

ORACLE RETAIL DATA MODEL

KEY FEATURES AND BENEFITS

FEATURES

- 3rd Normal Form (3NF) Logical Data Model with transaction level access that is based on Association for Retail Technology Standards (ARTS)
- Physical Data model with 1,200+ tables and 18,000+ attributes
- Industry specific measures (1,800+)
- Prebuilt OLAP cubes
- Prebuilt Data Mining models
- Intra-ETL Database packages
- Metadata Browser with refresh feature
- Interface tables
- Sample reports and dashboards
- Comprehensive metadata for business intelligence reporting and ad hoc query
- Industry-specific advanced and predictive analytics
- Automated Data Movement from 3NF to OLAP, Mining and Dimensional models
- Supports many retail segments: grocery; apparel; online; hard and soft goods; dining and quick serve restaurant; department and discount stores; specialty store chains; mass merchants; wholesale franchise; multichannel; consumer goods; private label

BENEFITS

- Designed and optimized for Oracle Database, the Oracle Exadata platform, and Oracle Big Data Appliance
- Provides advanced analytics for a full range of retail subject areas
- Supports many retail and POS application environments

Oracle Retail Data Model is a standards-based, enterprise-level, next-generation data warehouse and business intelligence (BI) platform that is designed and optimized for Oracle Database, the Oracle Exadata platform, and Oracle Big Data Appliance. The Exadata platform provides extreme performance for data warehousing and OLTP applications. Oracle Retail Data Model combines market-leading retail application knowledge with the power of Oracle's Data Warehouse and BI technology to provide retail-specific metrics, which, combined with advanced and predictive analytics, enables retailers to implement a BI solution and immediately improve their bottom line.

Delivers Retailer and Market Insight Quickly

Oracle Retail Data Model is a prebuilt, retail data warehouse and BI solution designed to help retailers maximize their ROI for BI projects. Using built-in predictive analytics, retailers now have the data analysis capabilities to deliver relevant, timely, and actionable retail-specific insights.

Oracle Retail Data Model provides detailed cross-functional transaction storage, including retail applications, enterprise resource planning (ERP), and customer relationship management (CRM), and advanced analysis for a full range of retail subject areas, including

- Marketing activities such as customer service management, promotions, advertising, and campaigns
- Customer-specific insights such as segmentation, sentiment analysis, call center interactions, and customer loyalty
- Merchandising-specific insights including market basket, price elasticity, and product affinity analysis
- Sales and purchase order leveraging, merchandise planning and forecast data, vendor contract management, and item pricing
- Loss prevention, shrinkage, space utilization, and workforce optimization required for effective store operations and workforce management
- Point of Service, labor hours and costs, and sales performance
- Tracking sales and inventory for one manufacturer or private label at multiple retailers
- Dining and restaurant support including food service items and sales, recipes, orders, menu performance, tables and reservations

- Flexible deployment, easy to extend and customize. Avoids build-from-scratch data warehouse
- Quick implementation with prebuilt, retail-specific analytics. Vanilla implementation < 90 days

Rapid Implementation, Predictable Costs Lead to Higher ROI

With flexible deployment options, you can rapidly deploy wherever your opportunities are greatest—from virtually any point. Retailers realize a faster return on investment by reducing the need for a large and lengthy development effort while staying on top of the latest technology standards.

Oracle Retail Data Model is based on retail industry standards, ensuring interoperability with other retail systems. It can be used in any retail application environment, is easily extendable to suit retailers' specific needs, and, therefore, improves top and bottom-line results.

Combines Deep Retail Market Expertise with Industry-Leading Technology

By leveraging Oracle's strong retail domain expertise, Oracle Retail Data Model provides an industry standard-based foundation platform that is modern, relevant, topical, and addresses the needs of most retail segments. Advanced retail predictive analytics provide real-time superior insight into the retail operation.

Based on Oracle's leading database technology, the Oracle Retail Data Model raises the bar on scalability and performance in the delivery of detailed transaction-level information. Retailers can tailor or extend the solution to their needs and take advantage of real business insight to run a smarter, more profitable, retail business.

Benefits

Oracle Retail Data Model provides a retail-specific optimized data warehouse and BI platform that is adaptable and extendable—providing real-time predictive and advanced analytics with superior performance. The Oracle Retail Data Model is compliant with Association for Retail Technology Standards (ARTS) to ensure interoperability with other retail systems. Oracle Retail Data Model offers intelligent insight into detailed retail and market data, allowing retailers to quickly gain value from their data warehousing effort, while supporting diverse analytical requirements, and assisting with building future analytical applications. Fast, easy, and predictable implementations reduce risk and enable retailers to achieve rapid strategic value and make optimized decisions.

Contact Us

For more information about Oracle Retail Data Model, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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