

ORACLE

Oracle Retail Brand Compliance Solutions

Prevent • Promote • Protect



Oracle Retail Brand Compliance Solutions

Oracle Retail Brand Compliance is a platform for diligently developing, managing, and mastering private own brand products and supplier data, feeding labelling, operations, stores, and commerce. As a collaborative platform this enables retailers to network with suppliers, partners, and data pools to source, develop, validate, and deliver new ranges, transparency, sustainability, and quality. Thus providing the origin and single source of the truth.



Prevent:

Reduce risk through a collaborative platform for lifecycle and compliance management

End to end product lifecycle management for the sourcing, development, compliance, surveillance and performance of your private own brand portfolio

Promote:

Promote and develop a transparent & sustainable brand with data you can trust and share

Product and supplier attribute information management enabling the distribution of fully maintained, up to date and validated data

Protect:

Rapidly respond to crisis and risk through access to a single version of the truth

Supply chain and material transparency enabling proactive and reactive evaluations of formulations, suppliers and supply chain connections

Brand Lifecycle Management

Collaborative product lifecycle management for the sourcing, on-boarding and development of your private label assortment

Develop a transparent brand

- NPDP, EPD, and packaging business process management
- Collaborative critical path tracking and analytics
- Supplier selection, on-boarding, and compliance management
- Product design, development, and specification governance
- Product, supplier, and supply chain change management

Accelerate your speed to market

Legend:
Brand Compliance modules (blue icon)
Plug-ins, extensions, or integrations (yellow icon)

Note: All plug-ins, extensions, and integrations are optional services that could be subject to additional license requirements.

Product Lifecycle Planning

Design or utilize pre-defined NPDP, EPD, and packaging process critical path templates, schedule resources, track and monitor progress and manage change and communication.

Sourcing & Onboarding

Communicate and collaborate with potential suppliers on product briefs, samples and onboarding assessment and compliance.

Optimize & Streamline

Track critical path progress, compare and analyze patterns from project to project and create improved models and protocols.

Sustainable Sourcing

Survey and score card management to evaluate GHG Scope 3 metrics on carbon emissions, water consumption, water pollution, bio-diversity, social and other environmental parameters.

Sustainable Brand Management

Set, manage and track compliance against regulations, policies, standards and brand promises



Develop an ethical brand

- Utilise pre-defined or create and set standards & protocols
- Apply to sourcing, development, labelling, sustainability and quality processes
- Capture and validate compliance in real time
- Track change and continued conformance
- Communicate, on-board and monitor adoption of new and revised standards

Dietary, Environmental, Origin and Ethical Standards

Set, manage, and track all products and supply chains pre, during and post-launch to ensure conformance, risk mitigation, and adoption of change.

Product Specifications

Across all categories technical product specification templates and processes can be created utilizing pre-defined protocols, standards, and validation rules for food, fresh, alcohol, pet, formulated health & beauty, pharmaceuticals, and constructed general merchandise.

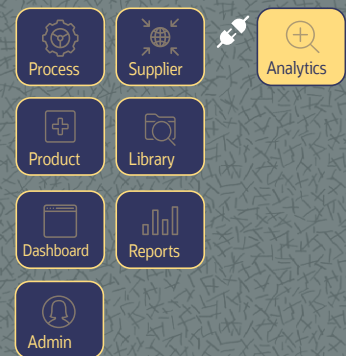
Health & Beauty Development

Specialized technical specification process for the formulation and validation of cosmetics, supplements, hygiene, and body care products utilizing industry protocols and material standards.

Packaging Build

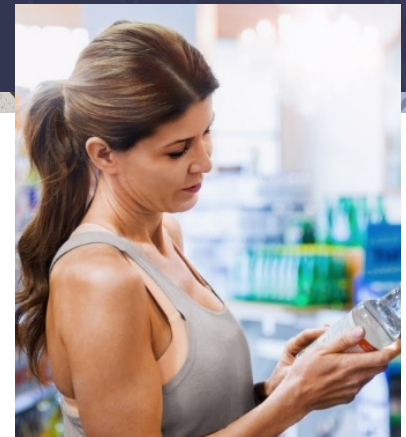
Construction of primary, secondary, and tertiary packaging items with full material transparency capturing source, composition, plastics analysis, and recycling declarations.

Prevent risk & ensure diligence



Brand Labelling Management

Develop, authenticate and promote declarations claims and pledges on label, on screen and on device



Develop a digital brand

- Ingredient and final product specification & labelling brief management
- Instore formulation and fresh item labelling management
- Integrated artwork management
- Data analytics for brand promotion and marketing
- Data attribute distribution management

Grow & promote your portfolio



- Brand Compliance modules
- Plug-ins, extensions, or integrations

Note: All plug-ins, extensions, and integrations are optional services that could be subject to additional license requirements.

Fresh Item Labeling

In store formulation inclusive of dietary analysis, ingredient declarations and material transparency enabling the production of over the counter item labelling.

Recipe Development

Product composition features enabling the formulation of ingredients and sub compound recipes for auto creating and validating declarations and dietary claims against market regulations, brand standards and promotions.

Product Data Management

Final product labelling validation of claims, declarations, guidance, marketing and logo content. Plug-in artwork management enabling final approval of imagery and digital asset management. Data transfer to ecommerce, e-catalogue and consumer apps.

Material Transparency

Full supply chain mapping of every ingredient, compound and material for field to fork transparency into origin and sustainability needs.

Brand Safety Management

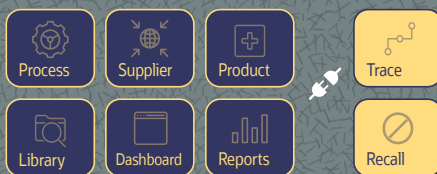
Anticipate, plan, and respond within seconds to new trends, market dynamics, and crisis



Develop a trusted brand

- Risk and incident alert and communication management
- Product and supply chain transparency management
- Plug-in blockchain track and trace management
- Plug-in recall and withdrawal management
- Product and supplier performance management

Protect & deliver on promises



- Brand Compliance modules
- Plug-ins, extensions, or integrations

Note: All plug-ins, extensions, and integrations are optional services that could be subject to additional license requirements.

Supplier Assessment

Perform, track, and monitor supplier and production facility ethics, conditions, and practices. Track and score corrective actions, quality performance, and certifications.

Product Surveillance

Schedule and manage regular quality and compliance tests to track conformance and claim accuracy

Incident Management

Analyze potential risk and impact of contamination, safety, hygiene, and geographic incidents. Auto collaborate with relative suppliers activating product withdraw or recall directly or through plug-in batch traceability systems.

Environmental, social, and governance (ESG)

Continuous assessment and governance of environmental and social standards and conformance.

Integrated set of modules across a single brand compliance collaborative platform

Oracle Retail Brand Compliance contains a suite of specialised modules and APIs designed to enable brand owners to manage their entire lifecycle of their private own brand portfolio.



Oracle Retail Brand Compliance Modules



Admin

Fully self manageable configuration enabling tailoring to your own standards, processes and preferences



Workspace

User defined dashboard home page enabling personalised and relevant KPI's, process, form, view and news navigation



Library

Attach, manage and monitor the adoption of policies, training materials, standards and change notifications



Process

Plan, build, publish and monitor critical paths for new products, reengineering and labelling changes



Supplier

Select, on-board and continually assess your primary supplier, all production facilities and supply chain connections



Product

Design, develop and validate the full technical specification, labelling brief and quality surveillance of your products

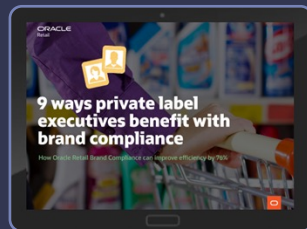


Reports

Schedule and / or run queries, management reports and KPI analytics across all modules

Ingredients of success

When evaluating how to **grow**, **promote**, and **protect** your private brand portfolio do you consider a Product Lifecycle Management (PLM) system, a collaborative Specification and Label Management platform or a Regulatory, Compliance and Quality Management solution? We suggest the answer is all 3 in 1.



Prevent costs, grow revenues,
protect your brand value like Orla

[Compare Orla & Manuel](#)

Ingredients of success



Trusted by global leading brands since
1993

68% of adopted solutions are Oracle Retail Brand Compliance
Over 30 leading brands

Over **80%** of suppliers across North America and Europe use Oracle Retail Brand Compliance for at least 1 customer



Connected **directly** to over 250,000 suppliers worldwide

4th generation by-design in partnership with Oracle Retail Brand Compliance User Group



Supported the launch and production of over **1 million** products worldwide

Best of breed, best practice
12 weeks to go live with Oracle Retail Brand Compliance

Supported the growth of private label brands to over **60%** market share in UK

ORBC is updated every **3 months** to ensure compliance with industry needs, drive innovation with new features and improve the user experience

10,000 concurrent users access our Oracle Retail Brand Compliance solutions each day

On average **99%** of the global User Group meet quarterly
Be part of a world leading collaboration

Our core Transparency Tree captures, validates and monitors over **30,000** attributes

Ingredients of success

Improved efficiency and productivity

25% improved speed to market

12% increase in productivity

Accurate and reliable data reducing recalls, cost, and brand damage

70% improved efficiency in technical data management

90% improvement in data confidence

Rapid and transparent response to market opportunity and crisis driving brand loyalty, trust, and growth

80% improvement in response time

56% increase in consumer trust

Growth in brand revenue, margins and image

17 to 1 reduction in systems

7 digit improvements in revenue and margins



About Oracle Retail:

Oracle brings retailers closer to their customers across every channel and helps them quickly adapt to changing market needs. With a complete set of business applications, cloud services, and hardware supporting everything from the customer to the back office, retailers can gain deep insight into customer needs, tailor product assortments, price and place products with purpose, and build detailed financial and workforce plans to meet customer expectations.

[For more information, visit our website.](#)

Connect with us

Email us at oneretailvoice_ww@oracle.com, or visit oracle.com/goto/retail

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