Empowered Commerce

SOLUTION OVERVIEW

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Safe Harbor Statement

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Empowered Commerce v16

Delivering Value & Driving Productivity

- Omni-Channel
- Enhanced Process Coverage
- Persona Based UI
  - Dashboards
  - Capability
  - Mobility
- Support for all Retail Verticals
- Mobile Device Support

International

B2C

B2B
Empowered Commerce V16
Modular Suite of Market Leading Retail Solutions

• Assortment & Range
• Price & Promotion Planning & Optimisation
• Customer at the heart of planning framework

• Single View of demand across Enterprise
• Align inventory for best use
• Customer Returns Optimisation

• Orchestrate Fulfillment
• Balance stock across entire Supply Chain
• Align Warehouse & Transportation Activities

• In-Store Omni Channel
• Process support for customer transactions
• Enterprise Inventory Visibility

• Shape the experience across online, store, mobile, etc
• Consumer journeys leverage consistent data regardless of channel or device

PLANNING & PRICING

SUPPLY CHAIN PLANNING

SUPPLY CHAIN EXECUTION

STORE OPERATIONS

CUSTOMER INTERACTIONS

Merchandise Operations – Foundation for Commerce Anywhere

PRODUCT  PRICE  PROMOTIONS  DEALS  COSTS  INVENTORY  PURCHASE ORDERS  MARGIN

Retail Analytics & Retail Science

Corporate Finance and Human Resources
Empowered Commerce v16

Delivering Value & Driving Productivity

Omni-Channel

Enhanced Process Coverage

Persona Based UI

International

Support for all Retail Verticals

Mobile Device Support

B2C

B2B

Dashboards

Capability

Mobility

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Persona Based User Experience Across Suite

*Drive Interface and Experience Design*

- **Ben**  
  Buyer
- **Felix**  
  Chief Financial Officer
- **Catherine**  
  Customer
- **Ivan**  
  Inventory Analyst
- **Fatima**  
  Finance Analyst
- **David**  
  Chief Digital Officer
- **Olivia**  
  Omni Channel Manager
- **Sarah**  
  Sales Associate
- **Stu**  
  Data Steward
- **Michelle**  
  Chief Merchant
- **Sammy**  
  Sales Auditor
- **Isabelle**  
  Chief Information Officer
- **Connor**  
  Corporate Inventory Control
- **Lucas**  
  Loyalty Manager
- **Abigail**  
  Accounts Payable

*ORACLE*
Persona Driven Design Inclusive Of Mobility

*Central trading “hub” to execute plans and direct operational process execution*

- Role Based Persona Dashboard
- Documented Persona & Functional Processes
- Mobile Applications

Appropriate functional capability
User Experience Principles

*Operational Insights with contextual path to actions*

**Dashboard**
Role-based; displayed to the user upon opening the application; highlights actionable or frequently monitored activities

**In-Context Launch**
Action taken from dashboard reports to “launch” into a solution’s screen passing parameters in a specific format

**Contextual BI**
Reports displayed that dynamically refresh when certain actions (called contextual events) are performed on the task flow

**Notifications**
Notify authenticated users within the application when business events occur; example PO not approved
User Experience Principles

Example persona for reference

Persona Details
• Focuses on managing sales and margin performance to plan
• Key responsibilities:
  – Monitoring open to buy
  – Purchase order review and approval
• Dashboard highlights
  – Monitoring shipments for potential impacts on OTB
  – Highlighting orders awaiting their approval

Benefits
• Provides snapshot view of today’s top 10 selling items
• Proactively monitors order shipment accuracy
• Provides single step resolutions for
  – Updating PO Dates
  – Canceling Orders
• Allows for approval of multiple orders in one action
• Provides graphical view of buying budget and spend by period
User Experience Principles
Driving operational efficiency for the business

Empowered Buyer
50%
Reduction in PO management process
Up to 90 to 210 hours savings a WEEK for a retailer’s buying department

Empowered Financial Analyst
Up to 72 to 168 hours savings a WEEK for the finance department through flexible invoice matching
Simplified stock count reconciliation hours saved throughout the year through Stock Count Variance (≈ 200 stores)

Empowered Inventory Analyst
Single view of order through exception based retailing, driving approximately 16-48 hours saving per week
Hours a week gained through, persona based dashboards, driving rapid response to inventory over/shorts through forecast comparison

Accurate inventory is critical in keeping customers happy and associates empowered
User Experience Principles - Mobile

Embracing mobile operations aligned to persona and process
Key Themes Culminating in V16 Release

*Changes that impact the entire suite and its adoption*

**REFRESH OF USER EXPERIENCE**

V16 marks a major refresh of our UX experience for Merchandising Operations Management suite.

**NEW FUNCTIONALITY & CAPABILITIES**

Robust improvements to all solutions including new capabilities for insight driven decision making and execution by exception.

**RETAIL REFERENCE LIBRARY**

Comprehensive collection of established business processes with matching integration architecture.
Empowered Commerce V16
Modular Suite of Market Leading Retail Solutions

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PLANNING & PRICING

- Single View of demand across Enterprise
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- Customer Returns Optimisation

SUPPLY CHAIN PLANNING

- Orchestrate Fulfillment
- Balance stock across entire Supply Chain
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SUPPLY CHAIN EXECUTION

- In-Store Omni Channel Process support for customer transactions
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STORE OPERATIONS

- Shape the experience across online, store, mobile, etc
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CUSTOMER INTERACTIONS

Merchandise Operations – Foundation for Commerce Anywhere

PRODUCT  PRICE  PROMOTIONS  DEALS  COSTS  INVENTORY  PURCHASE ORDERS  MARGIN

Retail Analytics & Retail Science

Corporate Finance and Human Resources
Converged and Unified Customer Experience

A customer-centric strategy for delivering a superior shopping experience via the evolution of commerce execution

Converged Experiences

Consistent Views of Data

Common Execution
The Omni-Channel Customer is Key

*Does your brand do everything it can to attract the Omni-Channel Commerce shopper?*

![Image](image.png)

- **2X**
  - They spend more
  - 2X vs. other customers
  - “I am more valuable to your business”

- **5X**
  - They are more loyal
  - 5X greater lifetime value
  - “I am more loyal to your business”

- **53%**
  - of retailers have a formal customer loyalty program.
  - “I want you to actively court my business”

- **77%**
  - of customers cite no relationship with a brand
  - “I may not be as loyal as you think I am”

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Customers Deserve—and Demand—Better Experiences

More channels, data, and growth opportunity than ever

**Desired Customer Experience**
Interactions are personalized, contextually relevant, and consistent—regardless of channel or lifecycle stage.

**Real Customer Experience**
Interactions are disconnected, not contextually relevant, inconsistent across channels and lifecycle stages.

Customers who shop on more than one channel have a +30% LTV than those who shop on only one.

*Source: IDC, 2015*
Customer Journey – Drive Customers Across Channels

*Segment and target your customers to drive loyalty*

**Customer Capture In-Store, Join Loyalty Scheme**
Customer joins the loyalty scheme in-store. Store operator captures customer details during the transaction.

**Customer Segmentation & Clustering Science**
Create customer segments for example:
- New customer that shopped in-store
- High spending in-store, not seen across other channels
- Science Engine segment suggestions

**Target with Offer**
Customer targets are identified and sent promotional offers to drive traffic to the site.

**Personalised Landing Page**
Personalised landing page with dynamically targeted content or products based on the customers profile.
Aimed at engagement and driving a higher AOV with cross-sells / up-sells etc.

**Collect In-Store**
The transaction is then passed seamlessly back into Xstore for payment and completion.
Customer Journey – Drive Customers Across Channels

Xstore POS

Create Customer

Create Customer

Customer Engagement

Customer Capture in Store, Join Loyalty Scheme → Customer Segmentation → Target with Offer → Dynamic Personalization → Collect in-Store
Oracle Retail Customer Engagement
Cloud Services

- Enable clients to deliver superior customer experiences by presenting a single 360 degree view of their customers in real time to all touch-points across the enterprise
- Increase ROI by delivering highly targeted promotional offers to responsive and profitable customer segments
- Best of breed operational marketing and stored value platform designed to meet the needs of retailers
- Integration to Oracle Retail Science Engine / Customer Insight
- Campaign Execution via Oracle Marketing Cloud
Customer Journey – Drive Customers Across Channels

Xstore POS

Create Customer

Customer Capture In Store, Join Loyalty Scheme

Customer Engagement

Target with Offer

Dynamic Personalization

Collect In Store

Marketing Cloud

Targets and offers
Oracle Marketing Cloud
Build Engaging Content Across Channels & Devices
Create personalized, device-optimized messages quickly, easily – code optional

**FAST**
Design and deploy rapidly, WYSIWYG or HTML+CSS

**EASY**
Click and drag personalization, dynamic content and more

**SCALABLE**
The same message looks great on every device
Customer Journey – Drive Customers Across Channels

- **Xstore POS**
  - Create Customer
  - Customer Engagement
  - Target with Offer
  - Dynamic Personalization
  - Collect In-Store

- **Customer Capture in Store, Join Loyalty Scheme**
- **Customer Segmentation**
- **Marketing Cloud**
  - Clicks, Sends, Opens
  - Retrieve Customer (loyalty, awards, gift cards, promotions)
  - Drive Customer to Site

- **Commerce**
  - Order Broker
  - Fulfillment Options
Oracle Retail Order Broker Cloud Service

Order Broker
OMNICHANNEL INVENTORY BROKER

• Realize an empowered strategy with Order Broker’s view of inventory across the enterprise and its rules-based engine, based on sales velocity, proximity to ship to location, and other business considerations, to ensure no sale is lost due to inadequate inventory.

• Full integration to POS, e-Commerce and Order Management.

• Enables Endless Aisle capabilities.

• Intelligence Order Routing Science

Core Components:
• Order Broker Foundation
• Supplier Direct Fulfillment – Vendor Portal
• Store Connect – Store Associate Portal
• Deployed as a Cloud service
Customer Journey – Drive Customers Across Channels

**Xstore POS**
- Create Customer
- Retrieve Order

**Customer Engagement**
- Targets and Offers
  - Clicks, Sends, Opens
  - Retrieve Customer (loyalty, awards, gift cards, promotions)

**Marketing Cloud**
- Drive Customer to Site
  - Fulfillment Options
  - Retrieve Customer (loyalty, awards, gift cards, promotions)

**Order Mgmt**
- Order Updates

**Commerce**
- Create Order

**Order Broker**
- Fulfillment Options
Empowered Commerce – The Results are Real!

**Empowered CFO**
- Well executed Omni-channel programs can lower Cost of Sales, by up to 20%, lift Revenue by 15% and Increase Loyalty by up to 20%
- Faster time to market – 8-12 weeks versus to 6-8 months
- 5-10x Integration projects now regularly cost organizations 5 to 10 times what they paid for point solutions.

**Empowered Loyalty Manager**
- 66% of consumers modify amount spent to maximize points
- 89% of businesses expect to be competing mostly on customer experience. Detailed customer insights in the store can take service to the next level
- 6-7x more expensive to attract new customers than to retain existing customers. Extending customer LTV is key to growth

**Empowered Omni-Channel Manager**
- 86% Reduction in lost online sales when store inventory is exposed.
- 39% Improvement in inventory margin after implementing ship-from store.
- 40% Increase of additional purchases when customers pick up in-store.
Customer Journey 2 – Digital Engagement and Mobility

*Personalised upsell / cross sell opportunities*

**Identify Customer, Review purchase history**
Customer is identified and purchase history is available to review

**Browse & suggest product options**
Wish list, Digital cart, as well as all past purchase history are available to the associate to enable a more customer focused sales experience

**Digital Experience exposed in store**
Using Xcommerce associate can offer alternate online or instore purchase options. As well as richer product details and views
Selected items can be added to instore items for a combined basket

**Apply instore Promotions**
Consolidated basket can be mixed order and or takeaway and all instore promotions applied

**Take Payment**
Customer completes purchase, orders are placed, inventory is adjusted to reflect changes
Customer record is updated to reflect new transactional data
## Empowered Commerce – The Results are Real!

<table>
<thead>
<tr>
<th>3%</th>
<th>European-based hard goods retailer’s store sales increase year over year</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11M</td>
<td>US-based apparel retail’s single-year revenue impact after enabling only ship-from-store</td>
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<th>76%</th>
<th>76% of women and 73% of men are more likely to shop with a brand that has a loyalty program</th>
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<td>31%</td>
<td>US-based hard goods retailer eliminates large out-of-stock positions by leveraging alternative sources of inventory</td>
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*Source: CrowdTwist Battle for the Sexes Loyalty Report - 2016*
Thank You!