

PERSPECTIVES ON ORACLE RETAIL INSIGHTS CLOUD SERVICES



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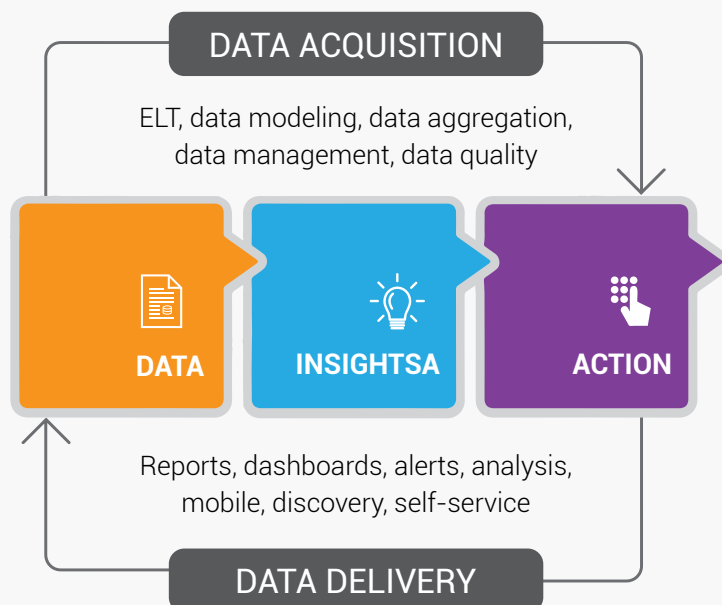


Retail solutions are in plentitude. Every retail business has unique offerings and requirements. The need of the hour is to become “digitally sound” in all areas. According to Gartner’s study by 2020, effective computing capabilities in consumer-facing smart machines and agents will be a key differentiator for winning market share.

Considering the demands of the growing digitally-oriented customers, retailers have to get a grip on their set of problems. Will retail solutions on the cloud be a good stepping stone with latest offerings from well-established vendors like Oracle?

This whitepaper tries to evaluate these varied solutions offered by Oracle on the cloud which provide in-depth retail insights on the business.

Analytics Suite



Oracle Retail Insights Cloud Services





Oracle Retail Insights Cloud product family is a planned retail-enterprise-level set of 5+ fully-integrated Oracle BI Applications. The first two applications, Oracle Retail Merchandising Insights Cloud Service and Oracle Retail Customer Insights Cloud Service, are available now. Applications for areas such as Planning, Supply Chain and Commerce are planned for the future.

Oracle Retail Merchandising Analytics enables insight into merchandising operations, and provides foundational retail analytics fact and dimension data centering on sales, inventory and supplier. Oracle Retail Customer Analytics provides an understanding of historical customer behavior regarding concerns like product affinities, promotional response, and demographic patterns.

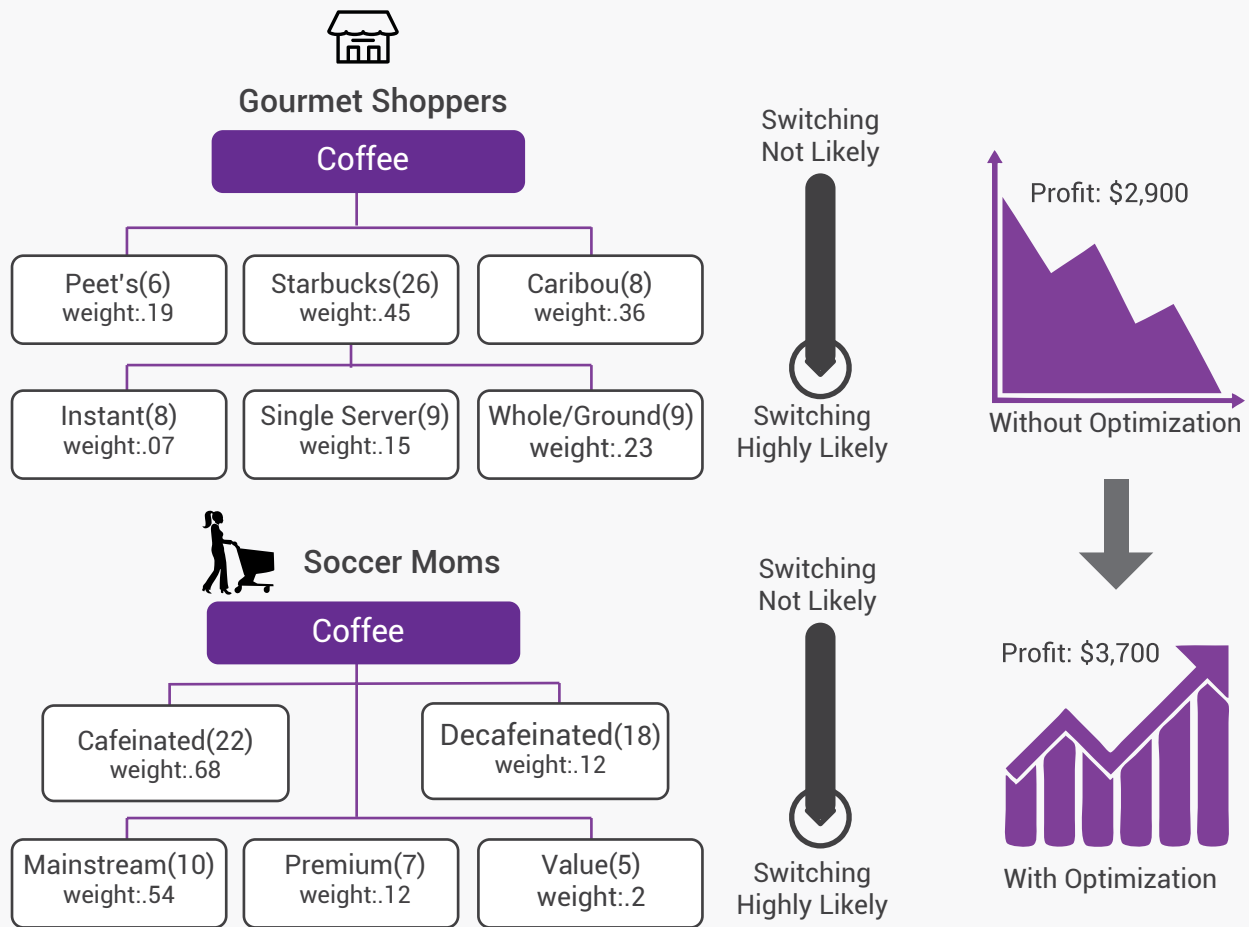
Oracle Retail Insights Cloud is based on Oracle Business Intelligence Enterprise Edition (OBIEE) which is a market leader in BI & Analytics Platforms. It is best suited for top-tier as well as mid-tier retailers.

Oracle Retail Insights Cloud is well integrated with Oracle Retail Merchandising Operations Management suite. It also provides ETL scripts to extract customer-centric data from relevant source systems.



While operational reports can provide sufficient inputs to the business users at the lower levels of a retail organization; the top management needs more advanced reporting tools to assist in better analysis and decision making. This product is highly recommended for Retailers with a stronger need for analytical/strategic reporting (including KPIs, Measures, etc.) rather than only the traditional operational reports. However, we recommend this solution only when your source data is from Oracle Retail products. Additional integration efforts may be needed when the data source is not Oracle Retail.





Oracle Retail Science Cloud Services

Oracle Retail Advanced Science Engine (ORASE) enables retailers to dramatically improve operational decisions that have the greatest impact on their business performance. These decisions include allocating what is sold in various store locations and how it should be merchandised, displayed, priced and promoted.

ORASE is the centralized science engine that powers analytics for both the Oracle Retail Modeling Engine (ORME) and Oracle Retail Assortment and Space Optimization (ORASO) in support of retail business processes. The ORME contains the following modules: Customer Decision Tree, Demand Transference, Advanced Store Clustering, and Market Basket Analysis (a back-end process only). ORME performs data mining and calculates model parameters to support business processes in Oracle Retail Category Management (CM), Oracle Retail Demand Forecasting (RDF), Oracle Retail Advanced Inventory Planning (AIP) and Oracle Retail Insights (Retail Analytics).

Oracle is ranked #1 in Retail Planning Solutions. ORASE plays a key role in providing unique and valuable actionable insights to Oracle Retail Planning and Optimization solutions. ORASE is suitable for top-tier retailers as well as mid-tier retailers with a good IT budget. Retailer should be willing to also purchase Oracle Retail Insights Cloud Service along with CM or AIP or RDF to leverage the capabilities of ORASE. It is available in North America and Europe only.



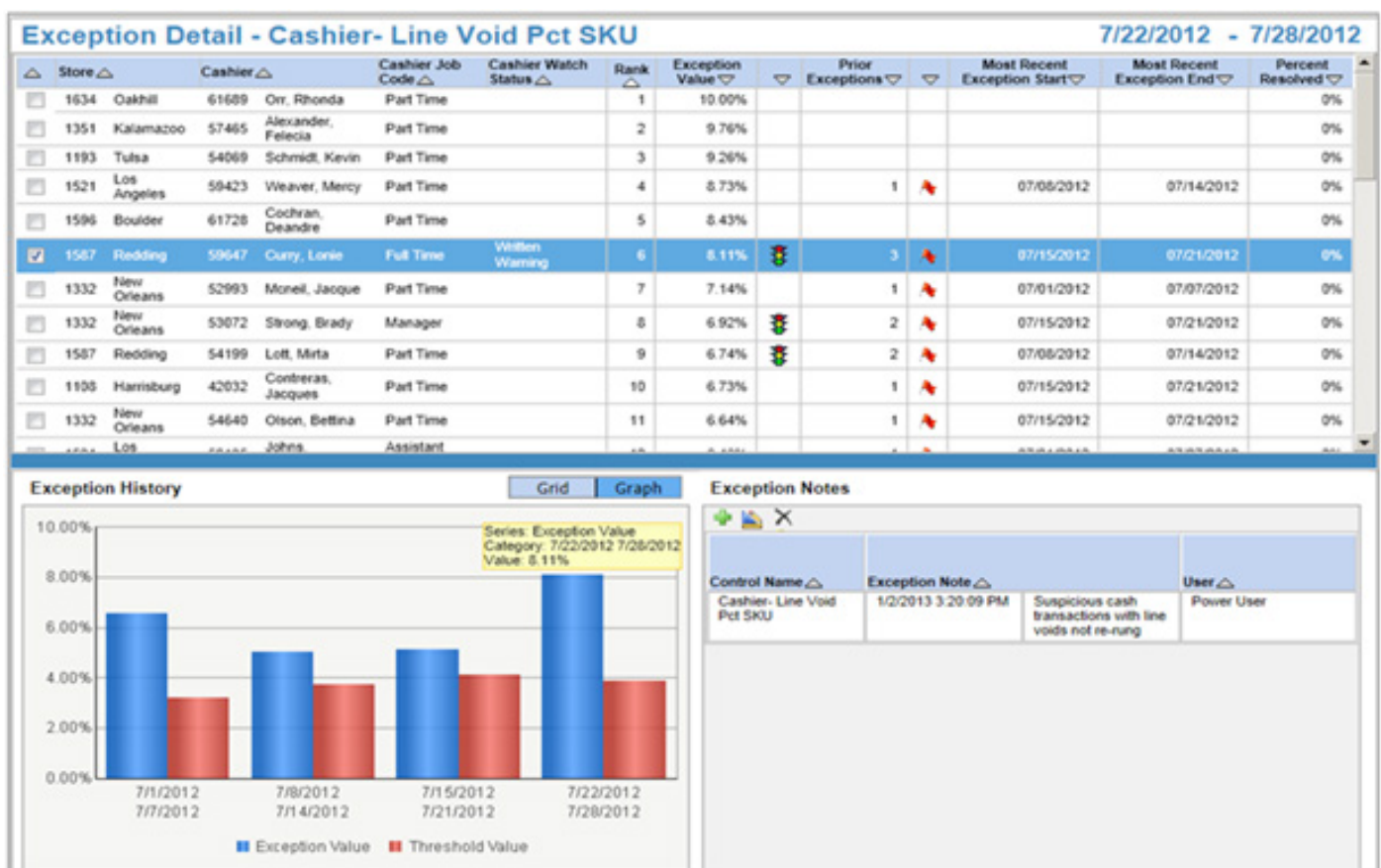


Customer Oriented – A strategy for every organisation

We recommend this solution for all retailers who maintain good volumes of clean analytical/historical data in their data warehouses. It is recommended for retailers with mature Business and IT teams who have a clear understanding of analytics as well as planning business processes. Retailers can build real-time analytics solutions based on the science engine.

Miscellaneous Solutions acquired from Micros

Retail Shrink is a global problem. Shrink is calculated by dividing the cost of missing inventory by Net Sales. The average global shrink in 2013 was 1.4%, which equates to \$112 Billion. The primary source of Retail Shrink is Employee Theft – 40%, or \$46 Billion Globally in 2013. Another 16% is attributed to Administrative losses.



Oracle Retail Loss Prevention Cloud Service is an exception-based loss prevention reporting tool that provides savvy retailers with the data required to minimize both Employee Theft and Administrative Losses, as well as providing deep insight into the Operational environment via a multitude of Key Performance Indicators, or "KPI's". It captures & analyzes

POS transaction data to allow users to identify "problem" transactions and spot suspicious patterns and trends.

Oracle Retail XBRI Loss Prevention Cloud Service is the world's most widely used loss prevention and store data analysis tool (niche product with very few competitors). It is suited for both top-tier as well as mid-tier retailers.



Key Highlights

- Tailored business reporting that specifically targets high-risk transactional activity which changes daily
- The pivoting, drilling and linking are highly flexible and interactive to investigate and uncover cause
- To provide multi-dimensional perspectives Dynamic OLAP engine is used.
- Interactive dashboard is used to immediately direct field users to their high-risk areas which include visual thresholds. These highlight alerts and point out anomalies
- Third party case management integration reduces time and brings improvement to workflow at the time of creating and maintaining loss cases
- International support that includes multi-lingual and multi-currency capabilities

It easily integrates with POS Systems, Case Management solutions and Video-based (security cameras) solutions. It is available in North America, Europe, Asia and South America.



This is a great product recommended for all brick-and-mortar retailers who do not have a good Loss Prevention solution. When correctly implemented and utilized, this solution will make a big difference in reducing losses due to theft/fraud or administrative errors.





Conclusion

We have discussed the Oracle Retail Insights Cloud offerings at length. They provide role-based, mobile-enabled dashboards that highlight important insights for making informed decisions.

Aspire Recommends:



Oracle Retail Insights Cloud Services – A good solutions to opt for when your source data is from Oracle Retail products otherwise additional integration efforts may be required.



Oracle Retail Science Cloud Services – Best suited for Retailers having mature Business and IT teams, clear understanding of analytics and planning business processes can use this solution to build real-time analytics solutions based on the science engine.



Oracle Retail Loss Prevention Cloud Service – Befits all Brick and Mortar retailers who lack a good Loss Prevention solution. This will assist in reducing losses due to theft/fraud or administrative errors.

Cloud applications will be leading the way to more business, approximately accounting for \$133 billion in revenue by 2020, suggests a study conducted by Forrester Research. Mobility is the prime challenge and opportunity for retailers across the globe. Oracle has embarked on their cloud journey with its new suite of retail services on a subscription model.

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