

Oracle Retail Brand Compliance Management Cloud Service

Managing Compliance and Risk Within the Supply Chain



Today, consumers expect more from retailers – more variety, more convenience, more information and more access – but *more* brings with it greater supply chain complexity, placing retailers under further pressure to respond to this demand. One of the most significant challenges for retailers is balancing the risk of bringing products to market quickly, with ensuring thorough assessment and an audit trail of each and every product from source to shelf.

The retail industry, and particularly the food sector, has become a highly sensitive market with consumers demanding full transparency, accurate labelling, quality ownership and a rapid response to incidents. The growth in private label has only heightened this need for brand owners to collaborate with their supply chain in the sourcing, development, labeling and quality control of their products. To ensure continued brand loyalty, brand owners must demonstrate due diligence in their collection, capture and validation of supplier and product data. This is now fundamental to the protection of their brand and maintaining consumer trust.

Why Oracle Retail Brand Compliance Management Cloud Service?

Oracle Retail Brand Compliance Management Cloud Service is a suite of modules specifically designed to enable grocery retailers, restaurants, food service and manufacturers to source, develop, market and protect their brands.

Oracle Retail Brand Compliance Management Cloud Service provides end-to-end compliance lifecycle management by enabling the capture of detailed product information during the sourcing and selection of suppliers and the manufacturing process. As products are developed or manufactured, the solution audits and manages all aspects of the product specification creating accurate and certified labeling detail against the growing number of local regulative and industry policies.

Consolidating all necessary product detail promotes collaboration and transparency throughout the supply chain by helping to reduce the complexity associated with introducing new products, ranges and categories to market, yet ensuring due diligence, product safety and conformance – that is compliance with industry standards – is shared across the supply chain. By making this compliance lifecycle solution available in the Oracle Cloud, users can access and interrogate data in seconds, allowing brand owners to quickly respond to product or industry incidents and maintain continued consumer trust in their brand.

What Business Value Does Oracle Retail Brand Compliance Management Cloud Service Provide?

- **Reliability.** Entering required information at the source of the data and flowing this through the supply chain maintains compliance, improves operational transparency and drives confidence and reassurance that a brand's labelling claims are accurate, helping retailers deliver on their Brand Promise.
- **Efficiency.** As information on the sourcing or manufacturing process is created in the system by each supplier, Oracle Retail Brand Compliance Management Cloud Service validates this data against the ever-growing number of local regulatory or retailer requirements and different legislation standards. This improves the efficiency of the supply chain by enhancing data quality and speed-to-market, and reduces process duplication.
- **Accessibility.** Data entry at the source provides an instantly available single 'truth' for product and supplier information, reducing data re-entry and human error further down the supply chain. Accessibility in the cloud puts users in control, enabling rapid and secure, 24/7 incident management and improves reporting capabilities.
- **Protection.** Built on industry best practice advisory and supplier engagement programs, Oracle Retail Brand Compliance Management Service safeguards adoption and ensures continued fit-for-purpose. The solution provides a range of features and workflows to validate and manage suppliers, due diligence and incident response and reporting.

About Oracle Retail Supply Chain

Oracle Retail Supply Chain solutions align decisions across the enterprise that impact demand, inventory and receipt flow to drive allocation, replenishment, execution, order fulfillment and compliance. Oracle's entire suite of retail solutions have been tested, deployed and adopted by leading retailers around the world. They are backed by a global support team consisting of highly trained and experienced Oracle Retail Consultants as well as our extensive Partner network. Combined, we've completed implementations for hundreds of retailers in 40 countries.

In addition, Oracle Retail has the distinct advantage of having access to leading experts in database infrastructure, technology, Cloud technology, data security, Global Support and even internet visionaries who provide guidance on how businesses will compete in the future. To learn more about Oracle Retail Supply Chain solutions, please visit www.oracle.com/retail

About Cloud Solutions

Oracle Cloud Solutions take care of the software installation, monitoring, patching and upgrading, freeing IT resources to perform more value-added tasks and allowing retailers to focus on business processes and innovation. Oracle offers subscription-based payment terms, eliminating the need for a significant up-front capital investment.

CONTACT US

For more information about Oracle Retail Brand Compliance Management Cloud Service, visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

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