

# Simplify Omnichannel Planning and Forecasting

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Retail



As ordering and delivery options widen and consumer expectations grow, retail planning becomes increasingly complex. To establish a real competitive advantage, retailers are reducing that complexity with a forecast-driven enterprise.

## Where to Start: Tackle These Forecast Types First

- Seasonal and New Assortments
- Pricing and Promotions
- Weather

### RECENT RETAIL SURVEY RESULTS & CONSUMER MARKET TRENDS:



#### RETURNS:

- **15-30%** of items bought online will be returned - about **\$32B worth**

(Source: National Retail Federation (NRF))

#### INVENTORY AVAILABILITY:

- **77%** left a store when they couldn't find what they were looking for (Source: NRF)
- **55%** want to check product stock on their mobile while in-store (Source: Oracle Retail in 4D Research Study)



#### OMNICHANNEL CUSTOMER JOURNEYS:

- **55%** want to be able to reserve items online for same day pick up (Source: Oracle Retail in 4D Research Study)
- **73%** want to return an online purchase to a store (Source: Oracle Retail in 4D Research Study)

#### PROMOTIONS:

- **50%** made a purchase based on a limited-time offer (Source: NRF)
- **84%** say competitive pricing and promotions are the most important aspect of shopping experience

(Source: Oracle Retail in 4D Research Study)



#### PAYMENTS:

- **60%** want mobile payment options in-store

(Source: Oracle Retail in 4D Research Study)

“As planners, we need to be able to account for customer journeys and provide our consumers with a strong customer experience, regardless of which channel they choose to shop in and how they want to receive their purchases.”

— Justine Shiou, Oracle Solutions Manager for Planning and Optimization

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### THE ADVANTAGE OF A FORECAST-DRIVEN ENTERPRISE WITH DATA SCIENCE:

- **Convert up to 50% of shoppers** into buyers with time-sensitive sales and promotions.
- **Increase brand loyalty by up to 77%** through higher in-stock rates.
- **Automate 80% of manual forecasting, planning, and replenishment processes.**
- **Improve overall sales and margins by 5-7%**, while reducing overall inventory spend.



### PROVEN SUCCESS AT OVER 200 RETAILERS:

- A global supermarket chain **reduced inventory by 1.1 days or 3%**.
- A large U.S. electronics retailer **improved in-stock rates by 2-4%**.
- A U.K. grocer **increased forecast accuracy by 50%**.
- A Russian retailer **gained forecast accuracy of 75%** for promotional items **and 90%** for non-promotional items.
- An Italian eyewear retailer **increased store service level** to consistently **above 98%**, with increased inventory visibility to reduce stock-out situations.
- A Brazilian shoe company increased stock productivity **by surpassing planned sales targets, while reducing inventory by 25%**.

Oracle's Retail Planning and Optimization solutions, in particular Retail Demand Forecasting and Merchandise Financial Planning, enable retailers to improve forecasting and inventory management capabilities.

Watch our short [Planning](#) or [Demand Forecasting](#) videos.

#### GET IN TOUCH:

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