

# Oracle Retail Brand Compliance Management Cloud Service

In the current retail climate, to maintain trust in their brands, retailers must demonstrate due diligence in their collection, capture, and validation of supplier and product data. There is an obvious necessity for retailers to respond quickly to any issues by forensically interrogating the supply chain.

## OVERVIEW

As with many retail challenges, this is one brought about by changing consumer demand. Consumers continue to drive complexity into the supply chain by increased demand for greater ranges, experimental flavors, and convenient ready-to-go products. Wide product ranges are often offered at a choice of price points and with an appreciation of more complex dietary requirements.

Recent history shows that consumers now expect more information than ever before. A third of consumers are allergic to something, and one in six has a form of food-related illness each year. Allergies, the desire for better living and healthier options, and the media's encouragement to know more have firmly established that if it's your label, it's your product, and it's, therefore, your problem.

## ORACLE RETAIL BRAND COMPLIANCE MANAGEMENT

Oracle Retail Brand Compliance Management Cloud Service is a suite of modules specifically designed to enable grocery retailers, restaurants, foodservice and manufacturers to source, develop, market, and protect their brands. It enables detailed capture of conformance during the sourcing and selection of suppliers and their manufacturing plants.

As products are developed, the system audits and manages all aspects of the product specification, creating accurate and certified labeling detail against local regulative and industry policies. To ensure the continued safety of their products, it offers a range of quality inspection and traceability solutions to check and test each product during production, delivery, and shelf life.

The solution quickly allows brand owners to respond to product or industry incidents ensuring continued consumer trust in their brand. Built on industry best practice advisory and supplier engagement programs to ensure adoption and continued fit for purpose.



### Key Benefits

- *Reliability – enables confidence in a brand's labeling claims, brand promise, supply chain transparency, and quality*
- *Efficiency – 75% reduction in rework across the supply chain, 40% growth in productivity and a 25% improvement in speed to market*
- *Accessibility – a single source of truth driving rapid response, quality of data and improved working environment for practitioners*
- *Protection – enables full due diligence, conformance and awareness driving improved quality and consumer trust*
- *Pricing – low up-front investment and subscription-based pricing*
- *ROI – rapid ROI achieved via faster, easier deployment and fewer required resources*

## KEY MODULES

Oracle Retail Brand Compliance Management Cloud Service is a secure online and scalable suite of integrated modules designed to enable brand owners to collaborate with their supply chain in the sourcing, development, labeling, and quality of their products. Each module is designed to address the specifics within each stage of the process enabling full control against regulative and company policies. Oracle Retail Brand Compliance Management Cloud Service modules are:

- **Project** – stage-gate management of new and existing product developments
- **Supplier** – supplier and site contact, conformance and performance scorecard management
- **Product** – product specification development and validation, auto-generated labeling brief, and quality surveillance management
- **Library** – management of policy and guideline documentation, readership, and acceptance
- **Reports** – cross-module data query and reporting



## GENERAL FEATURES OF THE SERVICE

- Fully managed cloud service managed by Oracle providing 24/7 availability, helpdesk support, and dedicated secure environment.
- Multinational capability to enable multilingual, regulative, and cultural usability across a single environment.
- Managed service includes the maintenance of industry and regulative compliance updates.
- Easy integration to other systems via a comprehensive set of APIs for master data management, product information, and supplier management.
- Tailored through configuration results in a solution that aligns with business processes without customization. The solution contains specific end-user tools to assist with the configuration process making implementations quicker and more cost-effective.

### Key Features

- Industry-specific solution for enabling safe product development
- Oracle Cloud Service
- Bringing every step of the retail and manufacturing process under one forensic lens
- Comes pre-integrated with a wide range of Oracle Retail solutions
- Used by top grocers to develop over 150,000 consumer goods annually

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