



# Oracle Retail Promotion Engine Cloud Service

Oracle Retail Promotion Engine Cloud Service is designed to drive incremental revenue and profitability for retailers. The solution empowers the user to build customer loyalty, increase average spending, and drive repeat purchases. The integrated modules deliver strategic insights to help focus investments on high-potential customer segments and better inform decision-making in key aspects of merchandising and operations.

## POWERFUL PROMOTION ENGINE STREAMLINES OPERATIONS

Retail promotions and offers are an important strategy in a competitive marketplace. According to Oracle's recent consumer survey of over 8,000 global consumers, compelling promotional offers were the top reason behind competitive brand switching. A top reason that consumers join a retail loyalty program is for access to unique and personalized promotions.

The demand for more targeted promotions, combined with omnichannel shopping behaviors, creates significant operational challenges for retailers. These challenges fall into two categories: 1) offer definition and 2) offer fulfillment. Oracle Retail Promotion Engine Cloud Service is a powerful and highly scalable promotion management solution, deployed as a cloud service, designed to help retailers address these operational challenges.

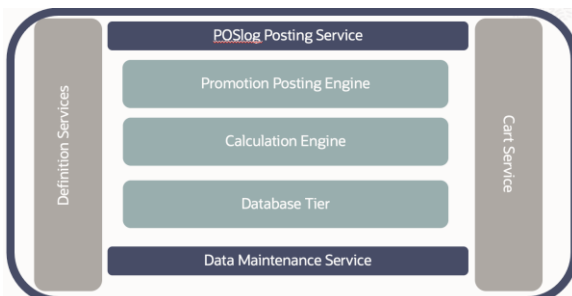
## SINGLE POINT OF CALCULATION

Oracle Retail Promotion Engine Cloud Service is a sophisticated calculation engine wrapped with REST APIs enabling retailers to integrate it with all transaction systems like POS, ecommerce, order management, and other shopping apps. This ensures that consumers receive a consistent purchase experience, while retailers only have one single system to validate against. Oracle Retail Promotion Engine Cloud Service is stateless, meaning promotions can be validated each time an item is added or at the end of a transaction. Regardless of how and when you use it, Oracle Retail Promotion Engine Cloud Service will return the cart with the applicable offers fully applied.



### Key Benefits

- Streamlines operations by being a single point of promotion definition across multiple platforms
- Consistent customer experience across selling channels as it is a single point of calculation
- Flexible implementation model as additional capabilities can be subscribed to separately



## SINGLE POINT OF DEFINITION

Oracle Retail Promotion Engine Cloud Service hosts REST services that enable external systems to publish a wide variety of promotions. This means that retailers can integrate legacy systems and custom-built promotion applications. They can also leverage integrated AI to bring the next level of automation into the promotion management process.

## INTEGRATED CLOUD SERVICES EXPAND PROMOTION CAPABILITIES

Oracle Retail Promotion Engine Cloud Service is tightly integrated with [Oracle Retail Customer Engagement Cloud Services](#). This model allows you to configure your implementation and better match services to your unique business processes.

[Oracle Retail Campaign and Deal Management](#) can seamlessly publish offers into Oracle Retail Promotion Engine Cloud Service. You can also extend promotion capabilities to easily include single and multi-use coupons. There are built-in performance scorecards to provide key performance metrics at-a-glance.

[Oracle Retail Customer Management and Segmentation Foundation Cloud Service](#) stores extensive customer information and enables you to define any number of customer segments. The campaign and deal management module harnesses this capability to target promotional offers to specific audiences. Targeting the right offers, to the right customers, at the right time is critical to building customer satisfaction and driving return on marketing investment.

## LOWER TOTAL COST OF OWNERSHIP

Oracle Retail Promotion Engine Cloud Service is hosted in the Oracle Cloud and acquired exclusively through a subscription (SaaS) model. Retailers 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 is responsible for providing retailers with the highest levels of system availability, scalability, performance, and data security. The service includes continuous technical support, access to valuable software feature enhancements, hardware upgrades, and disaster recovery. Retailers will have peace of mind knowing that their data is managed and protected by Oracle.

### [Request a Demo](#)

#### Key Features

- Attribute structure to group merchandise as qualifying and award items
- Special out-of-the-box integration with Oracle's Xstore (POS) and Order Management
- 'Headless' and 'stateless' API-first (REST) SaaS

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