ORACLE

Oracle Industry Playbook

Retail

Copyright © 2024, Oracle and/or its affiliates

Retail

The race is on for retailers and the consumer is in the driver's seat. They expect retailers to engage with them when, where and how they want. They are data savvy, and they expect brands to recognize who they are, what they want, and what issues are important to them. They are cost conscious and value ethical business practices. With rapidly changing consumer expectations, a resurgence of the physical store, and further blurring of the lines between digital and physical, the customer interaction in the physical store is as imperative as the transaction and should mirror the experience in the digital world to ultimately drive increased brand loyalty.

Adaptability and value are key. It means knowing what consumers want even before they do and adjusting on the fly to the latest craze. And, having the to ensure the inventory customers want will be available at the right price, in the right place however they prefer to retrieve it – in-store, online, curbside, and all the spaces in between. Retailers will need to buckle their seat belts as this environment is either a perfect storm or a perfect opportunity to rethink retail business models.

Imagine having the visibility to project what merchandise will be hot and financially viable when planning next season's assortment. And having access to the data, and insights it drives, to pivot quickly to customer expectations and effectively manage supply and demand more precisely. Imagine integrated retail planning that can improve everything from margins and merchandise placement to staffing, sustainability, and price optimization. And being able to offer touchless, personalized experiences – from tap-and-go payments to self check-out – that keep customers coming back for more and put retailers back in the driver's seat.

Copyright © 2024, Oracle and/or its affiliates

Key Imperatives for Retail

1. Attract and convert browsers to buyers with a personalized experience to earn loyalty

2. Anticipate demand and deliver on your brand promise

3. Unlock innovation and take control of your data to elevate brand performance

Copyright © 2024, Oracle and/or its affiliates

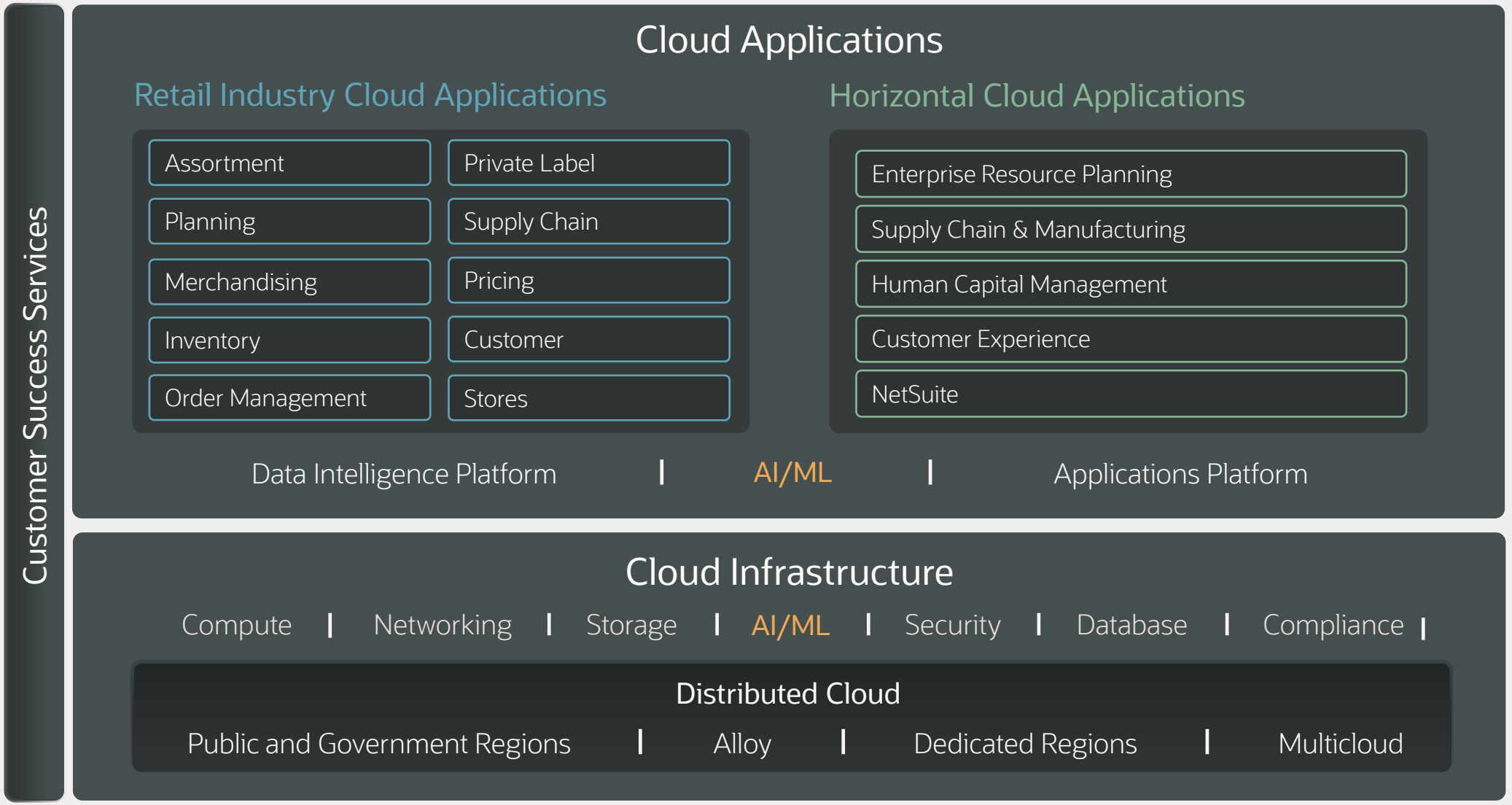
Forces Shaping the Retail Industry

INDUSTRY CHALLENGES	VISION OF SUCCESS
Changing Consumer Expectations Modern consumers are constantly evolving the methods in which they purchase and engage with brands.	Retailers need to leverage data analytics and AI to deliver customized recommendations, offers, and communication, which can be complex and resource-intensive. Capture and retain customers through personalization and greater ESG performances.
Supply Chain Disruption Inventory, demand, logistics and supplier reliability are core issues that present daily challenges. Disruptions cause customers to lose faith and take their business elsewhere.	Improved resiliency through optimized transportation and logistics networks that quickly adjust to demand and supply changes in an efficient and sustainable way. A core SCM application extending into a complete application platform is required to efficiently scale.
Economic Uncertainty Market volatility and economic uncertainty has driven an abrupt shift in consumer behavior.	Retailers need solutions and strategies that address the impact of economic uncertainty on consumer decisions. Adopting best practices that enable retailers to source the right inventory, at the right time, delivering it to the right channel at the right price, with personalized promotions support stability in uncertain times.
Operational Transformation The rise of digital technology has transformed shopping behaviors. Retailers must adapt their operations to engage with tech-savvy consumers effectively.	Blurring of lines across retaill operations and connecting retail journeys to enhance customer satisfaction, improve efficiency and drive growth.
Retention of Talent Shortage of skilled talent, competition around wages and benefits, and ability to retain workforce.	Retailers must empower frontline workers with data and information that will help them better represent the brand and encourage them to make decisions. It's about a unified-brand experience across the entire customer journey.

Copyright © 2024, Oracle and/or its affiliates

Oracle Industry Suite for Retail

Future-proof your business with a secure, scalable, high-performance cloud



Copyright © 2024, Oracle and/or its affiliates

Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation

Customer Experience

- Marketing
- Sales
- Service

Supply Chain & Manufacturing

- Supply Chain Planning
- Inventory Management
- Manufacturing
- Maintenance
- Product Lifecycle Management
- Procurement
- Order Management
- Logistics

Enterprise Resource Planning

- Financial Management
- Procurement
- Project Management
- Risk Management and Compliance

Enterprise Performance Management

- Planning, budgeting, and forecasting
- Profitability and Cost Management
- Financial Consolidation and Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Mgmt.

Human Capital Management

- Human Resources
- Talent Management
- Workforce Management
- Payroll

Data Intelligence

Revenue Transformation | **Back-office Unification**

Customer Experience

Supply Chain Unification | **Financial Excellence** | **Empowered Workforce**

Connected Planning

Copyright © 2024, Oracle and/or its affiliates

Oracle Fusion Cloud ERP

AI-Powered Finance

Financials

- General Ledger
- Accounting Hub
- Payables & Assets
- Treasury & Payments
- Expense Management
- Receivables & Collections
- Bill & Credit Management
- Revenue Management
- CPQ / Subscription Management
- Joint Venture Management
- Lease Accounting

Procurement

- Supplier Qualification Management
- Sourcing
- Procurement Contracts
- Self Service Procurement
- Purchasing
- Supplier Portal
- Spend Classification

Project Management

- Cost Management & Control
- Billing & Revenue Mgmt
- Planning, Scheduling & Forecasting
- Project Asset Management
- Project Management
- Resource Management
- Program Management
- Grant Management
- Task Management

Enterprise Performance Management

- Enterprise Planning
- Profitability & Cost Mgmt
- Narrative Reporting
- Financial Consolidation & Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management

Risk Management

- Separation of Duties Reporting (SOD)
- Preventive SOD User Provisioning
- Security Monitoring
- User Access Reviews & Certifications
- Fraud & Payment Monitoring
- Configuration & Audit Monitoring
- Internal Control Assessments
- Risk & Controls Matrix
- Workforce Health & Safety

Touchless Operations

Predictive Insights

Connected Actions

Copyright © 2024, Oracle and/or its affiliates

Oracle Fusion Cloud SCM

Deep Functional Integration Connecting the Digital Thread

Supply Chain Planning

- Demand Management
- Supply Planning
- Sales & Operations Planning
- Supply Chain Collaboration

Supply Chain Execution

- Inventory
- Costing
- Manufacturing
- Maintenance
- Quality
- Production Monitoring

Order Management

- Order Management
- Product Configuration
- Order Pricing
- Global Order Promising
- Channel Revenue Management

Logistics

- Transportation Management
- Global Trade Management
- Warehouse Management
- Logistics Network Modeling

Product Lifecycle Management

- Innovation Management
- Product Hub
- Product Development
- Quality Management

Procurement

- Sourcing
- Contracts
- Purchasing
- Supplier Management

Strategic Sourcing | **Smart Operations** | **Perfect Order** | **Strategic Sourcing**

Revenue Transformations

End to End Visibility

Copyright © 2024, Oracle and/or its affiliates

Oracle Fusion Cloud HCM

Empowering Employee Success for Exceptional Business Outcomes

Human Resources

- Benefits
- Core HR
- Work Life
- Workforce Modeling & Predictions
- Strategic Workforce Planning
- Advanced HCM Controls

Talent Management

- Recruiting
- Onboarding
- Learning
- Career Development
- Opportunity Marketplace
- Performance Management
- Compensation
- Succession Planning
- Dynamic Skills

Workforce Management

- Time & Labor
- Workforce Scheduling
- Workforce Labor Optimization
- Absence Management
- Workforce Health & Safety

Payroll

- Payroll
- Payroll Core
- Payroll Interface

Employee Experience

- HCM Communicate
- Journeys
- Connections
- Grow
- Touchpoints
- Celebrate
- HR Help Desk
- Digital Assistant

Intelligent & Automated People Processes

Hyper-Personalized Experiences

End-to-End Visibility

Copyright © 2024, Oracle and/or its affiliates

Oracle Fusion Cloud CX

Maximizing the Power of Your Enterprise Data and AI

Marketing

Unity Customer Data Platform
Eloqua Marketing Automation
Responsys Campaign Management
CrowdTwist Loyalty and Engagement

Sales

Fusion Sales
Sales Force Automation
Configure, Price, Quote (CPQ)
Subscription Management
Commerce
Incentive Compensation

Service

Fusion Service
Digital Customer Service
Field Service
Knowledge Management
Service Logistics

Revenue Transformation

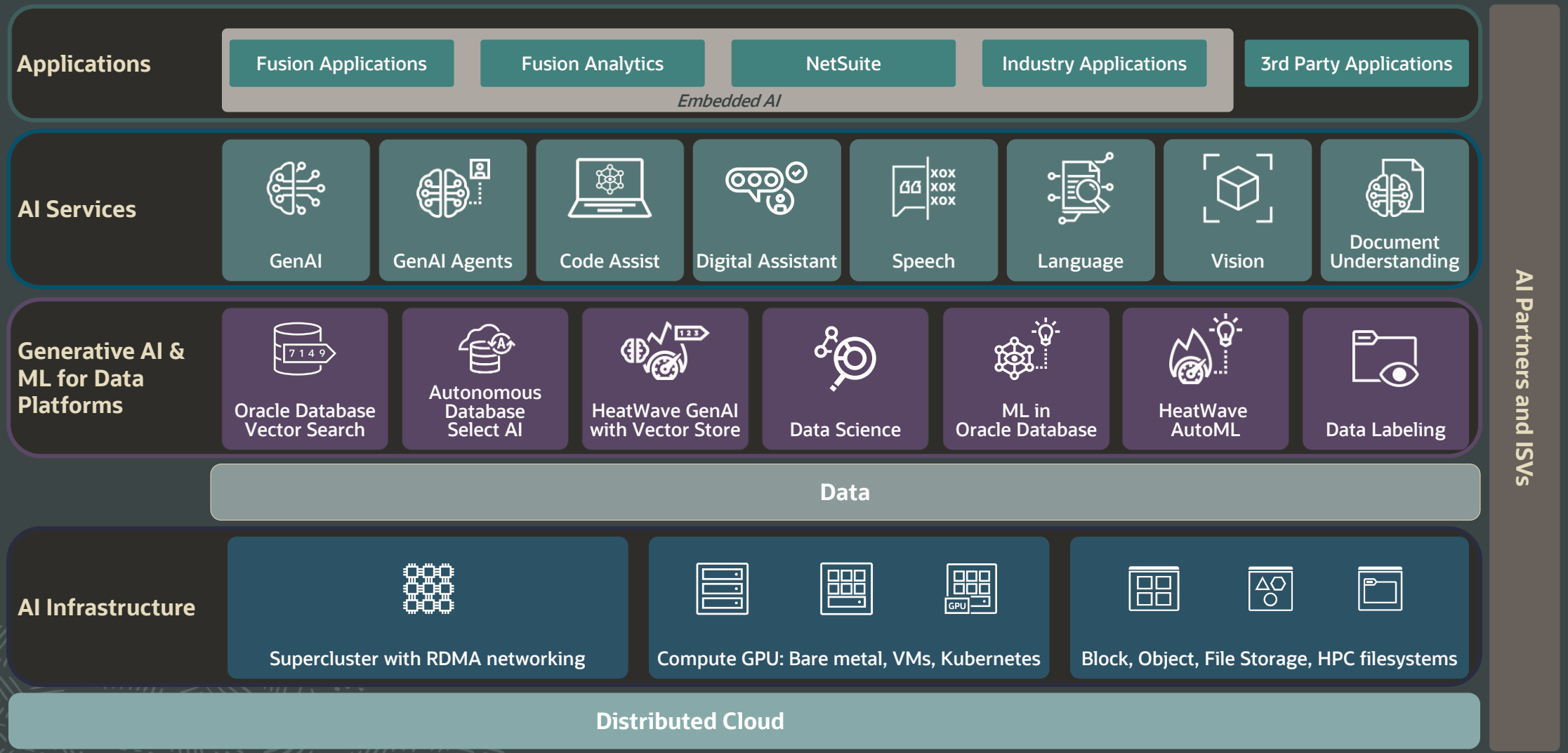
Service Automation

Marketing and Sales Unification

Single Customer View

Copyright © 2024, Oracle and/or its affiliates

The Oracle AI Stack



Copyright © 2024, Oracle and/or its affiliates

Extensive Partner and ISV Ecosystem

+20,000

Partners and ISVs

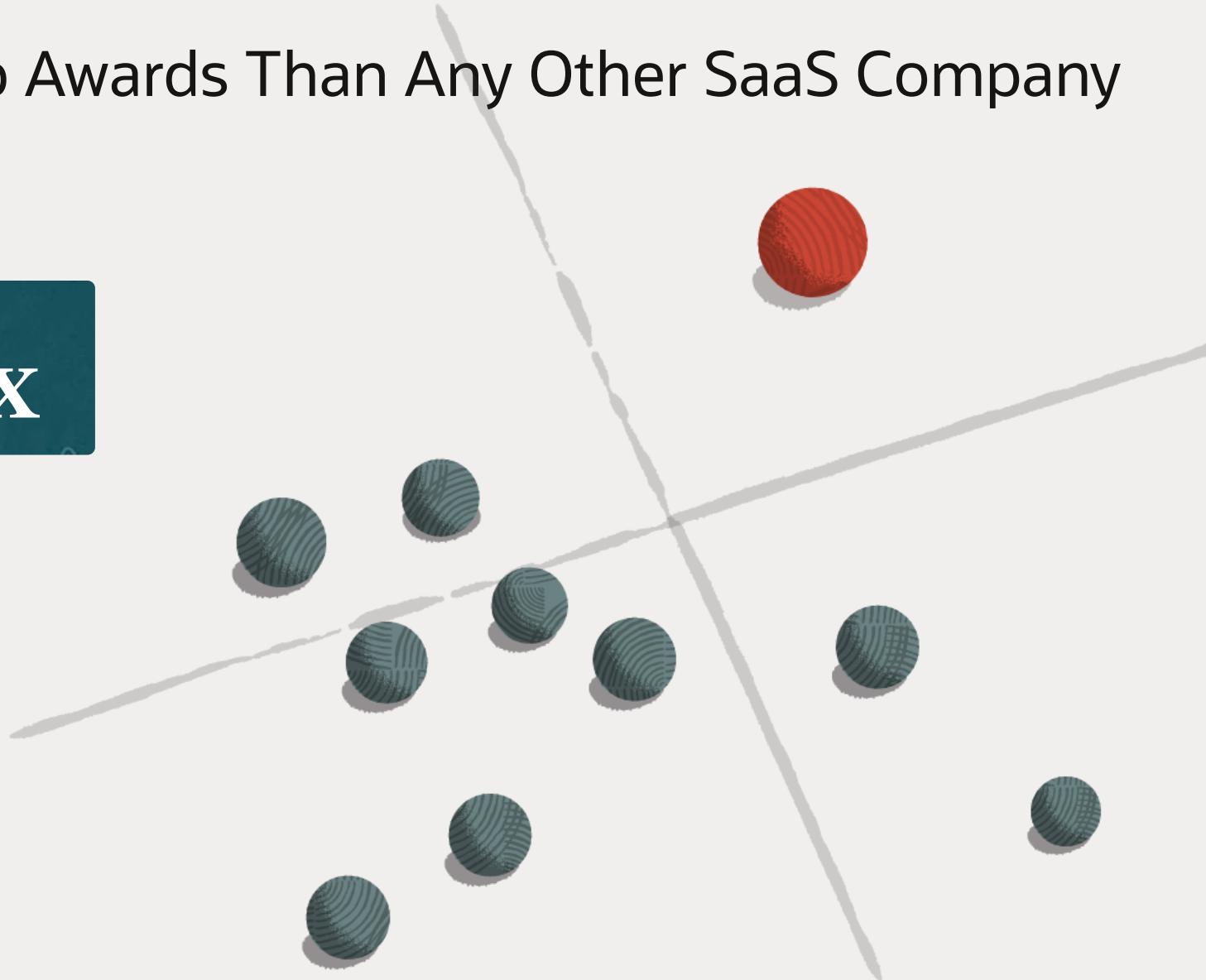
Copyright © 2024, Oracle and/or its affiliates

More Industry and Leadership Awards Than Any Other SaaS Company

ERP	SCM	HCM	CX
28X	10X	8X	22X

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months



Copyright © 2024, Oracle and/or its affiliates

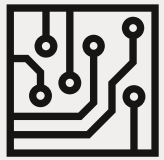
Why Oracle?

Complete Suite

Best-of-breed apps designed and built for changing customer needs—with machine learning, process automation, and other customer-driven innovations.

Finance, HR, supply chain, manufacturing, marketing, sales, service and analytics built to work together.

100s of new features each quarter.



Best Technology

Next-generation cloud infrastructure (OCI) designed for Fusion Applications.

The only public cloud with the performance, security and availability to run your mission-critical operations.

40 cloud regions worldwide for commercial and government with 9 more planned.

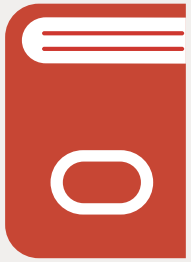
Applications Platform

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend and build applications.

Self-learning and self-improving applications.

Copyright © 2024, Oracle and/or its affiliates



Oracle Playbook

Copyright © 2024, Oracle and/or its affiliates