ORACLE
Retail

Oracle Retail Brand Compliance Customer Success Stories: NA and UK Spotlight

Oracle Retail Brand Compliance empowers retailers around the world to bring new products to market quickly and safely. Over 1 million supply chain trading relationships are actively maintained to expedite retail compliance and speed to market.

As supply chain complexity and consumer expectations increase, retailers need a solution that reduces technical administration, enables greater productivity and accelerates speed to market. Managing this complexity in disparate solutions exposes retailers to risk and inhibits supply chain collaboration. A modern brand compliance platform simplifies the development process and reduces cost, failures, and error.

CUSTOMER SUCCESS: LARGE US GROCER

A large US grocer with **$10B** annual sales, a robust private label product development with **7,000+ SKUs**, and **3-year growth plan** to increase its private labels by **30-40%.**

Business State Before Oracle Retail Brand Compliance Management

- Manual operation of supplier and product compliance
- Semi-automated approach to audits and supplier assessment
- Continued private label product portfolio growth

Why Oracle Retail

- Credibility, experience and domain understanding
- Comprehensive offering
- Supply chain coverage (over **60% of the retailer's suppliers** were already using Oracle Retail Brand Compliance Management)

CUSTOMER SUCCESS: TOP 10 US RETAILER

$71B annual sales, strong private label product development with **12,000+ SKUs**, and launch of **2,000 new products** over **the first two years** of solution deployment.

Business State Before Oracle Retail Brand Compliance Management

- Internal and 3rd-party products failing to deliver
- End of CY17 deadline on replacing 3rd-party products
- Full end-to-end offering required

Why Oracle Retail

- Best of the breed, out-of-the-box offering, for rapid 12-week implementation
- Credibility, experience, and domain understanding

Oracle Retail Brand Compliance Business Management Impact

With a single view and management of the truth, retailers achieve significant business benefits:

- *25% average speed to market improvement*
- *12% increase in revenue per product*
- *10% R&D cost reduction*
- *80% reduction in mislabeling recalls*
- *70% efficiency gains in product data capture and verification*
- *90% reduction in recall response time for brand owners (compared to manual methods)*
- *Multiple customers have expanded their private label brands from 5% to 60% of market shelf*

CUSTOMER SUCCESS: US ORGANIC GROCER

$16B annual sales and strong private label product development with **10,000+ SKUs**.
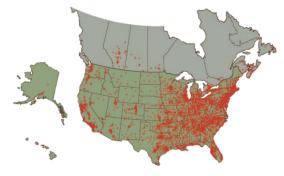
Business State Before Oracle Retail Brand Compliance Management

- Two failed projects to implement PLM solutions
- Behind in compliance and quality management due to failing solutions
- Good understanding and experience of solution needs

Why Oracle Retail

- Credibility, experience, and domain expertise
- Comprehensive end-to-end solution
- Proven and successful customer base
- Supply chain feedback and coverage

MAP OF ORACLE RETAIL BRAND COMPLIANCE CUSTOMERS IN NORTH AMERICA

About the Oracle Retail Brand Compliance Management Solution

- *4th Generation – intuitive UX, comprehensive, scalable and current*
- *Over 30 leading grocery customers*
- *10,000 concurrent users access the solution each day*
- *12-week implementation*
- *1 million product developments*
- *250,000 global suppliers fully onboarded*
- *Over 80% of suppliers across North America and Europe use the solution*
- *Trusted for over 25 years*
- *In 30 countries, in 19 languages*
- *10,000+ store locations in all 50 US states and 10 Canadian provinces have products developed by the solution*

THE LEADER IN BRAND COMPLIANCE: UK SPOTLIGHT

The UK is the leader in compliance, with the toughest legislation in place. Oracle Retail Brand Compliance Management originated in the UK and was on the ground floor, helping standardize the private label industry in 1995. Oracle Retail Brand Compliance supports **80% of the UK** grocers, including the **nation's top 4 retailers**.

Over the past **25 years**, multiple grocery chains in the UK have seen significant growth in private labels from a mere **5% to 60% of shelf**. Taking the lead from the UK, the US is quickly becoming a strong contender in both its compliance requirements and the adoption of a modern platform for private label management and growth.

WATCH VIDEO

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