RETAIL IN THE CLOUD:
5 RECOMMENDATIONS FOR A SUCCESSFUL STRATEGY

Determine an Overall Approach

Prepare for Success

The Legal and Regulatory Landscape

Explore Oracle Retail’s Range of Services

Establish an Integration Strategy
Our recent consumer study, Retail Without Limits, clearly concludes that the modern retail marketplace operates without borders or limits. The demand for commerce anywhere continues to build which in turn demands faster time to value for retail technology. Cloud-based applications address this need for business agility in an increasingly competitive market. Cloud deployments free up IT resources for more strategic projects, and allow technology vendors to deliver innovation to retail users faster and with more frequent updates.

Here are five steps to prepare for your journey into the cloud.
Adoption of cloud computing is viewed as a strategic business decision that allows businesses not only to improve IT agility and efficiency but also help achieve global business goals. **We recommend a strategic assessment of your current IT portfolio.** During the process, consider your overall strategy of how cloud will fit within business plans to help clarify desired goals.

An increased use of cloud services includes an ideal benefit where resources who would otherwise be working on IT and infrastructure administration are now redirected to focus on the retail business itself. Allowing those tasks to be handled by Oracle as your cloud service provider, your resources now focus on strategic projects like improving customer experience, optimizing supply chains or performing deeper analytics on sales and customer activity. Consider these factors as you model out strategic plans that move the focus from tactical IT tasks to high-value retail projects.
It's nothing new that retailers work in an environment full of complex regulatory and compliance areas like PCI and customer data privacy.

As retailers continue to use more cloud services, some of the following legal or regulatory factors should be considered: Cross-border data transfers, auditing, incident management, and the processing and movement of customer data.

Retailers should have a sound understanding of their role in legal matters like data privacy and related responsibilities in areas such as receiving consent from customers.

ORACLE RETAIL IS WELL POSITIONED TO PROVIDE A CLOUD ENVIRONMENT WITH THE HIGHEST LEVELS OF SECURITY VIA ORACLE’S OVERALL PROVEN CLOUD EXPERTISE, WORLD CLASS SECURITY OPERATING PROCEDURES AND COMPLIANCE TO ALL APPLICABLE REGULATIONS.
Adoption of cloud services typically involves integration of the cloud with a retailer’s existing applications and systems. We recommend that our retail customers set and follow an overall integration strategy that includes cloud considerations such as security, and networking infrastructure teams should plan for appropriate bandwidth and network latency considerations. Oracle Retail strives to provide a broad selection of integration API’s and services with our cloud solutions that are interoperable with on-premise and cloud-based applications, using industry best practices. Retailers can adopt integration features at their own speed, incrementally building on the overall solution. Selecting appropriate integration tools to handle tasks like web service integration and data extracts and loads before the implementation begins helps to speed up the overall process.
Many of our interactions with retail business leaders have touched on the desire to optimize business processes while avoiding software customizations. This becomes one of the valuable factors in selecting cloud services from Oracle Retail because our solutions concentrate on configurable features and focus on standardization instead of customization. New and updated features are continually delivered to customers at a faster pace through upgrades that we apply as part of the subscription.

Oracle Retail partners side by side with our retail customers to ensure full business value is realized from the use of our cloud solutions. Implementations now focus more on these configurable options instead of technical details, but the data and integration considerations are still important. Surveys have shown that approximately 40% of SaaS implementations are either delayed or considered a failure due to challenges with availability or quality of mandatory data and related integration of such data. Retailers should identify key business and IT personnel to define data requirements and have processes in place for good data quality. Retailers should also consider how the cloud solution will be used in context of the overall business process and determine a general approach to end user training in order to drive a fast and successful implementation.
Our strategy is to offer cloud services to retailers that are deployed in a fast and cost effective manner, with the ability to achieve maximum business value with minimal risk, and improve their overall retail operations.

What are some of the factors that retailers are considering when researching the cloud?

Does the cloud provider understand retail specific business models? Can they scale to handle peak season activity and business expansion into more locations?

Oracle Retail understands the unique requirements of the industry and has the strategic advantage of Oracle’s state-of-the-art data centers, database and middleware technology to optimize performance and investments. It’s important to consider the cloud provider’s experience and track record, such as how do they employ proven processes and mature operating procedures to ensure stability. Oracle is a stable, financially viable vendor with mature processes that support cloud operations performing billions of transactions per day.

AS YOU DECIDE WHAT, WHEN, AND HOW TO MOVE TO THE CLOUD, EXPLORE THE RANGE OF ORACLE’S CLOUD SERVICES AT ORACLE.COM/RETAIL, AND REACH OUT TO YOUR ORACLE REPRESENTATIVE FOR QUESTIONS ABOUT YOUR PARTICULAR NEEDS.
Oracle Retail is comprised of over 2,500 retail professionals focused on strategic planning, solution development, solution enablement, consulting, service, support, marketing and sales.

To learn about the latest developments in Oracle Retail Cloud Services, see the launch announcement, read the latest Cloud Service viewpoint, subscribe to our quarterly In-Depth Newsletter, check out Commerce Anywhere blog and follow us on Twitter, Facebook and Linkedin.

FOR MORE INFORMATION ON ORACLE SOLUTIONS THAT HELP RETAILERS ADOPT CLOUD SERVICES, CONTACT US AT oneretailvoice_ww@oracle.com OR ACCESS www.oracle.com/industries/retail.