

Oracle Digital

Big Ideas

The shop of the future

How will your stores lead and change the market?
What digital and data-driven services can you give your customers to keep you at the centre of their shopping journey?

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The shop of the future

Being a truly digital retailer means developing and delivering the most advanced digital platforms and services, designed to keep you at the centre of your customers' experience - and then driving these digital services to the centre of your business - thinking, acting and Being Business Digital.

The way your customers use your stores is changing, and you need to match this by delivering digital services that complement and enhance their in-store experiences - and enables them to have the same experience of you online and through mobile channels that they do in your store.

This increasingly omni-channel integrated experience, fuelled by data and centered on shoppers such as Will, here, as individuals; this makes it easier to adapt to the changes in their demands, and remain the Shop of the Future.

Here, we see how a store can blend the real world with the digital to provide a customer like Will a richer and more meaningful experience than in the past.

Oracle's approach to achieving your strategy and getting you closer to the customer in the digital and data-driven retail age is based on vast experience working with some of the biggest and most complex retailers in the world. Now, you can join Will to discover how his shopping experience is supported and enhanced through the kind of digital experiences his store gives him.



The shop of the future

As Will moves through the mall, major chains and pop-up boutiques alike recognise him and use their data on his preferences to suggest recommendations and give him an immersive sense of what his new trainers could be like.

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Will visits the local mall, looking for some new trainers.

The shop of the future could be a pop up, a digital boutique in high footfall areas, or a digital store infrastructure for franchisees or partner brands.

Will is visiting the local mall and when he arrives he logs onto the free wifi. He is recognized and analysis of social media and his profile indicates he's interested in purchasing new trainers for a forthcoming marathon.

Will is directed towards a virtual smart store. Multimedia screen reflects both the brand and his profile by playing relevant content.

A virtual reality 3D experience allows Will to experience a run in his new trainers and highlights all the product benefits.



The shop of the future

Will's connected store experience gives him a real feel of how his new trainers will perform, and the ability to customise his order.

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Will wants to order his new trainers.

A virtual reality 3D experience allows Will to experience a run in his new trainers and highlights all the product benefits.

Will then creates his own personalized running shoes using multimedia screens. Colour, size, design and logo are all chosen to create the perfect match. Will makes his purchase and opts for next day delivery.

Will is also offered discounts on relevant running gear such as sportswear and apps which can help him in his training program. He is connected to fellow marathon-runners via social media.

The connected shop becomes an omni-channel which drives sales and new leads up, improves the customer experience, creates brand ambassadors, reduces operating costs and increases supply chain efficiency. Data connections and analysis can be used to improve everything from merchandising to store layouts to new products.

My Smart Store

Delivery Options Quick Pay

SIZE
41
42
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TOUGH
GRIP

RUNNING KIT CLUB EVENTS TRAINING APPS ONLINE FORUMS

How can Oracle help you to create the connected store experience?

Across every phase and moment of your customers' shopping, connected digital applications and services can now enable you to give them a fundamentally more immersive, supportive and enhanced shopping experience in-store. But only if you don't just develop the right digital tools, but drive them to the centre of your customer interactions, business processes and innovation.

Here, we've shown how a customer can be given a more responsive and real-time experience that makes it easier for them to

get the product they really want – and that puts the physical store and digital experience in the same place. Now, it's a question of how to make this a reality for you.

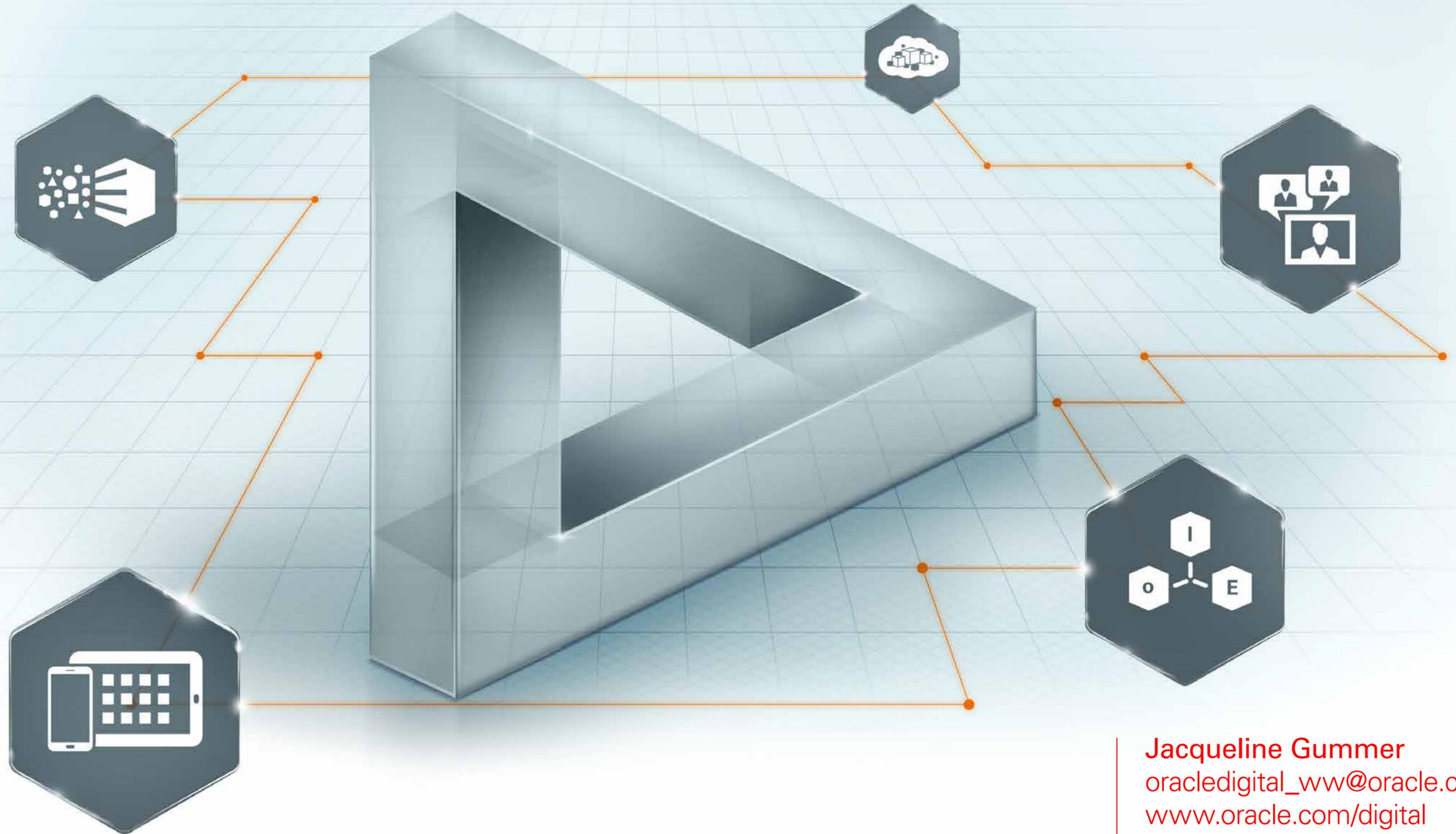
Oracle's breadth and depth of digital capabilities, experience with the real business and customer requirements of today and tomorrow's retailers, and unique design pattern approach to digital challenges, means we can make services such as these an operational reality more easily, more rapidly and seamlessly.



To discover how you can map these big ideas to your digital strategy and practice – visit www.oracle.com/digital or contact oracledigital_ww@oracle.com.



Oracle Digital



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