

ORACLE®

The Empowered Merchant

Sweet 16 and Beyond....

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Solution Management
Retail Business Unit
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ORACLE
**INDUSTRY
CONNECT**

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

The Empowered Merchant

Release 16 and Beyond...

- 1 ➤ Exception Driven Retailing. Delivered.
- 2 ➤ The Importance of Deployment Choice with a Path to SaaS
- 3 ➤ Looking Ahead – What's Next?
- 4 ➤ Question & Answer



Market-Inspired Innovation



Retail



Challenges

- Continued Financial Pressure
 - Margins
 - Operating Expense
- Global Market Uncertainty
- Agility
 - The Need for Speed
 - Protection from Disruption/New Market Entrants
- International Expansion
- Elevate Customer Experiences
- Brand Consistency Across Channels

Anticipate

Simplify

Inspire

Oracle Retail Community Groups

Share, Influence & Network



Oracle Retail User Group

Value

Driven by Customers, best practice sharing on a monthly basis with Oracle Retail Solutions Management (Strategy) and the greater Oracle Retail community with common solutions in an open environment



Special Interest Groups

Value

Driven by Customers, smaller, more focused, best practice sharing on a monthly basis with Oracle Retail Solutions Management (Strategy) and smaller groups of retailers with common industries and solutions



Oracle Retail Focus Groups

Value

Driven by Oracle Retail Solutions Management (Strategy), small group discussions with select retailers on a specific, pre-defined topic for short periods of time to drive out product solution approaches based on direct customer input



Customer Advisory Board

Value

Select customers, nominated by Oracle Retail, to engage quarterly with Oracle Retail Solutions Management (Strategy) to advise on product direction, as well as visibility to vision and direction of Oracle Retail Solutions

Retail Transformations

Trusted Solutions, Trusted Partners

ORACLE®

RETAIL



Reitmans

PRIMARK®

PERRY ELLIS
INTERNATIONAL

John Lewis

ASOS
discover fashion online



DEBENHAMS

NEW
LOOK



al tayer الطائر



garcia

apoteket

Lane Crawford

KOHL'S

Arcadia

OXXO

ARDENE

NORDSTROM

Dubai Duty Free

TESCO



adeo

GAP



AMERICAN EAGLE
OUTFITTERS

KIRKLAND'S

JCPenney



The Cornerstones of Oracle Retail Strategy

Empowered Commerce



Cloud
First



Mobile
Everywhere



Better
Together



Modern
Retailing



Leverage
Tech/Scale

Our strategy is simple: **Empower Retailers** to deliver the user experience associates expect and consumers demand. Our **5 Key Cornerstones** guide our decision making from Release 16 forward as we deliver on the vision to allow retailers to better anticipate demand, simplify their operations, and inspire engagement.

ORACLE
RETAIL

Release 16 Merchandising – The Empowered Merchant

50,000 Days R&D Investment

30% **Reduction** in application screens -- focus on simplification and ease of use

>75 **Customers** provided input into V16 Release

>10 Trusted System Integrator **Partnerships** leveraged throughout the project

Empowered Merchant

Modernized Merchandising:

- Exception-based Retailing
- Role-based design
- Increased productivity
- Common Tech

Mobility:

- Recent Orders
- Recent Transfers

Empowered Commerce:

- Converged Commerce
- Mass Audit Error Resolution
- Style Level Invoice Matching
- Enhanced invoice upload options
- Invoice document unmatching
- Flexible Allocation sourcing

Persona Based User Experience Across Suite

Drive Interface and Experience Design



Ben

Buyer



Felix

Chief Financial Officer



Ivan

Inventory Analyst



Catherine

Customer



Fatima

Finance Analyst



David

Chief Digital Officer



Allie

Allocator



Sarah

Sales Associate



Stu

Data Steward



Michelle

Chief Merchant



Sammy

Sales Auditor



Isabelle

Chief Information Officer



Connor

Corporate Inventory Control



Lucas

Loyalty Manager

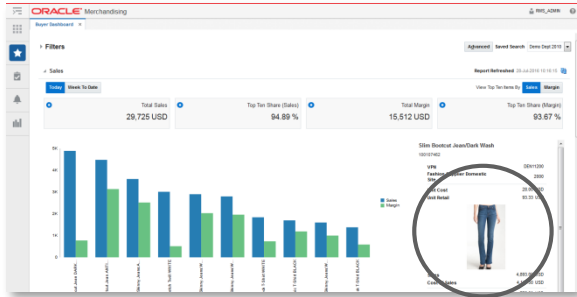


Abigail

Accounts Payable

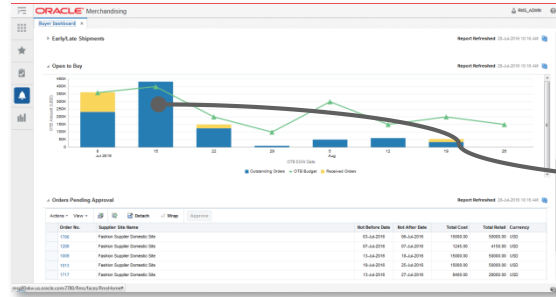
User Experience Principles

Operational Insights with contextual path to action



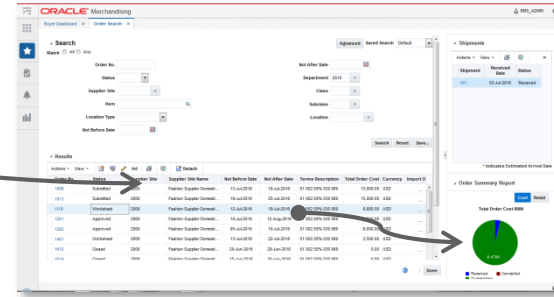
Dashboard

Role-based; displayed to the user upon opening the application; highlights actionable or frequently monitored activities



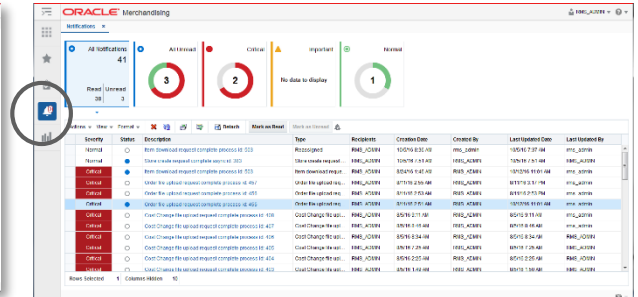
In-Context Launch

Action taken from dashboard reports to “launch” into a solution’s screen passing parameters in a specific format



Contextual BI

Reports displayed that dynamically refresh when certain actions (called contextual events) are performed on the task flow



Notifications

Notify authenticated users within the application when business events occur; example PO not approved



Ben
Buyer

Persona Details

- Focuses on managing sales and margin performance to plan
- Key responsibilities:
 - Monitoring open to buy
 - Approving purchase orders
- Dashboard highlights
 - Monitoring shipments for potential impacts on OTB
 - Highlighting orders awaiting their approval

Benefits

- Provides snapshot view of today's top 10 selling items
- Proactively monitors order shipment accuracy
- Provides single step resolutions for
 - Updating PO Dates
 - Canceling Orders
- Allows for approval of multiple orders in one action
- Provides graphical view of buying budget and spend by period



Operational Efficiencies



Empowered Buyer

50%

Reduction in PO management process



Up to 90 to 210 hours savings a WEEK for a retailer's buying department



Empowered Financial Analyst



Up to 72 to 168 hours savings a WEEK for the finance department through flexible invoice matching

300+

Simplified stock count reconciliation hours saved throughout the year through Stock Count Variance (~200 stores)



Empowered Inventory Analyst

1

Single view of order through exception based retailing, driving approximately 40% saving per week

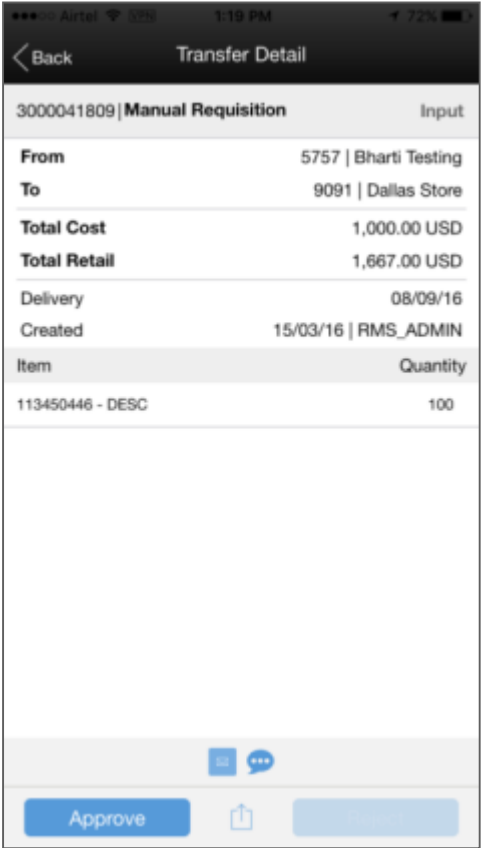
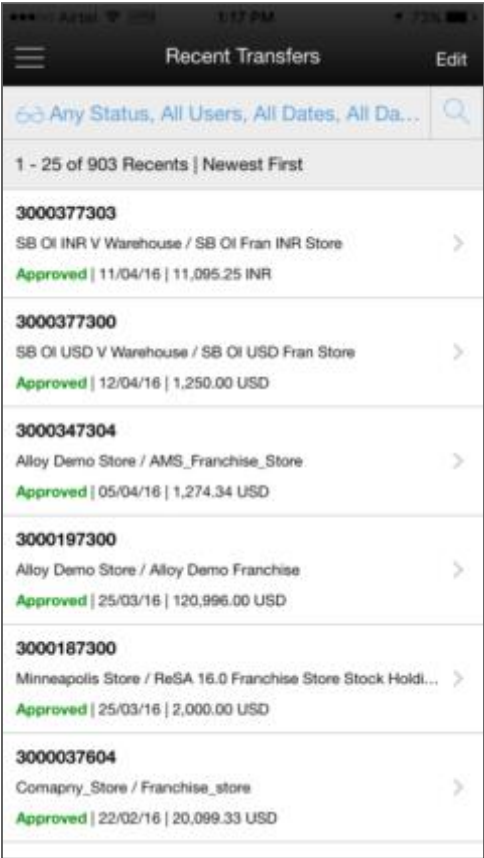
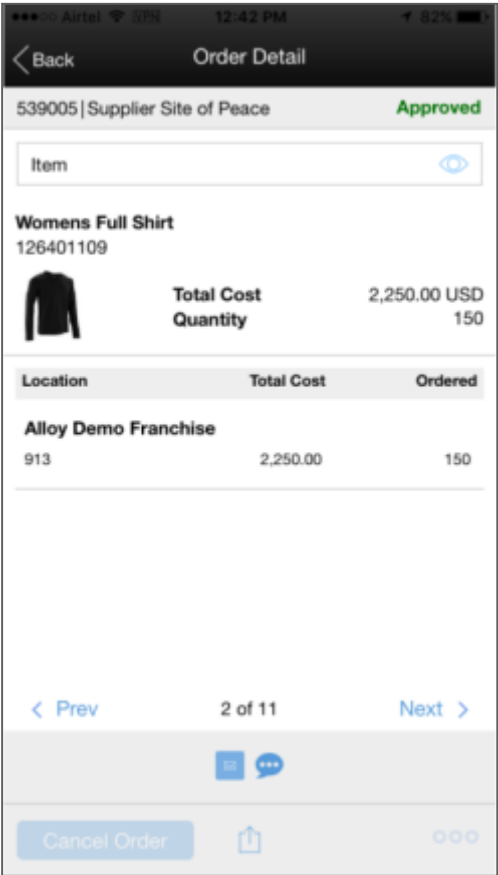
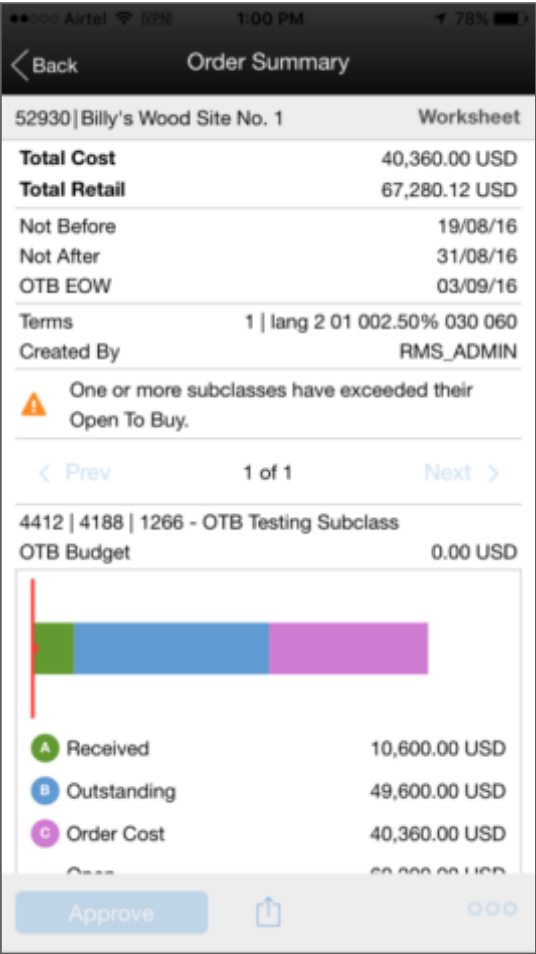
30+

Hours a week gained through, persona based dashboards, driving rapid response to inventory over/shorts through forecast comparison

Accurate inventory is critical in keeping customers happy and associates empowered

Merchandising User Experience Principles




Embracing mobile operations aligned to role and process



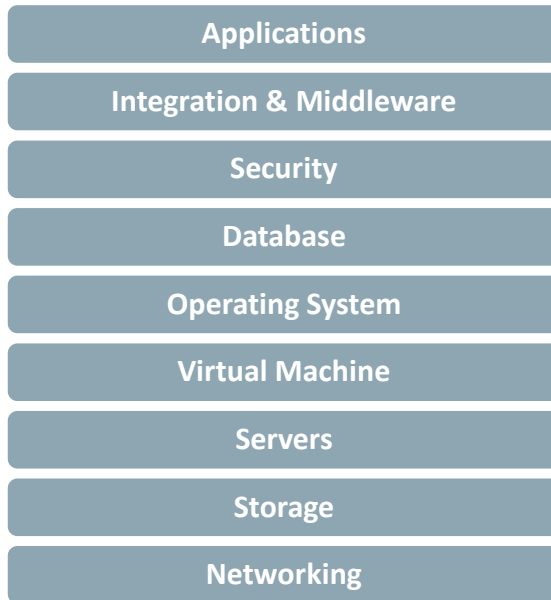
Oracle's Integrated Cloud Strategy

A Complete Cloud for Your Entire Business

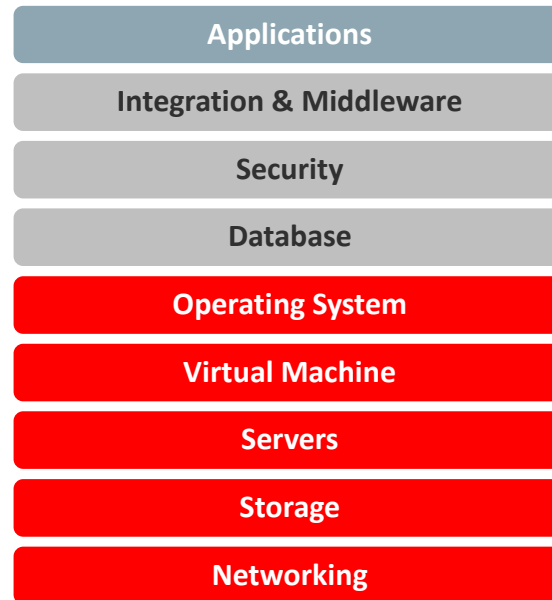
Legend

-  Self Managed
-  Shared Management
-  Oracle Managed

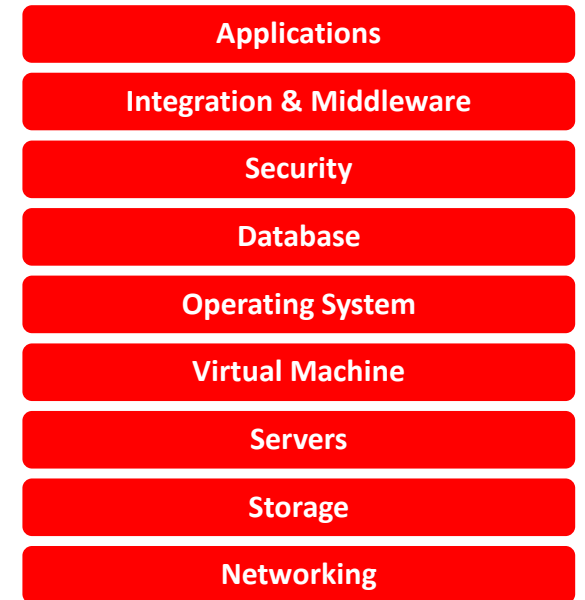
On Premise



IaaS & PaaS



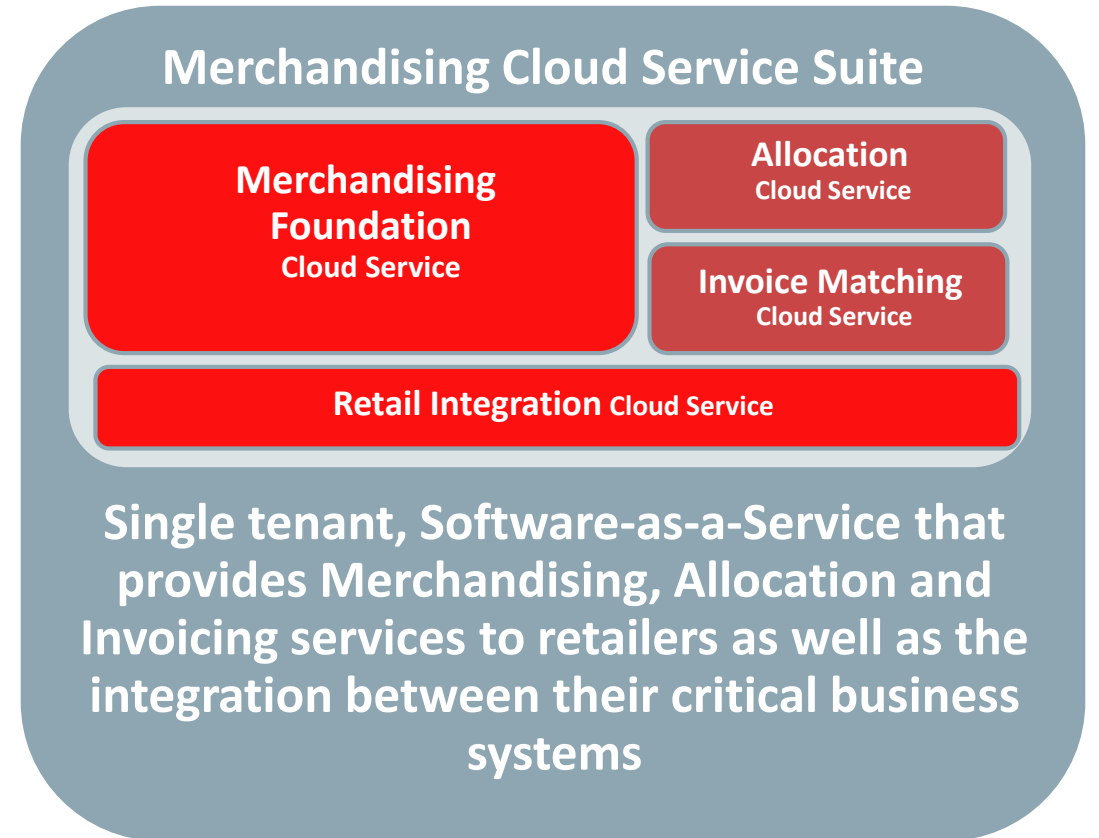
SaaS



Merchandising CS: Released March 16th, 2017

Introduction of Merchandising Cloud Services

- Primary Merchandising Cloud Services (*Required*):
 - **Merchandising Foundation** Cloud Service
 - **Retail Integration** Cloud Service
 - Retail Integration Bus (**RIB**)
 - Retail Service Bus (**RSB**)
 - Bulk Data Integrator (**BDI**)
- Add On Merchandising Cloud Services:
 - **Allocation** Cloud Service
 - **Invoice Matching** Cloud Service
- Merch Cloud Services Suite vs. Merch On Prem
 - Sales Audit & Importing **included** in Merch Foundation
 - Price management and execution being developed in subsequent releases



What is included with a SaaS Cloud Service?

- **Self-Service Processes** for solution configuration management, batch definition and on-demand application processes
- **Application Management Services** for infrastructure and platform support, maintenance, and complex on-demand support processes
- **Identity Management Services:**
 - Management of cloud users, groups and authentication
 - Direct integration to customer identity management not supported
- **Provisioning Services** for installation of all hardware and software infrastructure for production and non-production environments
- **Application Integration Services** for Oracle-managed integration to SaaS offerings within the Oracle Cloud
- **Upgrade Services:**
 - Two functional releases per year, six month cadence
 - Quarterly patch releases for issue resolution
 - Hot-Fixes as required
- **Change Coordination Services** for non-disruptive maintenance and application upgrades
- **Capacity Management Services** to ensure that system capacity meets business demands
- **System Backup / Restore Services** and **Disaster Recovery Services** for the expected and unexpected

Modern Merchandising Benefits

Delivering Value & Driving Productivity



Up to 80% Increase in **productivity** through more streamlined integrated processes, **empowering** focus on driving **innovation** across the business



- Up to 90% Reduction in Item Set-Up
- Up to 80% Reduction in Invoice Matching Time
- Up to 60% Reduction in PO Approval Process

*Empowering the merchandising team to focus on **inspiring consumers** to further engage with the brand*



Increased productivity and through **exception-based** retailing and based **persona-based** design, **empowering** analysts, stewards, planners, buyers and executives to work the way they live and **inspire modern retailing**

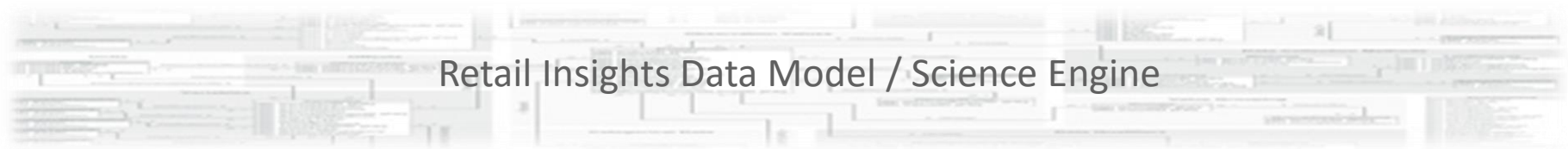
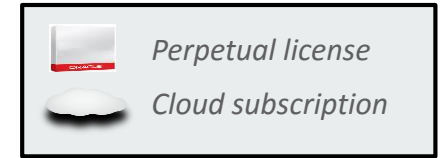


Driving **operational efficiencies**, and transforming the user experience; bringing together relevant information from across the enterprise into a single view of the business

Empowering teams and technology to work better together

Oracle Retail Insights / Science

Revised Cloud Service Modularization & Pricing

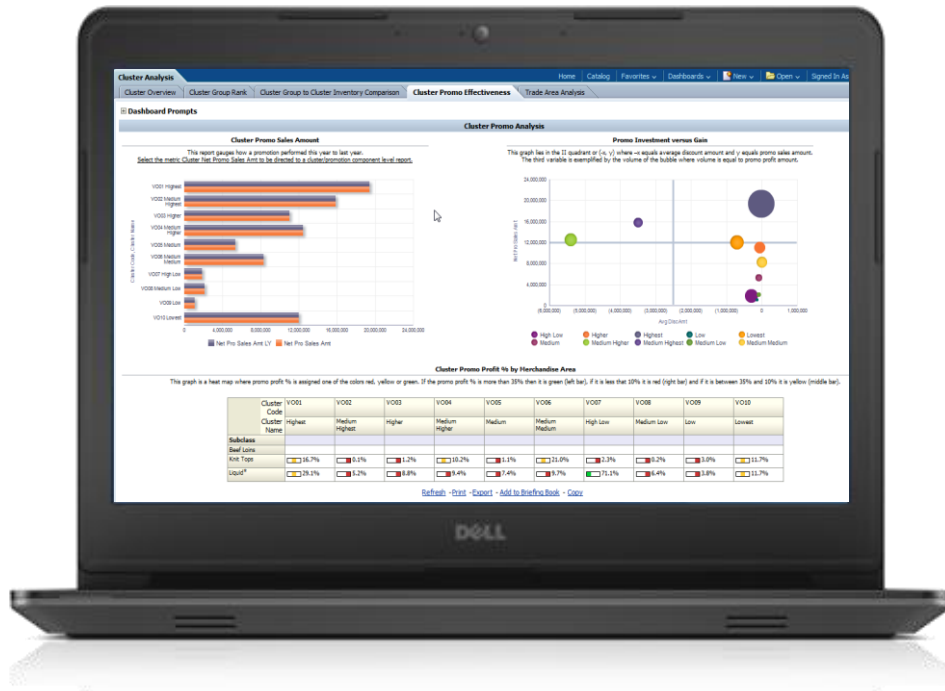


Retail Insights Data Model / Science Engine



Oracle Retail Insights

Key v16 Enhancements

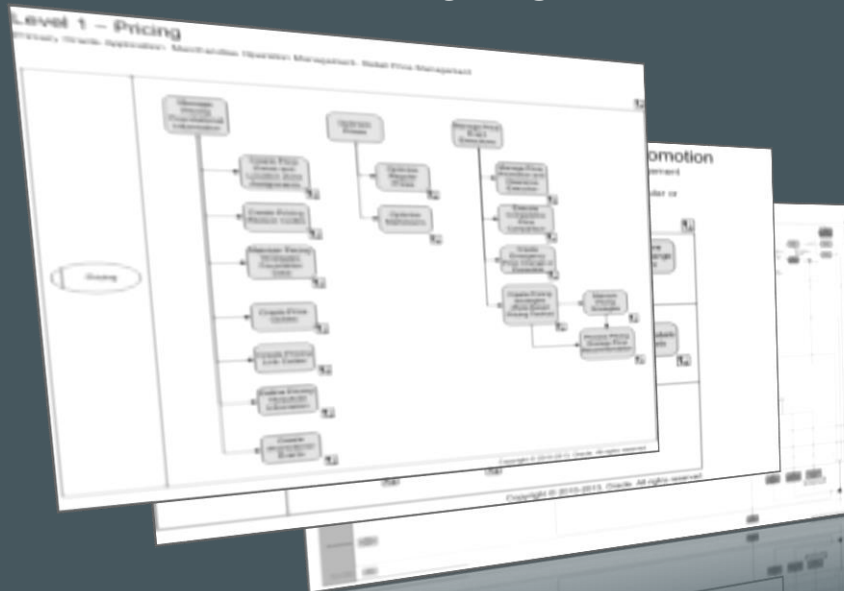


- ✓ Data Visualization
- ✓ Oracle Retail Customer Engagement integration
- ✓ Store traffic analysis
- ✓ Purchase orders and allocation
- ✓ Planning data at multiple configurations of merchandise, location or time hierarchies
- ✓ Inventory aging analysis
- ✓ Inventory stock on hand at day level
- ✓ Gift card, tender and discount analysis
- ✓ Source-agnostic interface for competitive pricing data
- ✓ Source-agnostic interface for forecast sales and forecast profit
- ✓ 500 additional time transformation metrics
- ✓ MFP Cloud Service integration

Retail Reference Library – v. 16

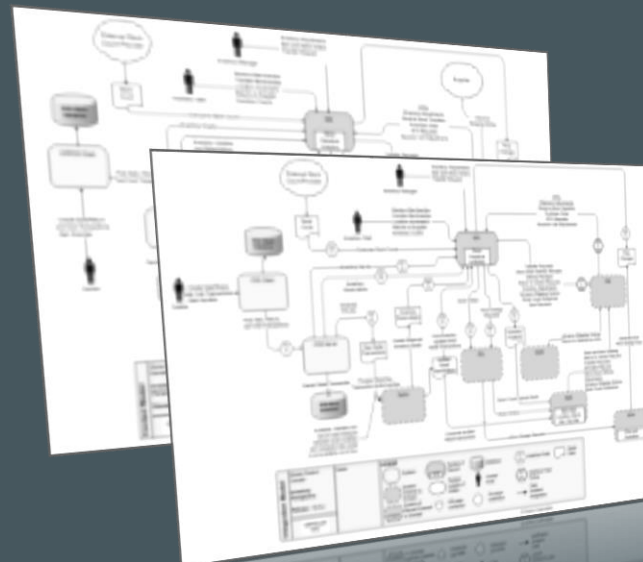
Maximize Value from our Software: 700+ detailed processes

RETAIL REFERENCE MODEL



Comprehensive collection of established business processes

RETAIL REFERENCE ARCHITECTURE



Technical blueprint for the business process and applications

RETAIL SEMANTIC GLOSSARY

The screenshot displays a web-based interface for a Retail Semantic Glossary. It features a search bar at the top and a table with columns for "Term Name", "Definition", "Term Type", and "Status". The table lists various retail-related terms and their corresponding definitions. The interface is clean and professional, with a white background and a red header bar.

Term Name	Definition	Term Type	Status
Item	Any physical object or service that is sold or consumed with the intent to generate revenue.	Item	Active
SKU	Unique product identifier for tracking and inventory control.	Item	Active
Category	A group of related items that share common characteristics.	Item	Active
Manufacturer	The entity that produces or creates a product.	Supplier	Active
Supplier	The entity that provides goods or services to a retailer.	Supplier	Active
Customer	The entity that purchases or consumes a product.	Customer	Active
Order	A request for a product or service from a customer.	Order	Active
Inventory	The stock of goods available for sale or use.	Inventory	Active
Price	The amount of money charged for a product or service.	Price	Active
Discount	A reduction in the price of a product or service.	Discount	Active
Promotion	A marketing strategy to increase sales or awareness.	Promotion	Active
Marketing	The process of promoting and selling products or services.	Marketing	Active
Sales	The process of selling goods or services to customers.	Sales	Active
Customer Service	The process of assisting and supporting customers.	Customer Service	Active
Order Management	The process of handling customer orders from placement to fulfillment.	Order Management	Active
Inventory Management	The process of tracking and controlling stock levels.	Inventory Management	Active
Pricing	The process of determining the price for a product or service.	Pricing	Active
Promotion Management	The process of creating and executing marketing campaigns.	Promotion Management	Active

Consistent terminology and KPIs

Oracle Retail Merchandising

Roadmap Candidates

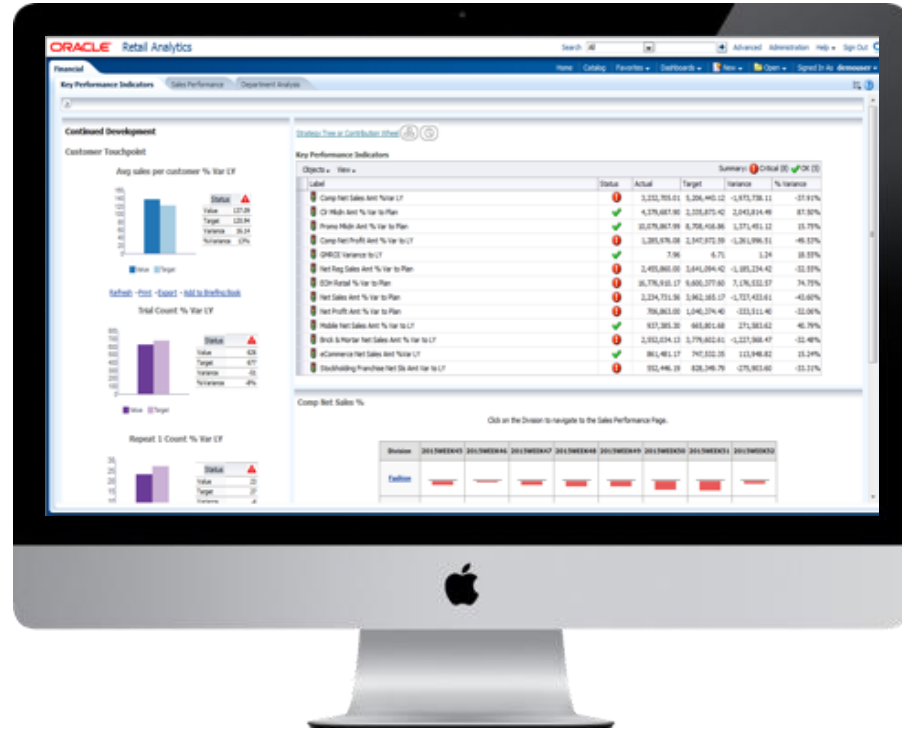
- Merchandising Cloud Service additional enhancement
 - Merchandising Foundation CS
 - Integration CS
 - Invoice Matching CS
 - Allocation CS



- Further Empowered Commerce Enablement & Integration
- Enhanced Mobile support
- Additional and enhanced role-based dashboards with embedded BI
- Enhanced Price Management
- Further support for alternative business models
- Additional globalization support
- Oracle Technology Enhancements

Oracle Retail Insights

Roadmap Candidates



- Loyalty program analytics (and related Customer Engagement integration)
- Expanded Planning integration
- Returns management analysis
- Enhanced market basket analysis
- Social/sentiment analytics
- Click stream analytics
- Forecast enhancements
- Multi-tenancy support
- 53 week calendar support
- Automated error reprocessing
- Various metric and report expansions (traffic, MFP, competitor pricing, customer order, CEO, etc.)

The Oracle Retail Community

Sharing, Influencing & Networking

- NRF & The Retail Exchange (REX)
- Oracle Industry Connect
- Oracle Retail Industry Forum
 - Europe
 - Middle East
- Oracle OpenWorld



Retail Without Limits - A Modern Commercial Society

Oracle Retail Industry Forum

Barcelona
September 2017

The Oracle Retail logo is shown on the right side of the block, consisting of the word "ORACLE" above the word "RETAIL" on a red background. To the left of the logo are several icons: a smartphone, a shopping cart, a storefront, and a truck, all connected by lines to represent a retail ecosystem.

Where can I get more information?



- Enablement Training
 - Available via Oracle University <https://education.oracle.com/>



- My Oracle Support
 - Oracle Retail Enterprise Release 16 Guide to Enablement: **Doc ID 2228352.1**
 - Merchandise Functional Library: **Doc ID 1585843.1**
 - Upgrade Guides
 - Whitepapers
 - ADF Customization Guide: **Doc 2018356.1**
 - Retail Reference Library Information Center: **MOS ID: 2058843.2**



- Engage your ASR, KAD, CMO or ORC contacts

Discussion &
Thank You!

ORACLE®

Integrated Cloud

Applications & Platform Services

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