

Collect and Receive: Retail gets reimagined with same-day delivery

In today's fast-paced and interconnected world, retail businesses constantly strive to streamline their processes and improve efficiency. But what happens when different organizational processes work in silos, disconnected from each other? That's where Collect and Receive comes in by connecting these silos and creating a new best practice for transforming how retail moves.

The Collect and Receive processes help retailers understand and impact how they plan, price, and place assortments, changing how they redistribute inventory and replenish stores to meet demand efficiently.



From Inventory to Customer Service

Retailers must constantly innovate and evolve to meet customer expectations for products to be available whenever and wherever they need them. However, it is nearly impossible for retailers to anticipate and fulfill the needs of every customer. How can retailers keep up with increasing consumer demands without sacrificing profit margins?

Today's retailers share common difficulties:

- Unable to understand the interdependency of customer, product, experience, and profitability
- Incomplete and single-threaded retail processes around the silos of plan-buy-move-sell without regard to customer lifecycle or preference
- No regard for the financial impact of returns from a customer to a store's inventory
- Inefficient execution of inventory distribution at a single product level vs. basket-level aggregations

Retail is an intricate business with many complex inventory decisions, margin impacts, and customer service expectations. How can retailers overcome these challenges and streamline their operations to ensure a smooth and efficient process?

Collect and Receive: Reimagining the Way Retail Moves

Reimagine how retail moves with a collection of processes called Collect and Receive, enabled by [Oracle Retail Data Store Cloud Service](#). It lets retailers better serve their customers by understanding how their available inventory should be distributed across the retail estate. Collect and Receive aligns with traditional plan-buy-move-sell processes that tap into the power of data to elevate same-day delivery. With this new capability, Oracle technology, and a partnership with Uber Direct, retailers can gain agility by moving and placing assets, including customers, inventory, and fixtures, across the last mile of the estate that is closest to the point of purchase.

With this partnership, Oracle is enabling retailers to easily extend the value of their Oracle retail applications with last-mile delivery services from Uber. This will lower the cost of last-mile deliveries of whatever sort – whether product delivery to home, store-to-store transfers of merchandise, product returns, and so forth. This bilateral communication between Uber and Oracle is a significant step forward in providing retailers a more valuable, intelligent, end-to-end supply chain process.

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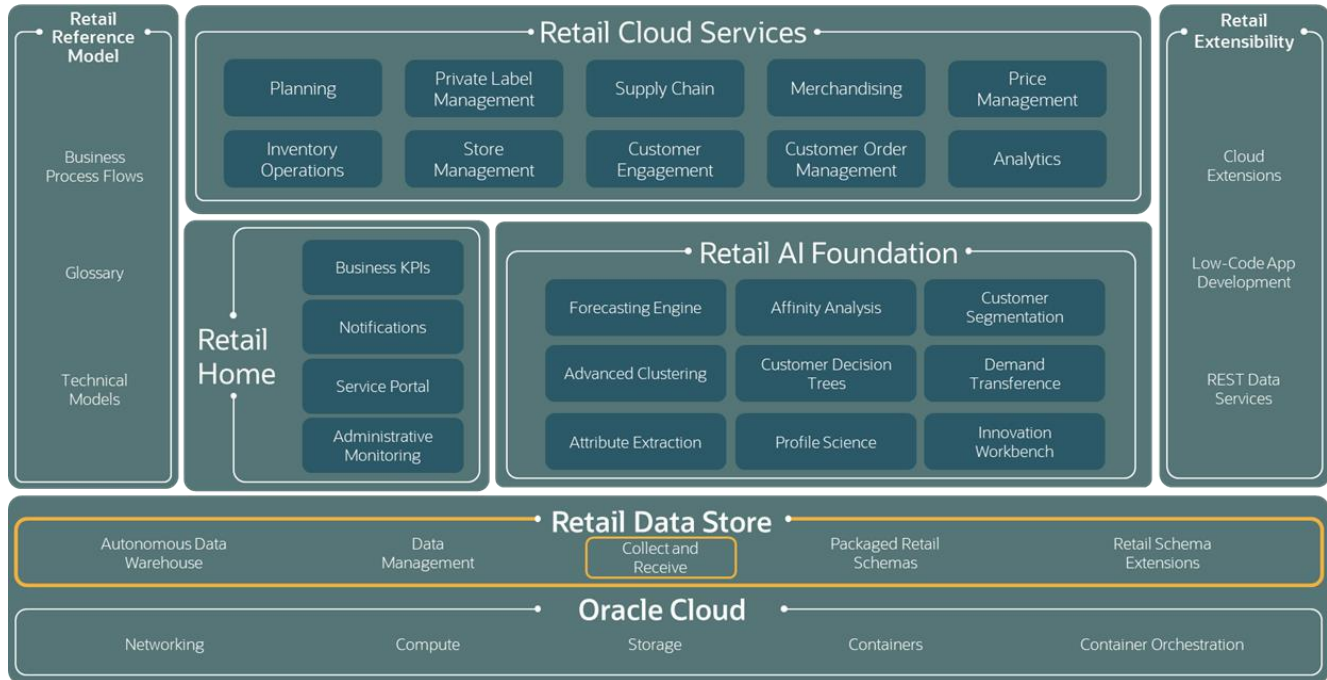
The Power of the Oracle Retail Data Store

Built on the Oracle Cloud for Industries, the Oracle Retail Data Store enables retailers to take control of their data and extend the capabilities of their Oracle Retail cloud services. The Retail Data Store is an autonomous data warehouse that brings together all the retail schemas and dissolves the siloes between traditional processes. Now, the retailer can utilize data from other sources, including inventory, transaction, and sales data. Through the Retail Data Store, the Collect and Receive processes can efficiently streamline the store-to-door shopping experience with same-day delivery.

Retailers can increase customer satisfaction and inventory productivity by:

- ✓ **Maintaining control of the entire set of retail processes centered on serving the customer with total transparency**
- ✓ **Planning the business in its totality by recognizing that both customer lifecycles and inventory lifecycles have extended beyond the initial sale**
- ✓ **Inserting a higher-level process and point of control above disparate legacy processes that can now achieve a global optimum, balancing financial and qualitative targets**
- ✓ **Acknowledging the impact of returns and embracing the return transaction as an important experience, making returns an integral step in the customer experience**
- ✓ **Enhancing distribution by anticipating future stock disposition, e.g., returns, and available to promise at store level**
- ✓ **Reducing costs by directing returns to appropriate locations**

Figure 1. The Platform for Modern Retail is built on Oracle technologies in the Oracle Cloud for Industries.



Related Solutions

The following solutions support the Collect and Receive processes:

- [Oracle Platform for Retail](#)
- [Oracle Retail Data Store](#)
- [Oracle Retail AI Foundation](#)
- [Oracle Retail Order Management Suite](#)
- [Oracle Retail Customer Engagement Suite](#)
- [Oracle Retail Point of Service Suite](#)

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