

Oracle Digital

Big Ideas

Taking stock with digital

Retailers that want to change and lead in their increasingly digitally and data-driven market need to design, deliver and develop new customer-centric services and interfaces more than ever. How will you develop and deploy the services that will bring your customer and your supply chain together more effectively, while keeping you at the centre of the equation?

ORACLE®

Taking stock with digital

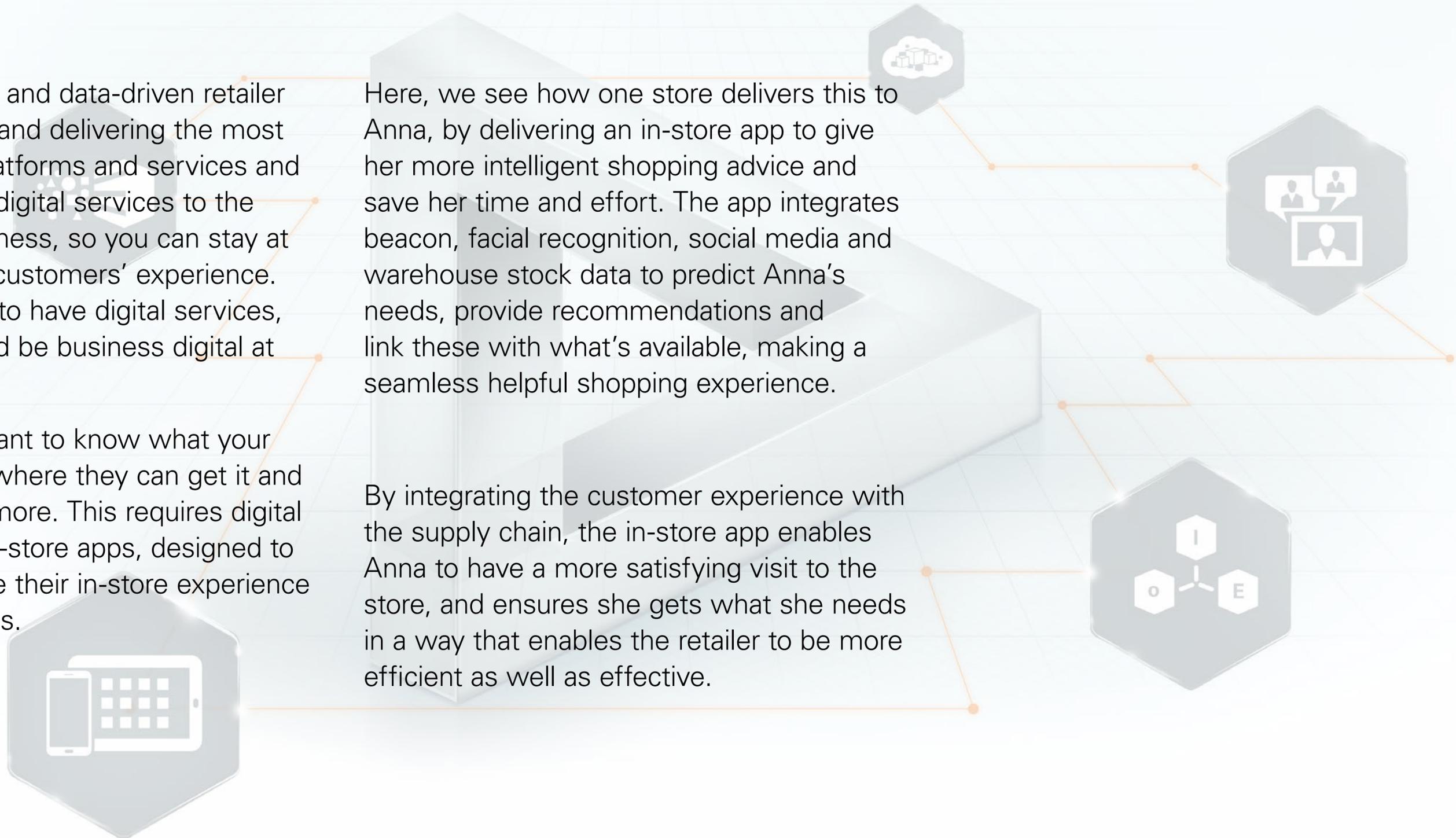
ORACLE®

Being a truly digital and data-driven retailer means developing and delivering the most advanced digital platforms and services and then driving these digital services to the centre of your business, so you can stay at the centre of your customers' experience. The key is not just to have digital services, but to think, act and be business digital at every point.

Busy customers want to know what your store has to offer, where they can get it and how they can get more. This requires digital services such as in-store apps, designed to match and enhance their in-store experience over digital channels.

Here, we see how one store delivers this to Anna, by delivering an in-store app to give her more intelligent shopping advice and save her time and effort. The app integrates beacon, facial recognition, social media and warehouse stock data to predict Anna's needs, provide recommendations and link these with what's available, making a seamless helpful shopping experience.

By integrating the customer experience with the supply chain, the in-store app enables Anna to have a more satisfying visit to the store, and ensures she gets what she needs in a way that enables the retailer to be more efficient as well as effective.



Taking stock with digital

The in-store app recognises Anna, assesses her likely needs from her known data, and suggests recommendations and availability options.

ORACLE®

Anna enters the store, looking for the items she needs.

When Anna enters the store she is instantly recognized via an iBeacon and face recognition. She is also 'scanned' at the entrance so her statistics are noted. Anna picks up a tablet to help her shop.

Rather than wasting Anna's or a staff member's time trying to find an item that is not in stock, a message updates her with the date when it will be available, and suggests an alternative that may suit, based on Anna's profile and previous purchases.

Data insights show that Anna has been looking at new overcoats for the winter months. Data analysis shows that a coat she has looked at online and mentioned on social media to friends is not currently in stock.



iBeacon active

Welcome Anna

Website visits Sept-Oct

Purchase history

Anna Wishlist

REFFEM1648494-435-100

NEW LINE

We think you might like...

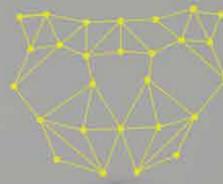
Taking stock with digital

The app can help Anna make the best decision for her tastes and needs, and enables the retailer to respond to these through design, supply and delivery more effectively.

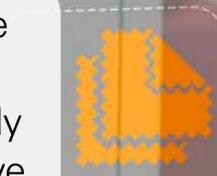
ORACLE®

Anna tries some items on.

Anna tries the recommended coat on. The smart mirror uses her body language to recognize she is not convinced. Using body recognition and Anna's profile an alternative colour and size that is currently in stock is suggested.



34-26-35



COLOUR CODE NO.231

CODE NO.231 TG-43
CODE NO.092 SD-19
CODE NO.771 PC-83
CODE NO.080 PA-09
CODE NO.080 PA-09
STOCK AVAILABILITY

Based on Anna's experience and that of thousands of shoppers like her the company can identify trends and seasonal demands and use data to manage the supply chain much more efficiently. New fashion trends can be cloned and brought to market quickly. This reduces wastage and improves customer experience.

Anna likes the new suggestion and makes the purchase. Using data intelligently has enabled the store to act more quickly, managing available stock to maximize both sales and customer satisfaction.

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 more information, more insight and more options - and respond to their needs with new products, designs and variants. 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 responsive and intelligent shopping experience that ties the supply chain to the customer experience more tightly, supports

the retailer to give insightful advice, and ensures that at every point the customer feels supported and able to get what they need. 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.

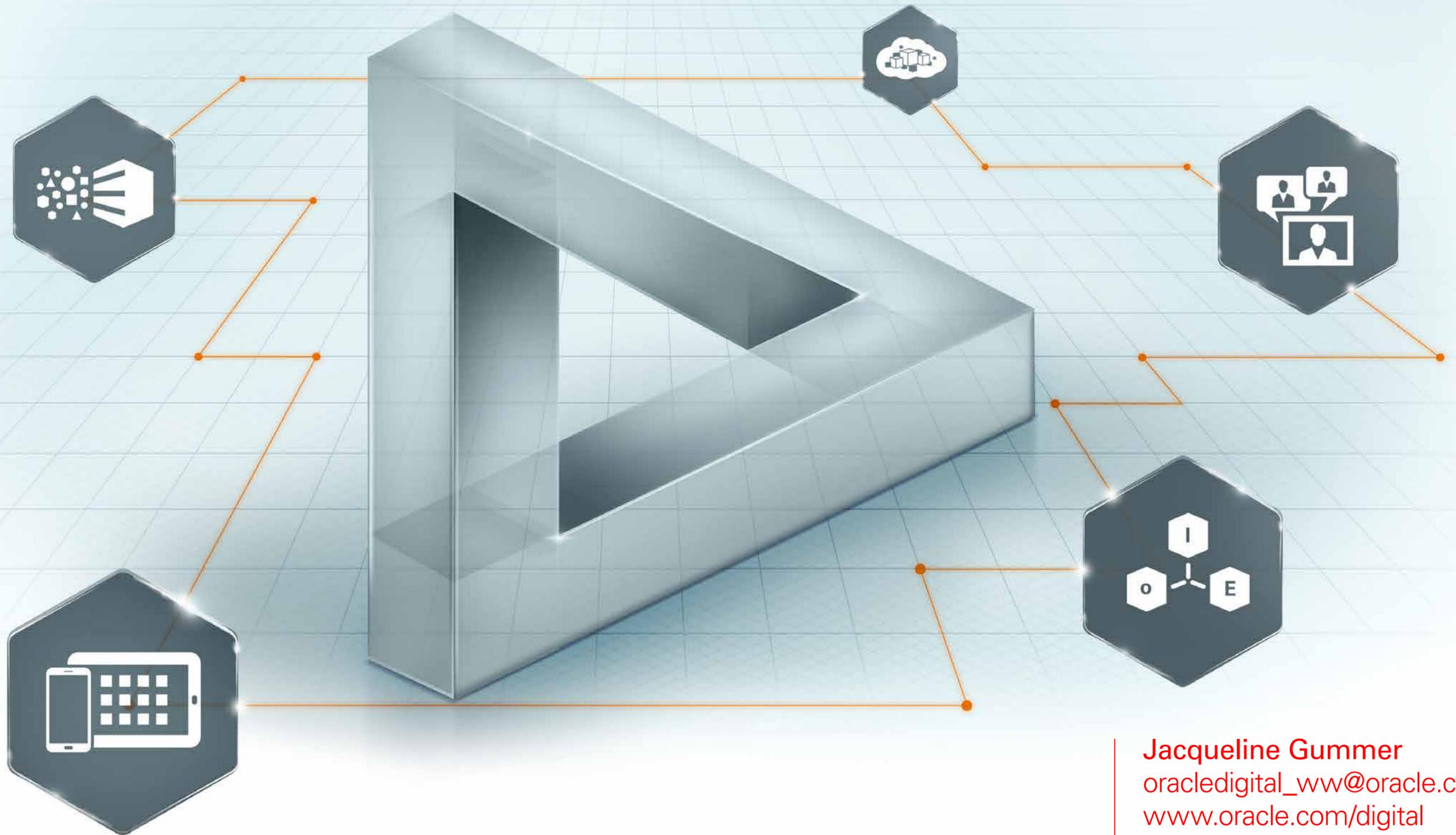


To discover how you can map these big ideas to your digital strategy and practice – visit www.oracle.com/digital or contact oracledigital_ww@oracle.com.



Oracle Digital

ORACLE



Jacqueline Gummer
oracledigital_vw@oracle.com
www.oracle.com/digital