

# Oracle Retail Assortment Planning Cloud Service

In today's environment of intense competitive pressure, channel blurring, and increased access to information and shopping options – such as channel, fulfillment, and transaction methods – retailers are finding it increasingly harder to create engaging customer-inspired and targeted assortments that drive customer loyalty while increasing sales, margin, and return on investment.



Research continues to show compelling assortments as a key driver of obtaining and retaining customer loyalty. Oracle Retail's [consumer study](#) found that 53% of global consumers feel that new and exciting products and assortments with personalized offers is important for them to continue shopping with a retailer. Developing strong and new assortments continues to be the key for retailers to compete in this increasingly complex industry.

## MAXIMIZE BUSINESS RESULTS WITH ASSORTMENT PLANNING

In order to remain connected to customer preferences and deliver desired assortments at a fast fashion pace, investment in modern planning applications is required. Oracle Retail provides an integrated, single view of the enterprise, enabling retailers to innovate with speed and scale. With Oracle Retail [Assortment Planning](#) Cloud Service, retailers can develop authentic and loyal customer relationships by delivering the right product to the right fulfillment location.

Assortment Planning provides retailers with a visual, end-to-end workflow to define and execute local market assortments, improve the conversion of traffic into sales, and increase customer satisfaction. This is done while increasing gross margin and return on investment through item-level visibility and the ability to plan and manage this complexity in a user-friendly and cost-reducing manner.

## OPTIMIZE ASSORTMENT STRATEGY AND CREATION

Oracle Retail Assortment Planning leverages embedded artificial intelligence science and automation to provide an effective assortment strategy to maximize return on inventory investment. By factoring in last year or last assortment trends and attribute mix, style-color performance by location, and one-off and special buys, this solution provides a recommended rate of sale and target options count for merchants and planners to utilize as a benchmark as they work with design teams and go to market.

Demand transference logic leverages artificial intelligence to forecast the effect on sales of all the items in the assortment when items are added, removed, or

### Key Benefits

- Solves the industry's need for a smart, yet simple assortment strategy and lifecycle management tool to deliver compelling fast fashion assortments
- Reduces categories without sacrificing revenue
- Improves margins and sell-through
- Improves accurate demand across the life-cycle of the assortment
- Reduces markdowns and increases profits
- Maximizes return on inventory investment
- Provides decision support and continuous visibility into sales, inventory, and profits

swapped from the assortment. Demand transference enables the planner to try out several different assortments to find one that best meets the goals of the assortment. Demand transference uses the item similarity score, assortment elasticity, and attribute weights as key drivers to determine the profitable items.

The inclusion of sophisticated and intelligent logic allows retailers to complete their assortments quickly and effectively – allowing for more time for collaboration to develop creative innovation to increase in-store and online traffic growth. Coupled with a visual plan view and capabilities and a simplified business process, retailers are able to effectively make informed decisions when creating an optimal assortment while understanding the overall impact that it will have on the floor set and customer experience.

## REACT TO IN-SEASON TRENDS AND OPPORTUNITIES

Oracle Retail Assortment Planning Cloud Service's in-season business process provides planners with the ability to quickly and effectively react to season and to-date actuals and trends with exception management. With one complete version of the truth through a common business process and calculations and smart starting points, planners are able to easily review and update sales, promotions, and markdown plans.

The solution also helps retailers to anticipate and proactively manage exceptions through standard real-time alerts and an interactive user-tailored exceptions dashboard, to ultimately highlight and focus a planner's attention on key areas. The solution supports the entire lifecycle of an item, within the context of the sales, inventory, and keep/add/drop assortment planning decisions to derive an ideal exit and carryover strategy.

## ORACLE CLOUD INFRASTRUCTURE

All Oracle Retail Analytics and Planning cloud services are deployed as cloud-native Software-as-a-Service solutions within Oracle Cloud Infrastructure (OCI) upon Oracle's Autonomous Data Warehouse, and are based upon an architecture and technology stack that is optimally engineered for rapid, low-cost deployments and exceptional performance and scalability, and the highest levels of system availability and security - from storage to scorecard.

## ORACLE RETAIL AI FOUNDATION

Core retail AI and machine learning (ML) powers all Oracle Retail Analytics and Planning cloud services. For example:

**Forecasting Engine** - Provide an intelligent starting point for your planners, increasing automation and accuracy. Move to a more touchless and exception management planning process.

**Customer Segmentation** - Group customers based on attributes, behaviors, and transactions to tailor offers, pricing, and assortments accordingly, incorporating previously hidden patterns in your data.

**Advanced Clustering** - Cluster your stores based upon traditional approaches of volume, square footage, region, etc., or leverage machine learning techniques to cluster stores based upon similar selling patterns, truly creating a customer-centric assortment.

**Profile Science** - Determine the best size ratio for your buys by understanding the true demand of your sizes while considering stock-outs.

### Features

- *Create and define assortment strategies based on trend and customer and attribute preferences.*
- *Increase profits with proactive in-season item management and exception-driven processes.*
- *Simplify decision-making through embedded AI, and predictive assortment recommendations.*
- *View planned assortments, just as customers would experience in-store.*
- *Increase accuracy and reduce markdowns through reconciliation of bottom-up item plans to top-down financial plans, preventing overstock experiences in-store.*
- *Increase return on investment with weekly receipt flow visibility*
- *Embedded Retail AI Foundation, powering Oracle Retail Demand Forecasting Cloud Service with:*
  - *Forecasting Engine*
  - *Customer Segmentation*
  - *Advanced Clustering*
  - *Profile Science*
  - *Attribute Extraction & Binning*
  - *Customer Decision Trees*
  - *Demand Transference*
  - *Affinity Analysis*
  - *Innovation Workbench*
- *Further extensibility with:*
  - *Oracle Retail Home*
  - *Oracle Analytics*
  - *Oracle Application Express*
  - *Oracle REST Data Services*
  - *Oracle Machine Learning*

**Attribute Extraction and Binning** - Extract item attributes from free-form descriptions, correcting short forms, misspellings, and other inconsistencies, and apply them to Demand Transference, Customer Decision Trees, Advanced Clustering, and more.

**Customer Decision Trees** - Understand how your customers are shopping your assortments to drive attribute-based alternate hierarchies and effectively plan your assortment the way your customer shops.

**Demand Transference** - Understand how unique your items are and the incremental revenue that item brings to determine the most optimal assortment for your customer.

**Affinity Analysis** - Determine how items interact with each other to drive a more effective promotional strategy within your financial planning process.

**Innovation Workbench** - Leverage open source along with your data science team to create your own AI and ML models. Utilize the language of your choice with Jupyter/Zeppelin notebooks.

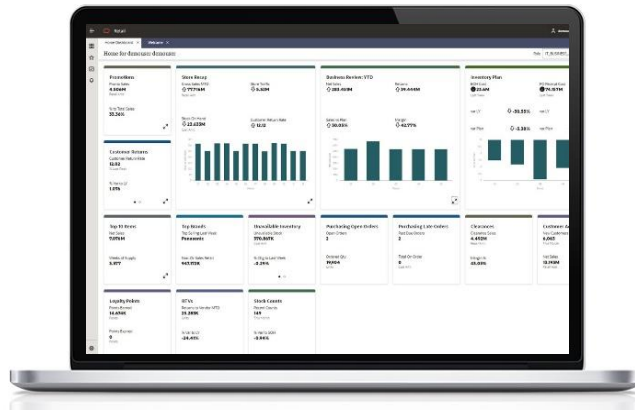
**The Oracle Retail Analytics and Planning family of cloud services includes:**

- Oracle Retail AI Foundation
- Oracle Retail Insights
- Oracle Retail Assortment and Space Optimization
- Oracle Retail Promotion and Markdown Optimization
- Oracle Retail Offer Optimization
- Oracle Retail Merchandise Financial Planning
- Oracle Retail Assortment Planning
- Oracle Retail Demand Forecasting
- Oracle Retail Inventory Optimization

## ORACLE RETAIL HOME

Oracle Retail Home is a single access point, to simplify a user’s interactions with the data and applications that are most relevant to their roles, and to better empower them to anticipate informed actions, and to 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.



## ORACLE ANALYTICS

Oracle Analytics can be used to generate and consume analytics from Oracle Retail AI Foundation data, and in turn 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:

### 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

Beyond the extensibility afforded by the Oracle Retail AI Foundation's Innovation Workbench, Oracle Analytics, and Oracle Retail Home, also included are Oracle Data Store, Oracle APEX, and Oracle REST Data Services.

## 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 both are 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.

Developers can quickly develop and deploy compelling apps that solve real problems and provide immediate value using APEX. 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.

## [Request a 1:1 Demo](#)

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