Oracle Retail Merchandising

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RETAIL

Retailers across the globe in all segments and of all sizes suffer a common problem: antiquated or disconnected systems that don't facilitate visibility, improve efficiency, enable change, or promote growth across their business. The effects are often painfully obvious to consumers and frustrating for retailers, particularly in today's commerce anywhere environment. Examples include: inconsistent pricing between channels, a lack of company-wide inventory visibility, customer orders not meeting expectations, or simply the inability to open operations quickly in a new country.

The solution is theoretically simple: allow retailers to engage in an end-to-end process of supporting their customer's shopping experience in any channel. From pricing to availability to returns, every element of the retail experience must be developed and delivered with convenience in mind. Any barriers can quickly become insurmountable in a world where consumers are only a click away from a competitor. To provide this experience, retailers must have unified product, price, and inventory management, plus a single source of transaction information across the business, culminating in the delivery of seamless supply chain execution across channels, brands, and countries.

The Oracle Retail Merchandise Operations Management suite allows retailers to establish a solid platform for growth and innovation which seamlessly executes core retail operations across channels, countries, and business models. Oracle Retail solutions are built on 25-plus years of experience with implementing solutions for retailers across the globe. That experience provides retailers with merchandising best practices to make smart customer-centric product, pricing, and placement decisions.

Unique Capabilities of the Oracle Retail Merchandise Operations Management Suite:
- Establishes a platform for growth
- Provides a foundation for commerce anywhere
- Leverages a flexible, value-driven implementation approach
- Provides a single source of truth for the entire enterprise

The Oracle Retail Merchandise Operations Management Suite Includes:
- Oracle Retail Merchandising System
- Oracle Retail Invoice Match
- Oracle Retail Price Management
- Oracle Retail Sales Audit
- Oracle Retail Trade Management
- Oracle Retail Allocation

The Foundation for a Comprehensive Retail Solution

The Oracle Retail Merchandise Operations Management suite is the retail transactional platform that executes and informs corporate, channel, and category strategies while providing accurate, timely stock information across the enterprise. Through robust analytics, the suite of solutions provides the mechanism to execute on the insights gained from Oracle Retail's science-driven planning, forecasting, and optimization solutions. Improved profitability and customer satisfaction is achieved by:

- Consolidating item, supplier, and location data in one place
- Ensuring price alignment with corporate strategy by channel, brand, or region

HOW TO ACHIEVE PROFITABLE GROWTH

- Improve inventory accuracy and availability
- Set a competitive, responsive pricing strategy
- Enable science-driven supply chain execution
- Differentiate offers to target specific customer segments and channels
- Align execution with plans
- Achieve a single source of accurate data
- Provide a foundation for consumer journeys

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- Providing timely and accurate inventory information regardless of touchpoint
- Enabling supply chain execution, driven by plans and forecasts
- Managing accounting for cross-channel interactions
- Capturing a consolidated view of sales and returns across all channels
- Leveraging mobile apps to provide access anytime, anywhere

A Platform for Growth

The Oracle Retail Merchandise Operations Management suite not only enables the strong business performance that allows retailers to grow; it removes the constraints for growth so often found in legacy retail solutions. The robust functionality and highly scalable architecture provides the platform to support retail growth through acquisitions, international expansion, and/or the addition of new formats, business models, product assortments, and channels. Retailers have been able to drastically reduce time spent setting up operations in new countries and are able to manage multiple countries on a single instance—thereby decreasing maintenance costs and increasing operational consistency.

Solid Foundation for Commerce Anywhere

Achieving a single view of their operations gives retailers the assurance to plan more proactively, as well as increased confidence in their customer relationships. This greater transparency enables businesses to make better-informed decisions about pricing, range, assortment, fulfillment, and growth while dramatically improving customer satis-faction. Within our product suite, Oracle Retail Merchandising System is the backbone of inventory visibility, providing the source of truth for numbers to the stores, online channels, and the entire supply chain. But this is a two-way mechanism, in which Oracle Retail Merchandising System processes the volume of updates coming in from stores, warehouses, online channels, suppliers, etc.

Flexible, Value-Driven Implementation Approach

The Oracle Retail Merchandise Operations Management suite's modular architecture enables retailers to structure their implementation to target business priorities and drive the most value. For example, retailers don't need to start a project by implementing a new financial solution if their existing one is fine. They can instead focus on addressing their key retail issues. Perhaps they don't have accurate perpetual inventory and there-fore cannot drive proper replenishment. In this case, it is imperative to focus on getting a reliable, single repository for all transaction information before anything else. Once that is in place, forecasting and a variety of replenishment methods can be leveraged in alignment with category service level and inventory goals. With our comprehensive implementation tool set and rapid deployment options, retailers can increase the speed and overall value of their implementation. To make upgrades easier, there are a number of tools available: upgrade scripts for each major release, a detailed upgrade toolkit, data conversion tools, and more. These all contribute to a lower cost of implementation, mitigate risk, and provide business value quickly.

We Know Retail

The market-leading Oracle Retail Merchandise Operations Management suite has more than 25 years and 300 customers-worth of retail knowledge and experience built in. This insight is evident in our Retail Reference Library, which provides documented best practices across the retail footprint. Included in the Library are: the Retail Reference Model, which spans across the end-to-end retail suite, providing details on over 500 processes; and the Retail Reference Architecture, providing a technical complement to the Reference Model, and illustrating key integration points and dependencies. The process flows allow our customers to easily see what our solutions do and how they work together.

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A Sampling of Global Oracle Retail Merchandise Operations Management Customers:

- 7-11 Mexico
- Abercrombie & Fitch
- AC Moore
- Academy Sports & Outdoors
- Advance Auto Parts
- Al Tayer
- Alex and Ani
- Almacenes Siman
- American Eagle Outfitters
- Arcadia
- Ascena
- AX Stores
- Belk
- Burlington Coat Factory
- *charming* charlie
- Cole's
- Country Road
- Daphne
- Deckers Brands
- Dubai Duty Free
- Eletrosom
- Fast Retailing
- Gander Mountain
- Gap Inc.
- Gordmans
- Groupe Dynamite
- Gymboree
- Hot Topic
- JC Penney
- John Lewis
- Kamal Osman Jamjoon
- Kohl's Department Stores
- Landmark
- Landry's
- Li-Ning
- Lowe's Companies
- Marisa Lojas
- Michaels
- Morrisons
- Myer
- Nakumatt
- Navy Exchange Service Command
- New Look
- Nordstrom
- Orscheln Farm & Home
- OXXO
- Perry Ellis
- Primark
- Reitmans
- Ricardo Eletro
- Siam Makro
- Stein Mart
- The Kroger Co.
- The Neiman Marcus Group
- Veteran Canteen Services
- Von Maur

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