ETRO

## *Mobile POS to elevate the in-store customer experience*

Founded in Milan in 1968, ETRO is a lifestyle luxury brand with approximately 140 flagship stores in over 58 countries across Europe, the US, the Middle East, and Asia Pacific. The high-quality designer products are distributed by an attentive wholesale selection of leading department stores, multi-brand boutiques, e-tailers, and its directly operated ecommerce.

The Italian brand selected the Oracle Retail cloud platform to offer a luxury in-store shopping experience, including mobile Oracle Retail Xstore Point of Service systems and Oracle Retail Xoffice Cloud Service.

With the solutions, ETRO client advisors can focus on curating the right combination of items with a personalized selling approach for each customer across the company's stores.
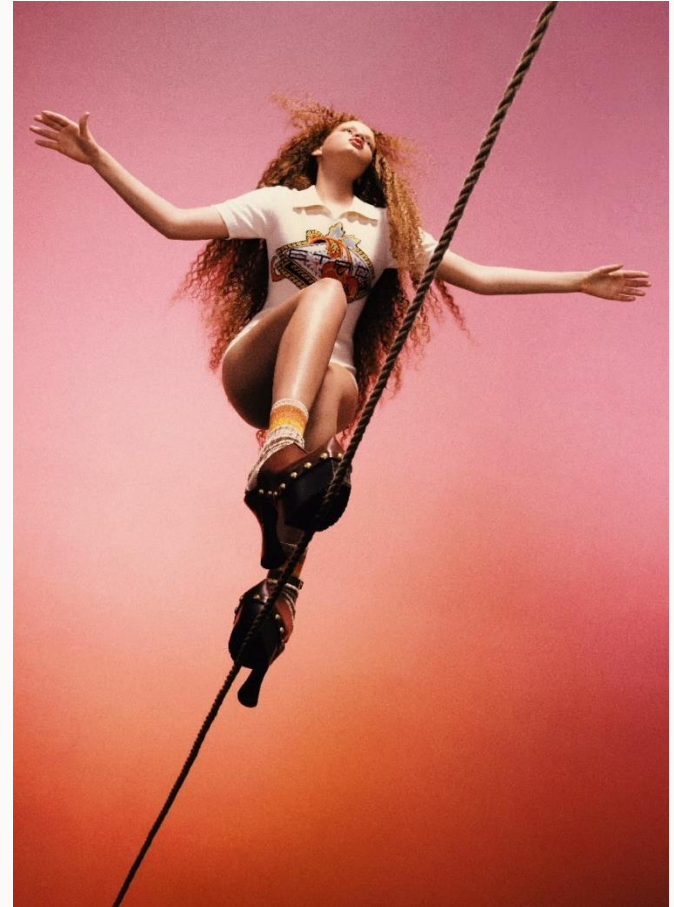
ETRO

The ETRO boutiques offer women's and men's ready-to-wear fashion clothing and accessories, home goods, and perfume collections in elite shopping districts like Milan, London, Paris, New York, Beijing, and Tokyo. Customer service and experience can differentiate the ETRO brand.

After evaluating several options, ETRO chose Oracle as a partner to deliver new mobile experiences to its customers. Oracle also provides a platform that the retailer can leverage to support growth and achieve business goals.

The technology allows the team to replicate its in-store experiences at scale so that customers get the same ETRO-level service no matter where they shop.

With the Oracle Retail systems, ETRO will be able to quickly stand-up new stores with a consistent, proven approach while creating flexibility to experiment with exciting new concepts.

For example, ETRO could add a mobile activation to pop-up experiences like Wonderland of Etropìa. ETRO's first project under Marco De Vincenzo's artistic director started in September and culminated with a series of activations worldwide, including a pop-up and pop-in stores.

Request a demo to see how Oracle helps fashion retailers to improve operational efficiencies

ETRO

Request a Demo

See how Oracle solutions help fashion retailers deliver an efficient shopping experience that meets consumers' needs with the right inventory and assortments that sell at the initial price

- Leverage shopper insights and big data to drive actionable insights in the store as well as relevant and clear decisions on assortment, pricing, and promotions.
- Ensure inventory accuracy across channels and locations with fulfillment strategies based on inventory availability and placement.
- Manage allocation for procurement, replenishment, and merchandising to support multiple consumer journeys.
- Enhance in-store and online buying experiences with the right products and an innovative checkout.
- Improve the results of acquisitions with solutions for targeting and segmenting backed by consumer data and machine learning.

About Oracle Retail

Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for best-of-breed business applications, cloud services, and hardware that are engineered to work together. Leading fashion, grocery, and specialty retailers use Oracle solutions to accelerate from best practice to next practice, drive operational agility, and refine the customer experience.
For more information, visit our website, www.oracle.com/retail.

Connect with us

Blog Retail   **Youtube Retail Playlist**   **LinkedIn Retail**

Call +**1.800.ORACLE1** or visit **oracle.com/retail**. Outside North America, find your local office at: **oracle.com/contact**.