

Oracle Retail Order Broker Cloud Service

Oracle Retail Order Broker Cloud Service is a distributed order broker and drop ship software solution that enables retailers to fulfill a customer's order where and how they want. Oracle Retail Order Broker Cloud Service provides the real-time inventory information necessary to complete transactions on-demand by having the available to promise inventory numbers for the enterprise.

Order shopping rules identifying the fulfilling location are configured by the business and can be based on criteria such as the highest inventory levels or closest store. When the item is ordered, Oracle Retail Order Broker Cloud Service immediately identifies and assigns the order to the fulfilling location, including tracking and managing the status of the order.

EMPOWER STORE ASSOCIATES WITH *ENDLESS AISLE*

The Store Connect module is included as part of Oracle Retail Order Broker. It enables retailers to perform omnichannel transactions within their existing store environments without having to make significant modifications to their POS application. This is accomplished by providing store associates with a simple, intuitive user interface for omnichannel transactions. The user interface will alert the store to new orders as well as the status of orders to be managed. The store can view order detail information, perform status updates, print picking slips, and see messages. Store Connect will manage information sent to the store for new orders, pickups, and home delivery orders. Also, the customer is informed with pickup-ready messages when the order pickup process has been completed, or the order has shipped.

MINIMIZE COST AND REDUCE RISK

The Oracle Retail Supplier Direct Fulfillment module provides retailers using Oracle Retail Order Broker Cloud Service with the flexibility to drop ship an order to a customer directly from the supplier, instead of from the retailer's existing inventory. Once a drop ship order is placed, the application automatically sends the order and customer information to the supplier for delivery. Drop ship ordering gives the retailer the opportunity to sell additional products without the cost and risks of maintaining the inventory, giving retailers an endless aisle capability.

RESERVE AND RESPECT INVENTORY AVAILABILITY

As the pace of retail continues to accelerate, retailers are faced with the challenge of prioritizing inventory to serve various channels. With Oracle Retail Order Broker Cloud Service, retailers gain critical real-time inventory availability directly from distribution centers and store systems to receive accurate inventory availability. Oracle Retail Order Broker Cloud Service's extensive restful web services allow for orders to be delivered to fulfilling locations immediately upon placement, and



Key Benefits

- Improves sales margins and increases Gross Margin Return on Investment via a save-the-sale strategy
- Reduces inventory carrying and shipping costs
- Increases customer satisfaction by providing more shopping options to the customer – order anywhere, fulfill from anywhere
- Reduces overhead by eliminating manual send-sale and inter-store transfers
- Satisfies customers' desire for more merchandise selection in the endless aisle – without incurring associated inventory costs
- Connects the touchpoints of ecommerce, order management and point-of-service and enables one view of the order

retailers receive status updates such as order rejections, cancellations, and shipment notifications. No time is lost fulfilling orders and servicing customers with this extended visibility. The inventory reservation is based on system and order status. If at any time an order cannot be fulfilled by the location identified by Oracle Retail Order Broker Cloud Service, the application will re-shop the order to the next best fulfilling location, ensuring that the customer receives their order every time.

DRIVING PROFITABLE GROWTH

Implementing Oracle Retail Order Broker Cloud Service provides retailers with a flexible, effective solution that delivers a rapid return on investment and creates opportunities to build better customer engagement and earn increased customer loyalty. Embedded within Oracle Retail Order Broker Cloud Service is the Oracle Science Engine, which uses mathematical modeling to do margin analysis, and identify the most profitable location from which to fulfill an order – turning data into profit.

Oracle Retail Order Broker Cloud Service provides an efficient, low cost, high-tech method for sending orders directly to consumers, to retail stores for pickup, or to the drop ship supplier for delivery directly to the customer, while maintaining brand identity and optimizing operations.

For more information about Oracle Retail Order Broker Cloud Service, please visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

Key Features

- Automated access to real-time inventory information to ensure each sale is captured and processed efficiently
- Partial shipment capabilities for improved customer satisfaction
- Omnichannel transactions performed from simple intuitive user interface
- Drop ship from suppliers to minimize costs and risks, enabling endless aisle
- Web-based vendor portal enabling vendors to share purchase orders and shipping information to simplify drop shipment
- Integrates easily into existing retail inventory applications as well as being pre-integrated with Oracle Retail solutions

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