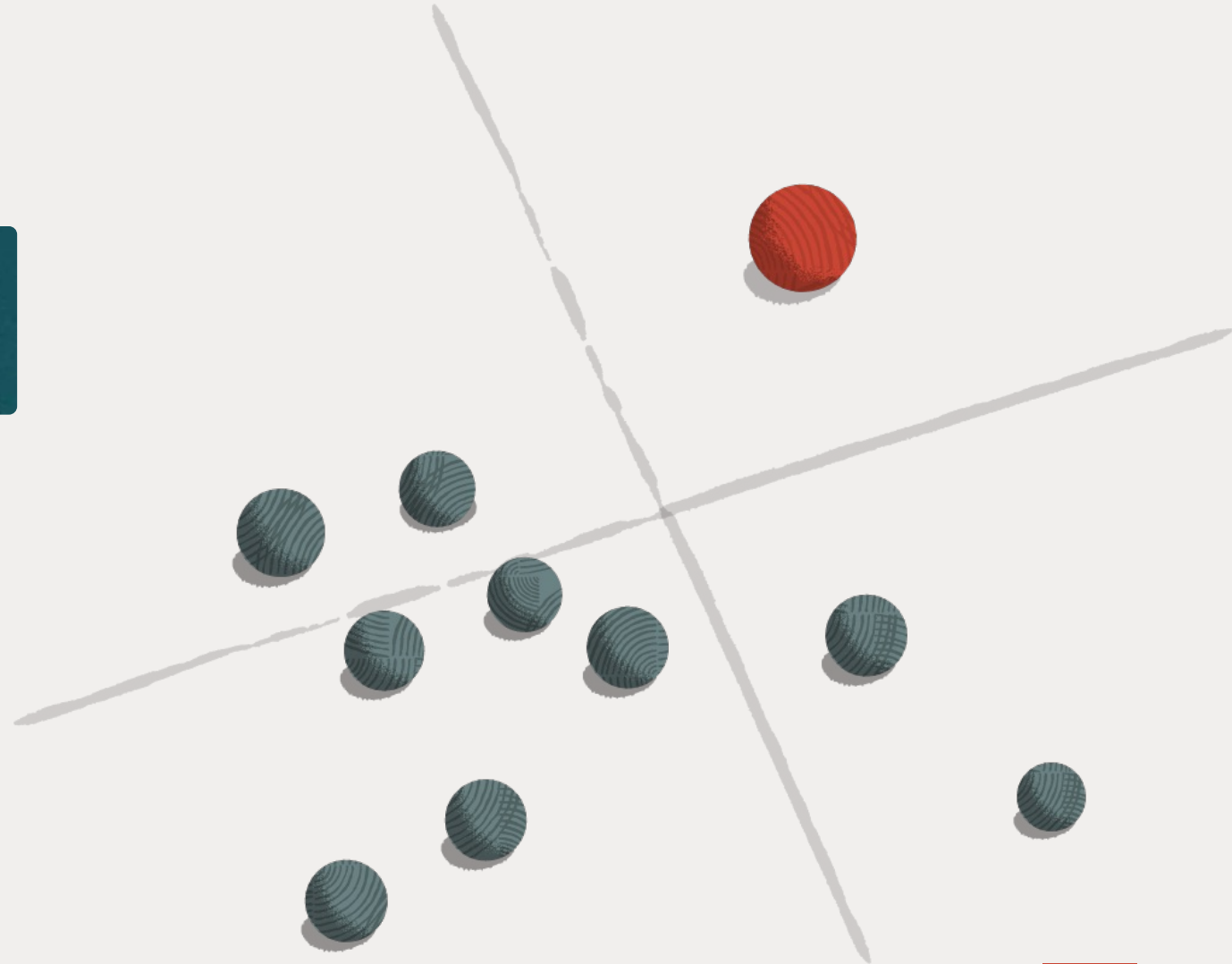

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Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





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