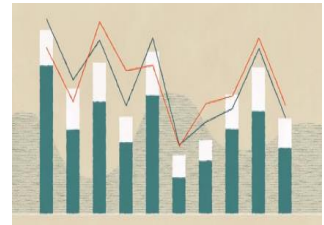


Oracle Retail Merchandise Financial Planning Cloud Service

In retail, it all starts with a plan. Senior management sets strategic merchandise and financial objectives - and all the other departments aim to meet them. In today's retail world, management needs to set goals for multiple channels and formats that are common in today's competitive environment. Independently, merchants, planners, store operations managers, and others create many low-level financial, store, item, assortment, and operational plans to support the corporate plan's goals. These low-level, detailed, financial, and unit plans define how the retailer will achieve corporate goals.



ENABLING RETAILERS TO DRIVE PROFIT

Paired with Oracle Retail AI Foundation Cloud Service, Oracle Retail [Merchandise Financial Planning](#) Cloud Service employs extensible analytics and AI to drive optimal planning decisions.

Key benefits include:

- **Integrated Forecasting** - Bases plans on accurate demand forecast rather than focusing on sales history. Ensures all departments are working with a common plan.
- **Improved Accuracy** - Provides views into sales history, actualized weekly sales, and unconstrained forecasts to support better, more accurate planning.
- **Increased Profits** - Supports proactive retail management, resulting in fewer lost sales, excessive markdowns, and unprofitable exit strategies.
- **Increased Return on Investment** - Enables receipt flow planning down to the weekly level to maximize return on inventory investment and align promotional activities with strategic goals by geography, class/category, and selling channel.
- **Reduced Markdowns** - Ensures that bottom-up item plans reconcile with top-down financial plans, preventing over-stocks.
- **Scalable and Continuous Delivery** - Solutions scale globally yet are configurable to support changes in local markets through a continuous delivery of enhancements and upgrades that can easily be applied.

Benefits

- *Improved plan accuracy*
- *Increased gross margin*
- *Increased return on investment (ROI)*
- *Reduced markdowns*
- *Lower total cost of ownership (TCO)*
- *Future-proofed plans*

Key features include:

- **Pre-Season and In-Season Planning** - Provides both pre-season and in-season planning with key financial indicators that include sales, markdowns, receipts, inventory, gross margin, and open-to-buy.
- **Plan Alignment** - Aligns all different levels of plans between finance, top-down, middle-out, and bottom-up, facilitating a connection across multiple planning roles for easy reconciliation and approval through consistent and disciplined processes.
- **Continuous Planning** - Drives decisions from the financial plan down to the item level with the integration from the strategic plan down to the assortment plan.
- **Retail and Cost Accounting** - Retailers can use either cost or retail accounting methods.
- **Exception Based** - Exception management functions flag affected areas of a plan that might not be noticed when managing large amounts of data.
- **Integrated Forecasting** - This end-to-end suite of integrated solutions ensures that all components of the retail enterprise can rely on a common financial plan.
- **Scenario-based Planning** – Planners can simulate the full impact of different planning strategies, such as a conservative and aggressive version of their plan to evaluate and select the best fit.
- **Multi-Currency and Geography** - Plans can be created, reviewed, and approved in multiple currencies and languages.
- **Fulfillment Planning** - Supports cross-channel returns planning and customer journeys (Buy Online Return in Store, Buy Online Pick Up in Store, Buy in Store Ship From Warehouse) to increase inventory visibility and accuracy, and reduce markdowns.
- **Omnichannel Planning** - Supports the modern retail model of buy anywhere/fulfill anywhere, with channel-specific metrics for brick-and-mortar stores, direct selling operations, and wholesale/franchise enterprises.

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.

Features

- *Quick implementation*
- *Merchandise and location planning*
- *Best practice-driven*
- *Proven, globally scalable planning platform*
- *Omnichannel planning*
- *Supports multiple currencies and geographies*
- *Pre and in-season planning*
- *Retail and cost accounting methods*
- *Automated exception management functions*
- *Designed to be integrated with Oracle Retail solutions*
- *Embedded Retail AI Foundation and machine learning for:*
 - *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*

ORACLE RETAIL AI FOUNDATION

Core retail AI and machine learning (ML) power 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.

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.

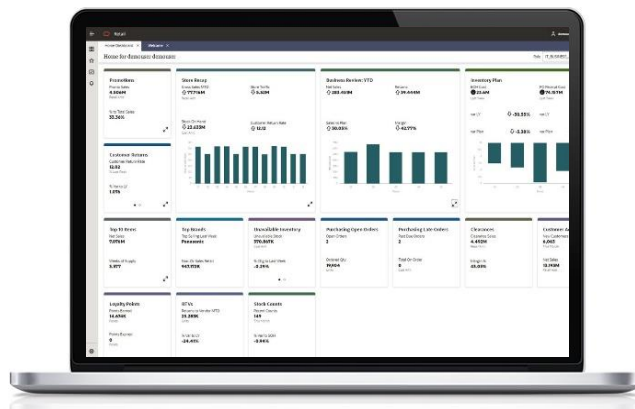
The Oracle Retail Analytics and Planning family of cloud services includes:

- 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, 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.

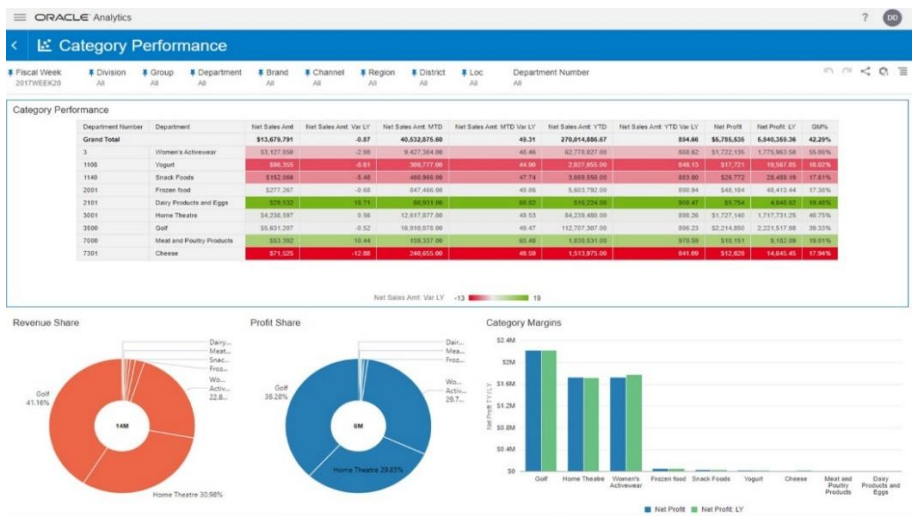


ORACLE ANALYTICS

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:

- | | | |
|---|---|--|
| <p>Governed</p> <ul style="list-style-type: none"> • Corporate Dashboards • Pixel Perfect Report • Semantic Models • Role-based Access Control • Query Federation | <p>Self-Service</p> <ul style="list-style-type: none"> • Data Preparation • Data Visualization • Storytelling • Sharing and Collaboration • Mobile Apps | <p>Augmented</p> <ul style="list-style-type: none"> • 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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