ORACLE

Oracle Cloud for Retail

Retail challenges in the modern digital world

Change is a constant in retail, and the global pandemic has unraveled established business processes, forever changing consumer shopping habits. A shopper's journey is now more complex, and customers are in the driver's seat. Their expectations and demands have put massive pressure on retailers and the technology they have in place today.

As consumer behavior continues to evolve, cloud technology plays an instrumental role in creating the agility necessary to respond to change. To remain competitive and stay relevant to consumers, retailers are quickly pivoting to:

- **Deliver seamless omnichannel experiences**
- **Future-proof their organization to scale operations and deliver resilience**

Why choose Oracle Cloud for retail?

Oracle is accelerating technology transformation for global retailers and helping them migrate to the cloud. For retailers that want to run their most demanding workloads in the cloud, Oracle provides the most complete solution and connected architecture with numerous benefits, all on the foundation of Oracle Cloud Infrastructure (OCI)—the first public cloud built from the ground up to be a better cloud for every application. Retailers are supported by:

- **More than 42 mission-critical retail applications for omnichannel retail, planning and optimization, merchandising, brand compliance, supply chain, and insights and analytics**
- **Best-in-class enterprise resource planning (ERP), human capital management (HCM), advertising, and CX applications**
- **Hyperscale cloud regions in more than 35 locations worldwide for data residency and disaster recovery requirements**

Kraft Heinz

"Now we have a centralized database that enables us to do variance analysis on our actuals versus our budget versus our forecast. For the first time we had visibility into costs down to the SKU."

Frank Tagoe
Sr. Manager of IT, Kraft Heinz

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"Our environment is extremely complicated. We have between 150 and 160 integrations with external back-ends, mainframes, and literally thousands of small applications that provide geographical data, pricing, and process calculations. We needed a solution that could make our migration as seamless as possible."

Sanjay Date
Sr. Program Manager, 7-Eleven

Get to know Oracle Cloud Infrastructure

Oracle offers a comprehensive portfolio of cloud services for any retail workload—from cloud native applications to high-volume enterprise workloads—to help retailers innovate and accelerate their business growth. Retailers can build new applications, extend existing ones, or bring enterprise applications to the cloud with minimal refactoring or rewrites. They can also run applications and databases more economically and with the performance, resilience, and security that enterprises need.

> "We selected Oracle Cloud Infrastructure (OCI) because of its superior functionality and ease of use for our end users. In addition, the freedom to pay per use, the flexibility to customize, and the high security of OCI enable us to rapidly scale, at a very low total cost of ownership."
>
> **Azmal Hossain**
> Assistant General Manager and Head of ICT, Ananta Apparels

Designed to simplify retail operations

Oracle Cloud Infrastructure provides a complete cloud infrastructure platform for retailers to accelerate their cloud investments, continue to innovate for the customer, and set the course for long-term growth and resilience. Oracle is here to meet retailers on their journey to the cloud.

Faster digital innovation. OCI offers a comprehensive portfolio of cloud services to enable retailers to develop modern cloud native applications that provide the high availability, resiliency, and scalability necessary to deliver an always-on, low-latency customer experience.

A more scalable, resilient foundation for global inventory. Enterprise applications, including Oracle Retail Merchandising System, can be moved to the cloud to improve performance, reliability, speed, and security. With full production in the cloud, retailers can maintain real-time inventory visibility and expedite intraday sales batch performance.

Improved warehouse management. Powered by OCI, Oracle Warehouse Management Cloud and our ISV partners—Körber and Manhattan Associates—are transforming supply chains by creating efficient warehouses that provide a single view of inventory and transaction data, allowing retailers to meet increasingly complex omnichannel demands.

Access to data across the value chain. Retailers today need AI to accelerate innovation, assess business conditions, and deliver new customer experiences. A data Lakehouse engineered on OCI combines the flexibility and relatively low cost of a data lake with the ease of access and enterprise capabilities of a data warehouse, enabling retailers to analyze all their data and build machine learning (ML) models using large volumes of data—both structured and unstructured—from various sources.

Support for multicloud strategies and distributed workloads. Oracle has a unique interconnection with Microsoft Azure in 10 regions worldwide. This extremely low-latency, private, secure intercloud connection bypasses the public internet and provides high availability and reliability through redundant 10-Gb/sec physical connections.

A connected architecture for integration and extension. Oracle Cloud Applications are built on OCI, allowing retailers to centralize cloud applications within a data region and minimize data latency. REST APIs simplify integration for innovation while low-code and no-code tools let developers extend and customize applications with minimal coding.

Superior cloud economics and performance. Oracle Cloud was designed for a consistent experience, both in performance and cost. Benefits include:

- Uniform pricing across all global regions
- Fully flexible instances that size to IT needs
- Fast, predictable, and inexpensive infrastructure
- Low pricing for network egress and free ingress, making it cost-effective to deliver data to end users or integrated systems

Whether you've already chosen a primary cloud provider or are earlier in the cloud adoption process, Oracle is here to help you on your journey to the cloud.

Learn more about OCI solutions for retail.
oracle.com/industries/retail/cloud

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Start your free trial of OCI.
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