



# Oracle Retail Data Store Cloud Service

The Oracle Retail Data Store (RDS) is a low-cost, low-code environment for innovation, enabling retailers to take control of their data, and to extend the capabilities of their Oracle Retail cloud services. It consolidates data pertaining to sales, inventory, pricing, promotions, customers, orders, demand, fulfillment, items, suppliers, consumers, channels, and more. It includes powerful tools to leverage the data including Oracle Retail Home, Oracle Analytics, Oracle Application Express and Oracle REST Data Services.



Oracle Golden Gate is employed to replicate data from Oracle Retail application data stores into the RDS on Oracle Autonomous Data Warehouse in near-real-time. The RDS resides in the Oracle Cloud Infrastructure, is highly-scalable, highly-configurable, and is offered through a flexible, consumption-based subscription model.

Here are some key uses within the context of the included tools.

## ORACLE RETAIL HOME

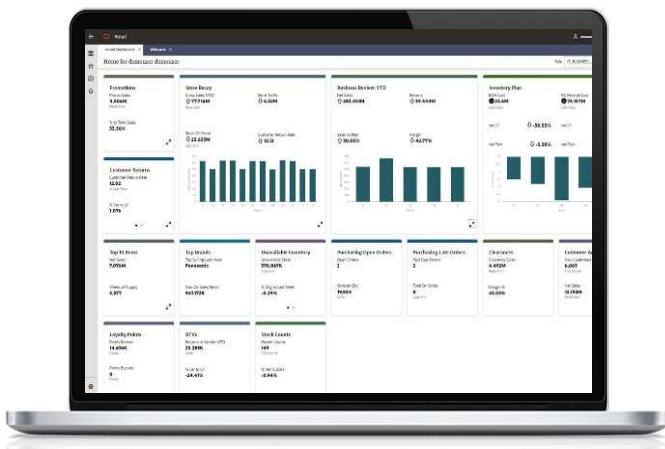
The Oracle Retail Data Store can supply data and analytics to Oracle Retail Home, in a unified and consistent manner.

Oracle Retail Home is a single access point to simplify users' interactions with the data and applications that are most relevant to their roles and empowers them to anticipate informed actions and inspire engagement.

Based on a robust and flexible portal framework, Retail Home is intended first to provide timely and role-specific high-level insights, and second to enable selectively drilling into relevant applications for more details.

### Key Benefits:

- *Enhanced extensibility of Oracle Retail operational cloud services, with a unified operational retail data store, and a powerful array of tools to leverage the data for retail innovation*
- *Rapid, lower-cost SaaS deployments, while enjoying the performance and security of the Oracle Cloud Infrastructure*



# ORACLE ANALYTICS

Oracle Analytics can be used to generate and consume analytics from Oracle Retail AI Foundation data. It can also surface dashboards to Oracle Retail Home.

Oracle Analytics is a comprehensive platform that parlays data into information to provide business insights, federating a broad array of features to suit business users, power users, and data scientists alike.

### Governed

- Corporate Dashboards
- Pixel Perfect Report
- Semantic Models
- Role-based Access Control
- Query Federation

### Self-Service

- Data Preparation
- Data Visualization
- Storytelling
- Sharing and Collaboration
- Mobile Apps

### Augmented

- Natural Language Processing
- Voice and Chatbot
- Data Enrichment
- One Click “Explain”
- Adaptive Personalization

### Key Features

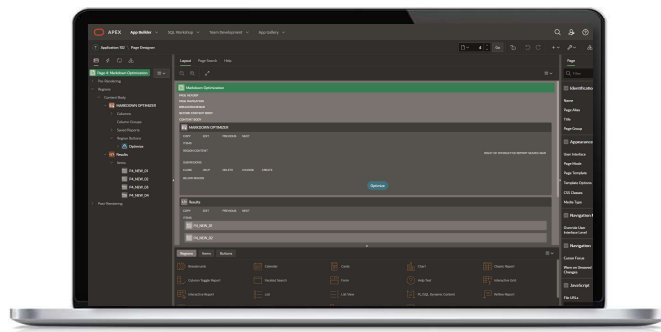
- Oracle Retail operational cloud service application data replicas in the Oracle Autonomous Data Warehouse via Oracle GoldenGate
- Oracle Retail Home
- Oracle Analytics
- Oracle Application Express
- Oracle REST Data Services
- Oracle Machine Learning



# ORACLE DATA STORE AND APPLICATION EXPRESS

Oracle Retail Data Store can supply data for Oracle Application Express (APEX) apps and Oracle REST Data Services, which are both included. APEX is a low-code development platform that enables you to build scalable, secure enterprise apps, with world-class features, that can be deployed anywhere.

Using APEX, developers can quickly develop and deploy compelling apps that solve real problems and provide immediate value. You won't need to be an expert in a vast array of technologies to deliver sophisticated solutions. Focus on solving the problem and let APEX take care of the rest.



## ORACLE REST DATA SERVICES

Oracle REST Data Services bridges HTTPS and your Oracle Database, providing among other things a REST API, SQL Developer Web, a PL/SQL Gateway, SODA for REST, and the ability to publish RESTful Web Services for interacting with the data and stored procedures in your Oracle Database.

## ORACLE MACHINE LEARNING

Oracle Machine Learning supports data exploration, preparation, and machine learning modeling at scale using SQL, R, Python, REST, AutoML, and no-code interfaces. It includes more than 30 high-performance in-database algorithms producing models for immediate use in applications.

By keeping data inside the database, organizations can simplify their overall architecture and maintain data synchronization and security. It enables data scientists and other data professionals to build models quickly by simplifying and automating key elements of the machine learning lifecycle.

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