

ORACLE®



# Delivering Commerce Anywhere

UK Industry Day Partner Briefing – 16<sup>th</sup> October 2014

Barry Guettler Senior Director Solution Consulting



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# Agenda – 16<sup>th</sup> October 2014

- 1 **Oracle Retail Snapshot**
- 2 Imperative for Commerce Anywhere
- 3 Customer Stories
- 4 Solution Overview
- 5 Technology & Architecture Overview
- 6 Closing Remarks





- Provides global scale and financial stability (\$35 billion & over 370,000 customers)
- Provides superior technology base for solutions (leader in over 50 categories)
- Ensures long term viability (\$4.5 billion R&D and over 30,000 engineers)

- Provides retail industry focus and intimacy of smaller organization (1,500 staff globally)
- Provides suite of industry leading solutions designed specifically for retailers
- Provides fully defined retail process model and integration architecture
- Provides broadest global retail community (over 5,000 customers in 96 countries)
- Provides extremely active ecosystem of retail user groups and industry connections
- Proven leader in supporting department store retailers globally

**Industry Focus**

**Relevant Solutions**

**Relevant Experience**

**Proven Results**

**Active Community**

# Oracle's Relevant Acquisitions for Retail





# Oracle Retail's Evolution



## v10: Multi-Channel & Grocery

- Multi-channel support
- Location level costing
- Vendor funded promotions
- Multiple promotions support for grocery
- Investment Buying & Order Scaling
- Advanced Allocations

## v11: Application & Portfolio Expansion

- Multiple Legal Entities
- Item types (deposit, break to sell, transform)
- Consignment & Concession
- Extended fresh capabilities
- Multi-Byte enablement & externalized translations

## v12: Globalization

- Internationalization
- Extended, receiving, shipping, transfers
- Enhanced Promotions (Multi-Buy, Cheapest free)

## v13: Enterprise Enhancement & TCO

- Customer Segment Pricing
- Intra-day store replenishment
- Auto-Allocation
- Credit Note Matching
- Flex Fields
- Wholesale / Franchise

## V14 Commerce Anywhere

- Consumer Journeys orders, pricing, & tracking throughout channels
- Franchise, managed inventory
- Enterprise Inventory alignment & 24/7 availability
- Enterprise Integration

## V14.1 Commerce Anywhere Extensibility

- Enhancing Consumer Journeys
- Converged Commerce – Commerce & Stores Integration
- Expanded Financial Integration
- Enterprise Mobile Support
- User Experience

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## ONLINE BEHAVIOR

**9 Billion**

Internet Devices in  
2012

**50 Billion**

by 2020



## DATA EXPLOSION

**90%**

Created Within Last  
Two Years



**50X Growth**

by 2020

## MOBILITY

**6 Billion**

Mobile Subscribers

**87%**

of World's  
Populations



Mobile Data Growing

**78% CAGR**

## EXPECTATIONS

**Consumers Driving  
Experience**

**93%** Want to  
Understand Availability

**92%** Will Not Wait for  
Products to Come into  
Stock

**82%** Want Retailers to  
Adopt New Technology  
to Improve Their  
Shopping Journey

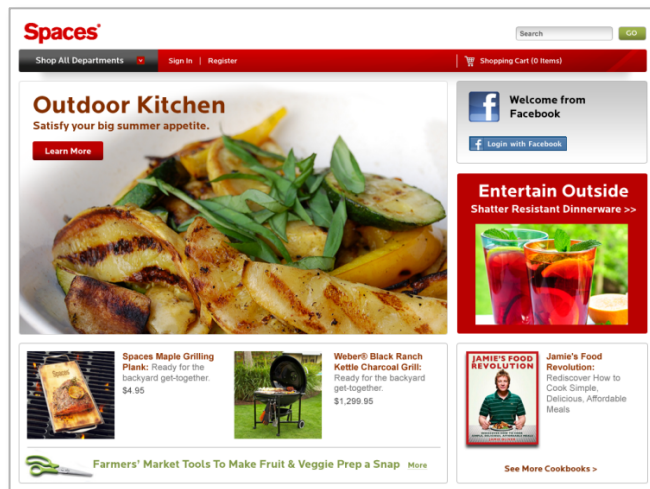
## CONVERGENCE



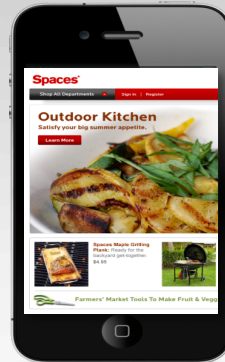
**New  
Competitors  
Emerging**

# Integrate the Customer Experience Across Channels

Market, Interact, Personalize, Transact – Across Touch Points



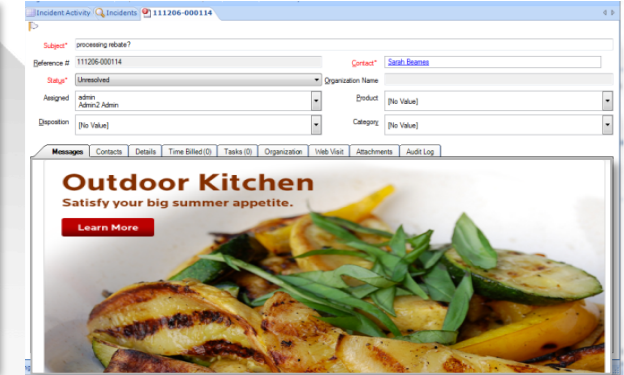
Online



Mobile



In the Store



Call Centre



A woman with long, dark, curly hair is smiling and looking upwards and to the right. She is wearing a dark blazer over a light-colored top. She is holding several shopping bags, including one with a polka-dot pattern and another with a purple and white striped pattern.

# I am...

A brand marketer

Supply chain manager

A merchant

A planner A retail assistant

# Empowered

# Global, Omni-Channel Retail Operations



# Global, Omni-Channel Retail Operations



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# A Selection of our Global Customer Base



# GROUPE DYNAMITE

## SETTING THE PACE OF FASHION

CANADIAN-BASED FASHION RETAILER WITH BRANDS "DYNAMITE" AND "GARAGE" OPERATING 300 STORES IN 10 COUNTRIES.

### SOLUTION FOOTPRINT

ORACLE  
COMMERCE

ORACLE RETAIL SUITE

ORACLE STORE  
INVENTORY MANAGEMENT

ONLINE SALES  
VOLUME



3X  
HIGHER

THAN FORECAST  
FIRST 90 DAYS



"We want to transform our business and needed a proven retail technology platform as a part of that process. Oracle provides us the best of breed solutions and infrastructure to move forward and expand our brand globally."

ANNA MARTINI  
PRESIDENT, GROUPE DYNAMITE

SECOND BRAND SITE  
LIVE IN

WEEKS

MINIMAL EFFORT REQUIRED  
FOR GARAGE SITE LAUNCH

REAL-TIME  
GLOBAL  
INVENTORY



MULTILANGUAGE,  
MULTICURRENCY,  
MULTISITE  
IN A SINGLE PLATFORM

100%

AVAILABILITY

COMMERCE  
ANYWHERE

POS, SIM  
INTEGRATIONS

### WHAT IT'S DOING RIGHT:

LOWERING THE LEVEL OF EFFORT FOR LAUNCHING SITES AND BRANDS, ENABLING CUSTOMER ACTIVITY AND MERCHANDISING ACROSS BRANDS, UNIFYING RETAIL AND ONLINE FOR COMMERCE ANYWHERE EXPERIENCES.

GROUP DYNAMITE COULD NOT SCALE ON THEIR EXISTING COMMERCE PLATFORM, WHICH HAD BRANDS ON SEPARATE CODEBASES. THEY EMBARKED ON AN ENTERPRISE TECHNOLOGY OVERHAUL TO ENABLE RAPID INTERNATIONAL EXPANSION AND TO BE OMNI-CHANNEL READY COMPANY-WIDE.



*“We all talk about whether shops are looking beautiful, but it’s all about investment behind the scenes. Operations and IT are the new competitive battlefield.”*

**Andy Street, Managing Director**  
**John Lewis**

Financial Times - January 5, 2014



*“Good, bad or indifferent, if you are not investing in new technology you are going to be left behind.”*

**Sir Philip Green**  
Arcadia

Sunday Telegraph - February 16, 2014



# Agenda – 16<sup>th</sup> October 2014

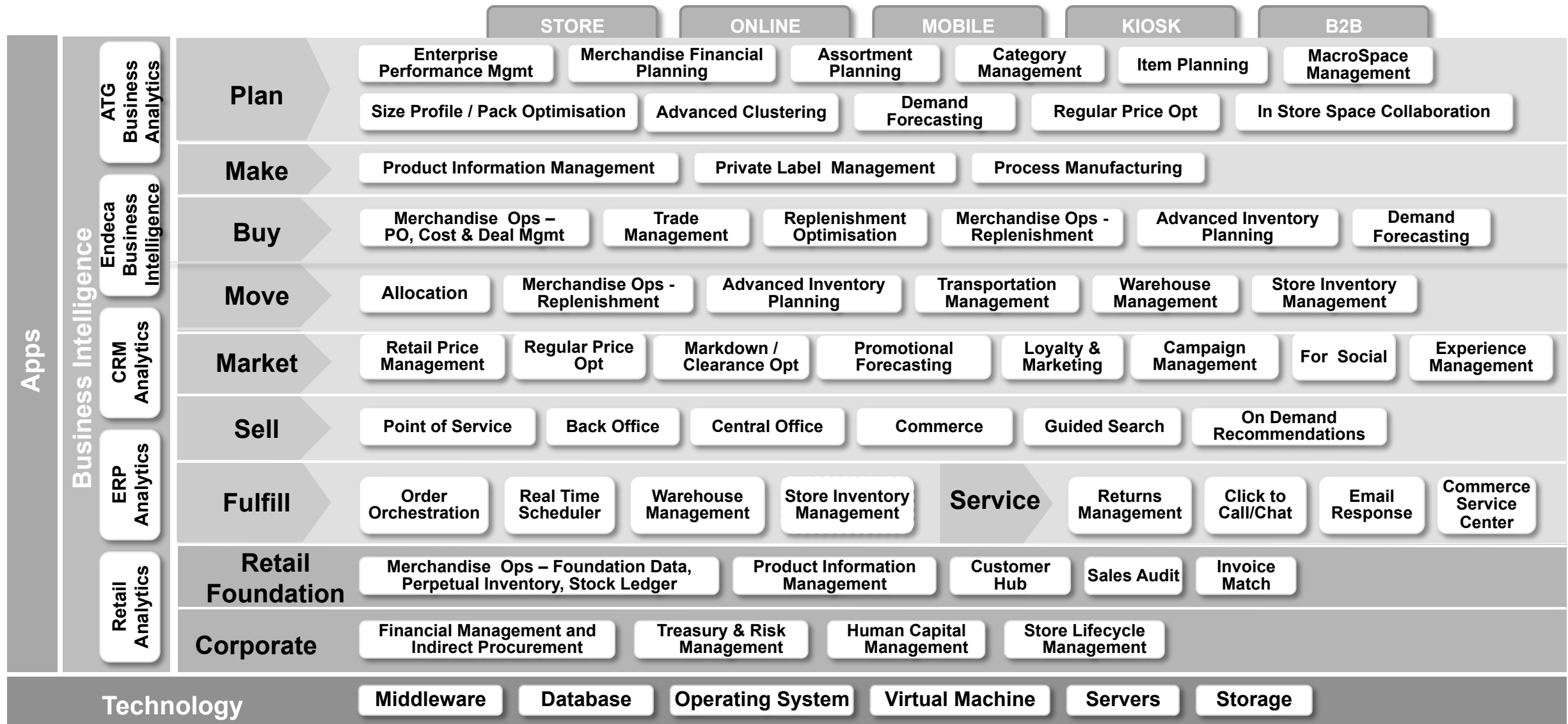
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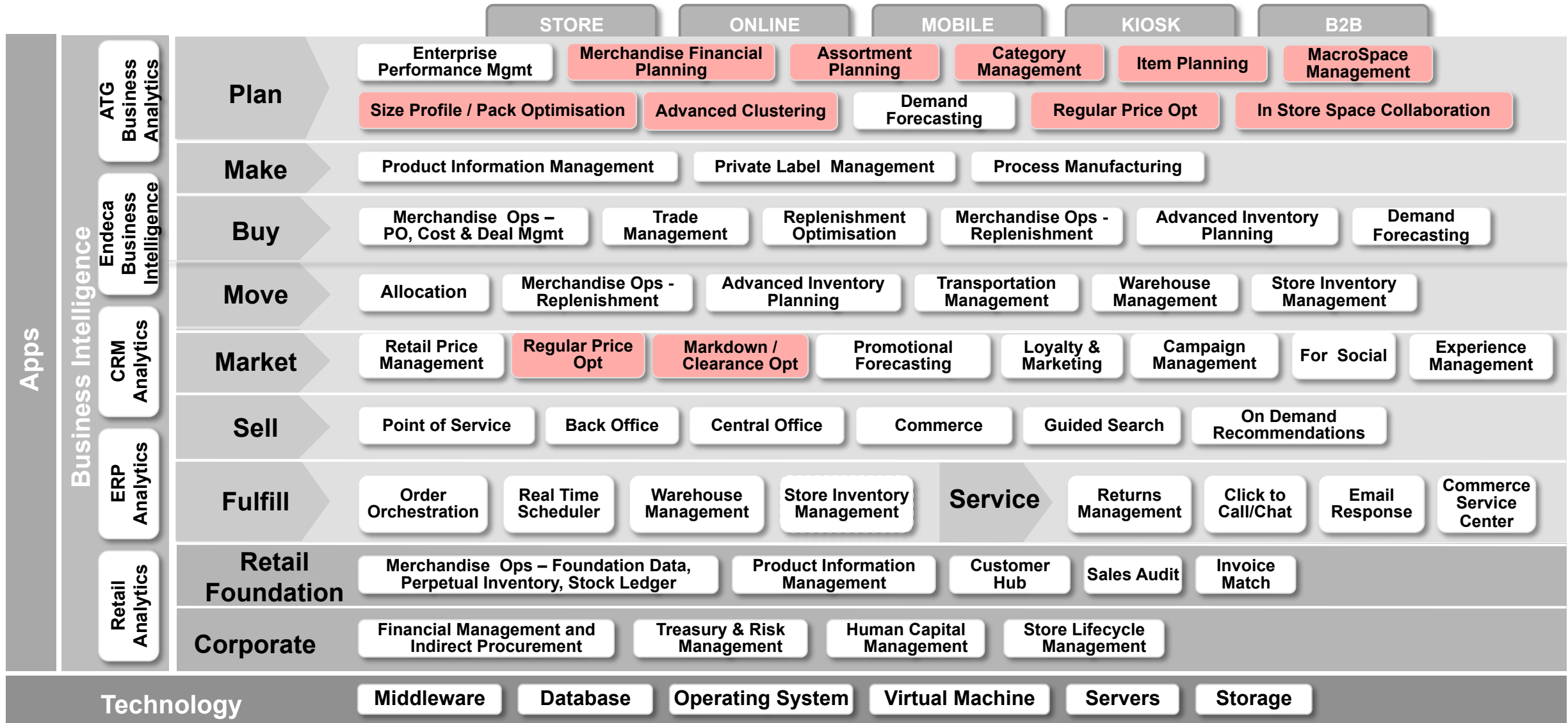


# Commerce Anywhere

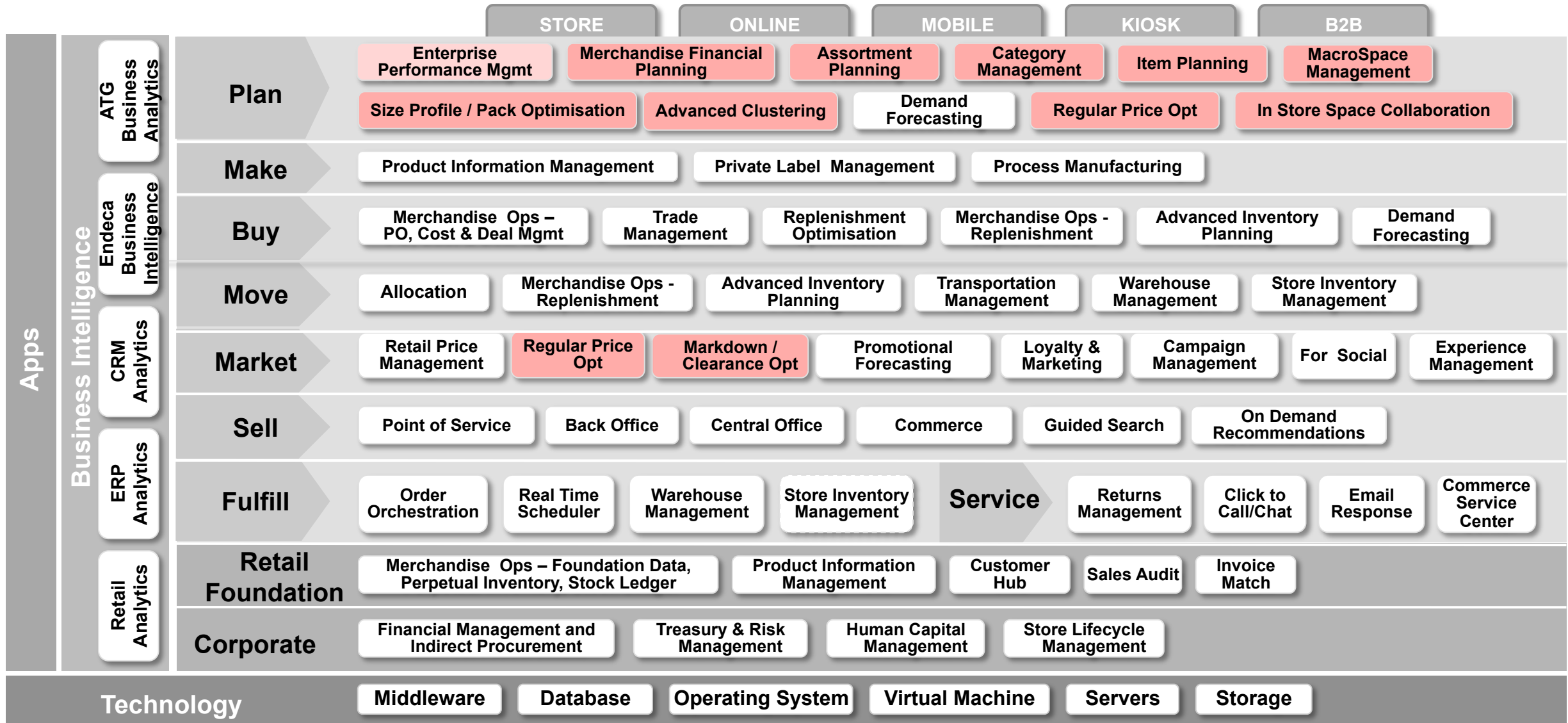
# Oracle's Retail Footprint



# Oracle Retail Footprint – Planning & Optimisation



# Oracle Retail Footprint – Planning & Optimisation





# Oracle Retail Planning & Optimisation Footprint

## Fashion / Department Stores



## Grocery / Drug / Hardlines

**MERCHANDISE  
FINANCIAL  
PLANNING**

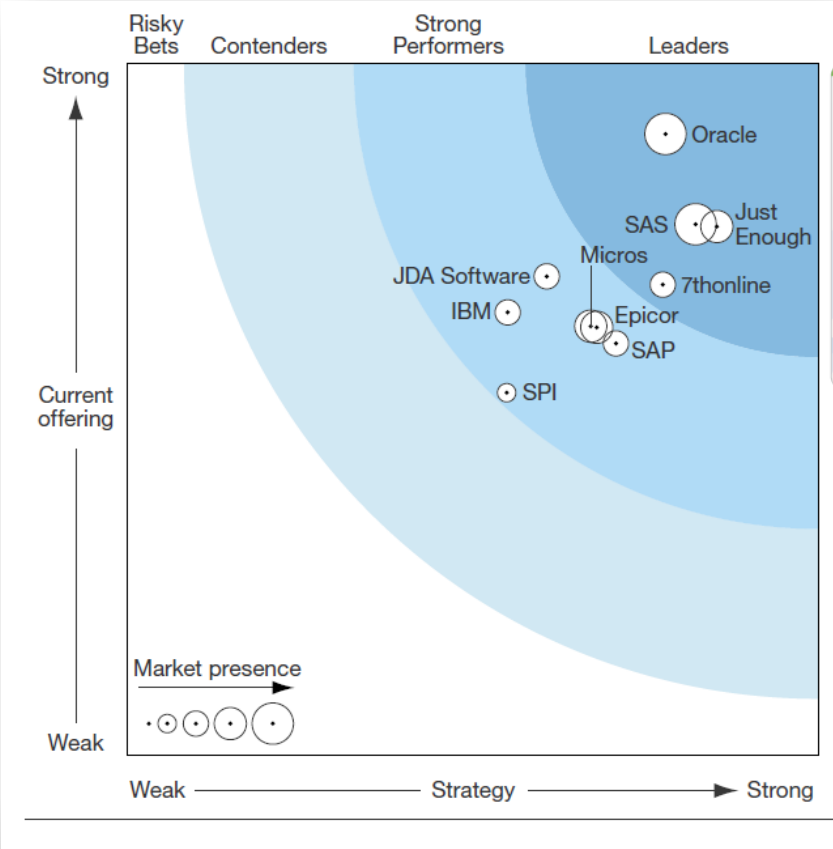


# Market Leader in Planning & Optimisation Solutions

## Example Customers



# Recent Analyst Reports



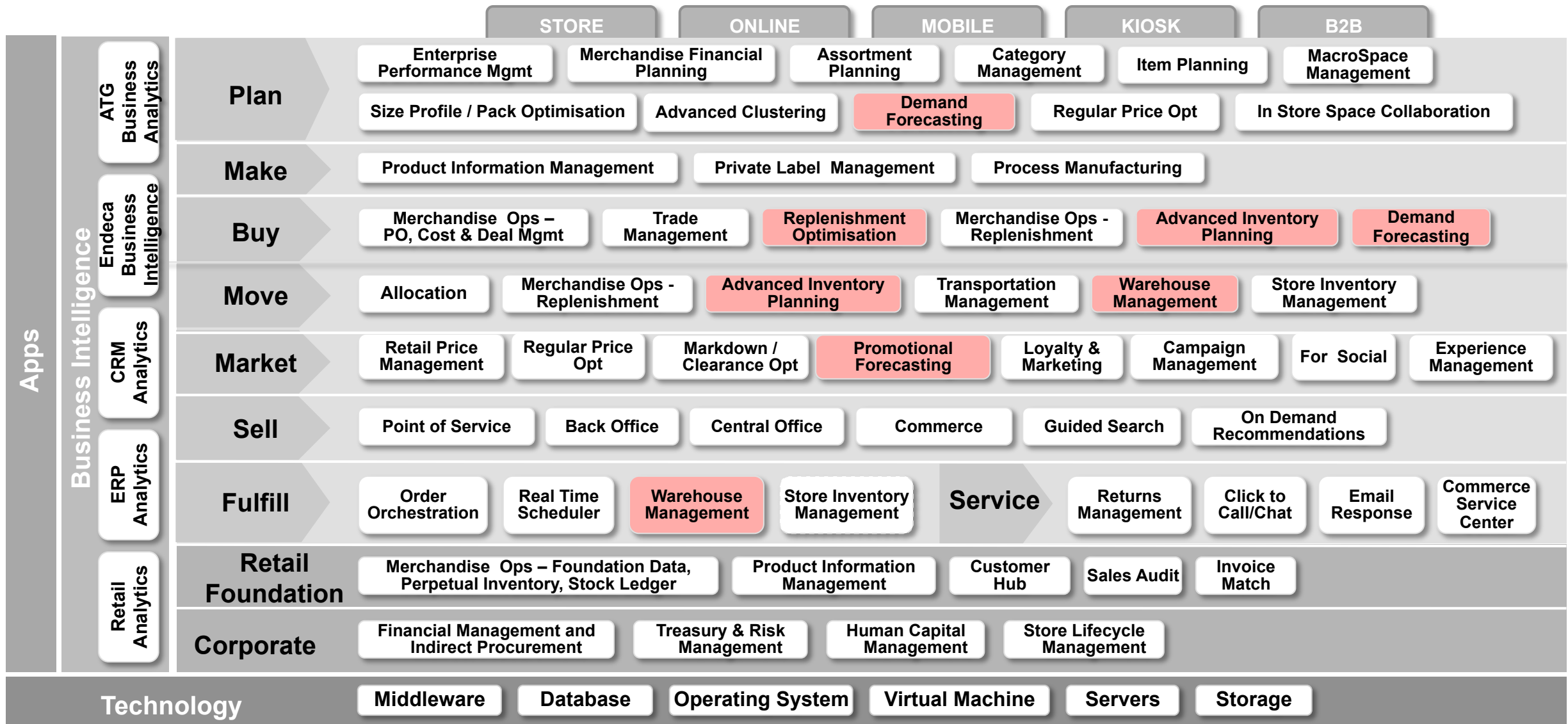
Forrester Wave: Retail Planning Solutions  
April 2014

Figure 1. Magic Quadrant for Merchandise Assortment Management Applications

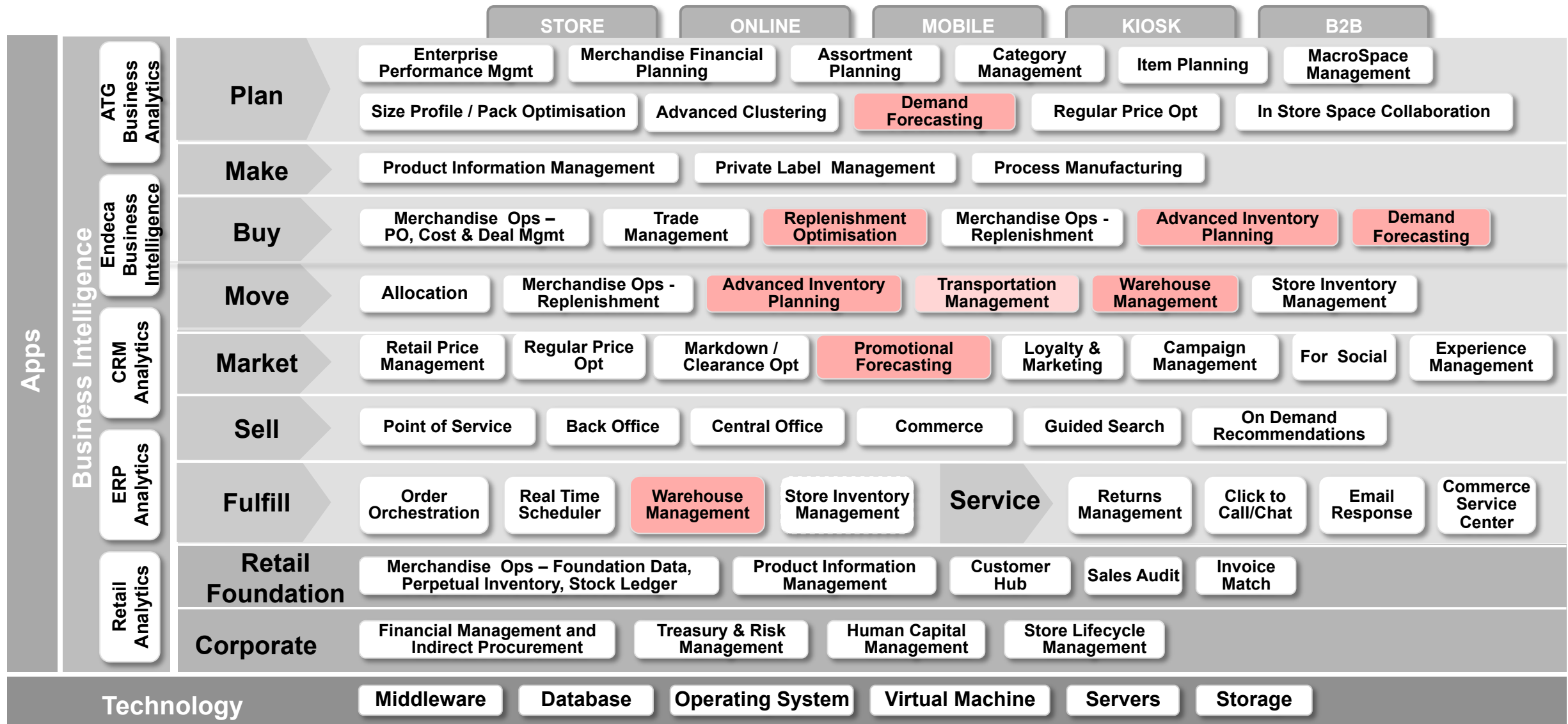


Gartner: Magic Quadrant Merchandise  
Assortment Management, July 2014

# Oracle Retail Footprint – Supply Chain Management



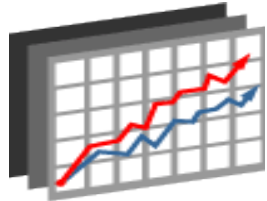
# Oracle Retail Footprint – Supply Chain Management



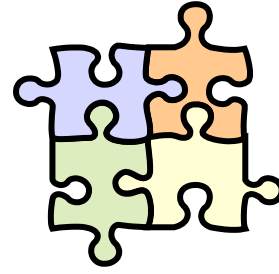


# Supply Chain Management Key Challenges

## Forecasting and Replenishment



Excess stock and out of stocks across the supply chain



Detecting all the components of multi-channel demand



Only a single order period is considered



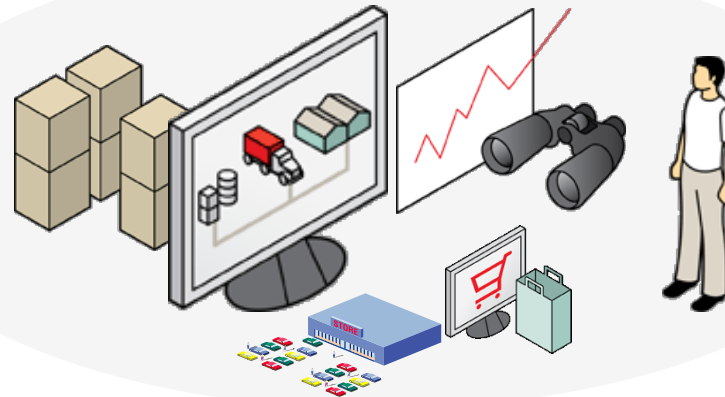
No future visibility



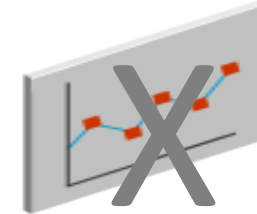
When stock arrives, the demand pattern has changed



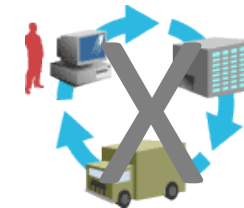
No planned constraints create unachievable plans



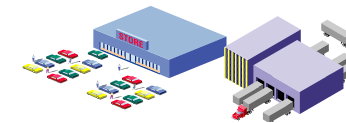
Manageability: thousands of orders generated every day



No single view of inventory and sales



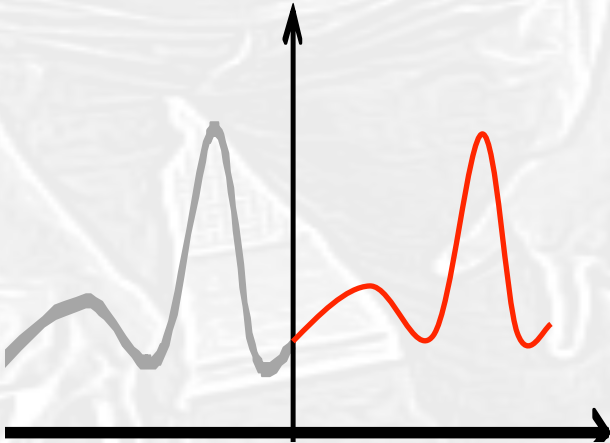
Plan does not reflect future demand or supply changes



Store and DC Plans are disconnected

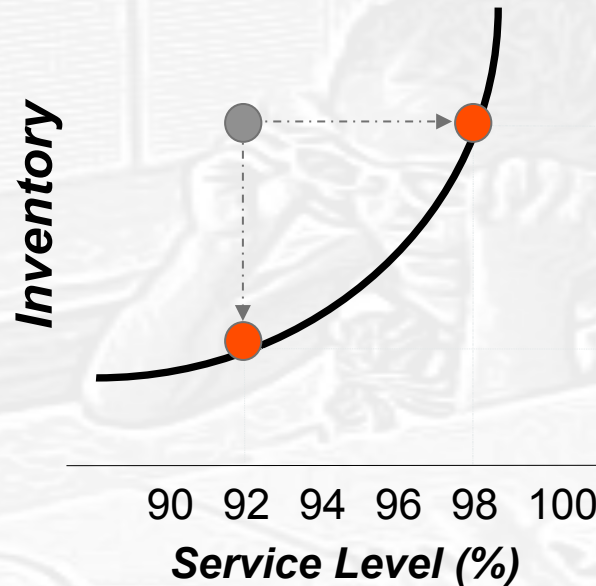
# Supply Chain Planning and Optimisation

Develop Composite Operational Forecasts



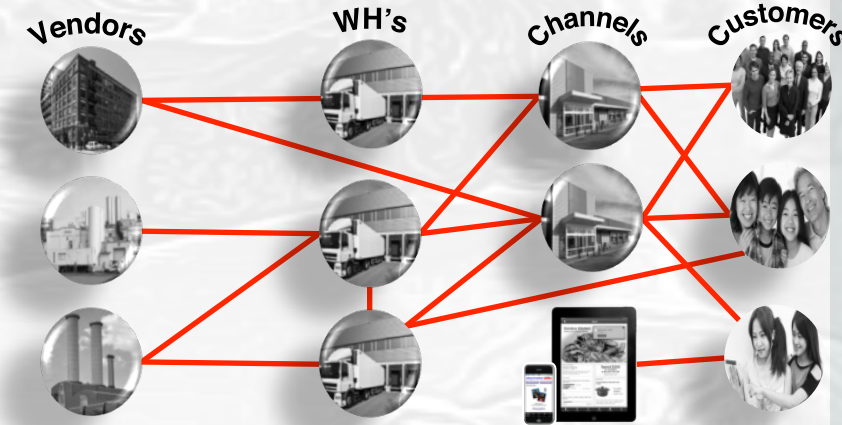
- \*Analyzes Effects Impacting Forecast
- \*Single Forecast Linking Planning and Execution

Optimise Replenishment Settings to Achieve Objectives



- \*Maximise Inventory Investment Goals
- \*Considers Supply Chain Constraints

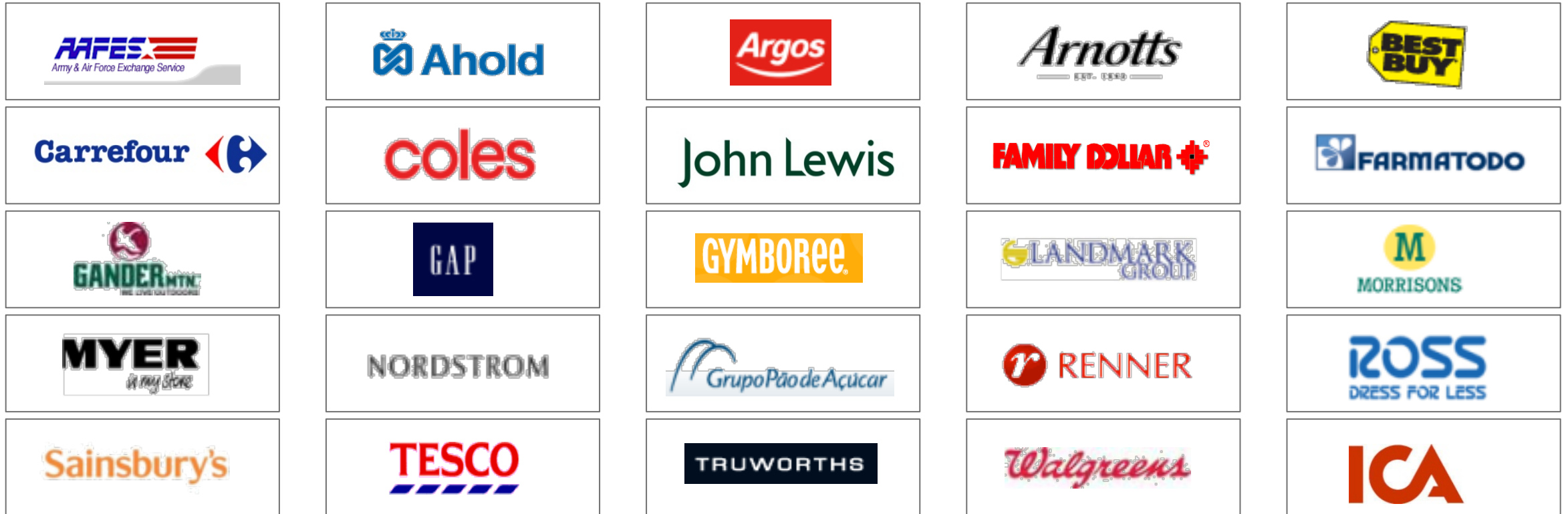
Create Executable and Optimised Replenishment Plans



- \*Flexible Supply Chain Rules
- \*Connected Visibility and Planning

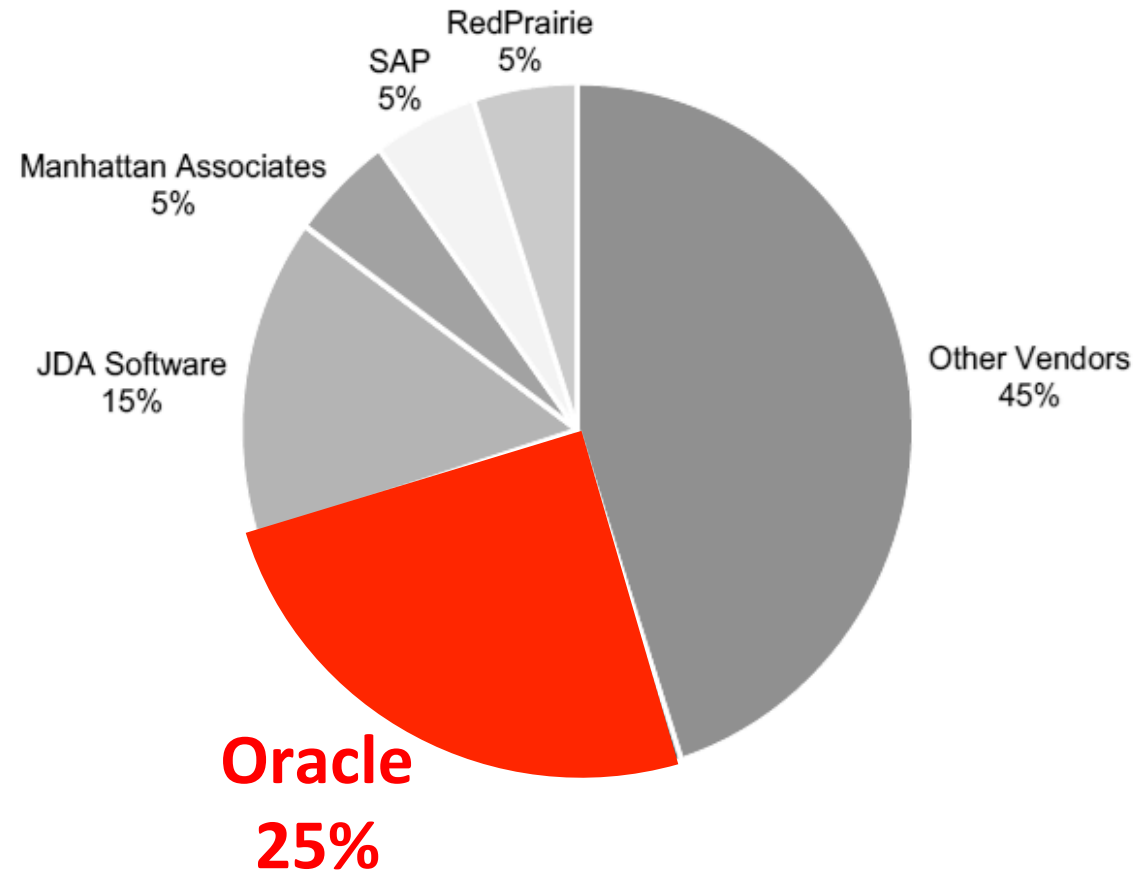
# Market Leader in Supply Chain Management Solutions

## Example Customers



# Supply Chain Solutions

Figure 1. Retail Sector Supply Chain Planning and Execution Software Revenue Market Share



Oracle is #1 in  
Retail Supply  
Chain

Source: Gartner (January 2014)

Source: Gartner, "Competitive Landscape: Target Transformational Software Opportunities Emerging in Retail," January 2014

# Analyst Report: Forrester Wave Report April 2014

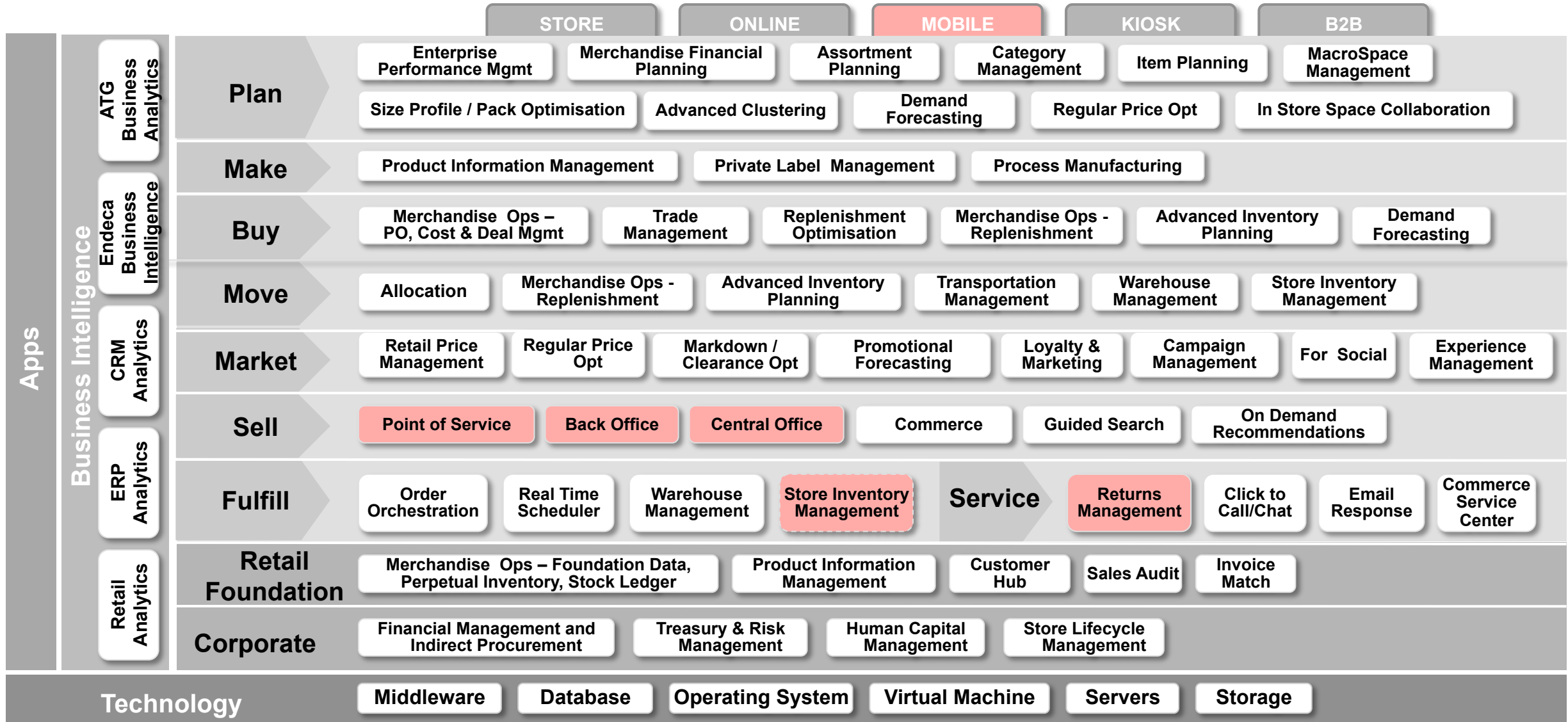
Oracle scored highest on 'Ease of Use' and 'Forecasting and Demand Management'

	Forrester's Weighting	7thonline	Epicor	IBM	JDA Software	JustEnough	Micros	Oracle	SAP	SAS	SPI
CURRENT OFFERING	50%	3.40	3.09	3.20	3.46	3.82	3.10	4.49	2.98	3.84	2.62
Offering overview	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ease of use	25%	3.34	2.67	3.01	2.99	3.67	2.34	3.67	3.01	3.01	2.67
Merchandise definition	25%	3.60	3.20	3.40	3.60	4.00	3.60	4.80	3.20	4.20	2.00
Assortment planning	25%	3.55	4.00	3.60	3.35	4.00	3.35	4.90	2.50	3.85	3.20
Forecasting and demand management	25%	3.10	2.50	2.80	3.90	3.60	3.10	4.60	3.20	4.30	2.60
STRATEGY	50%	3.87	3.39	2.75	3.03	4.26	3.35	3.89	3.53	4.11	2.74
Deployment	30%	3.80	3.55	3.15	3.50	3.85	2.75	4.05	3.60	4.35	3.05
Business case support	30%	3.75	3.75	2.00	3.25	5.00	3.75	4.25	3.50	4.00	2.75
Architecture	20%	3.00	3.00	5.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00
Cost	20%	5.00	3.00	1.00	2.00	5.00	4.00	4.00	2.00	5.00	2.00
MARKET PRESENCE	0%	2.94	3.26	2.60	2.94	3.68	3.08	4.40	2.32	4.70	1.40
Revenues	20%	0.00	3.00	5.00	3.00	3.00	5.00	5.00	5.00	5.00	3.00
User base	20%	3.00	2.00	0.00	4.00	3.00	3.00	4.00	3.00	5.00	2.00
Current release user base	0%	5.00	3.00	0.00	3.00	3.00	3.00	4.00	1.00	5.00	5.00
Multichannel user base, single application	20%	4.00	4.00	3.00	3.00	4.00	1.00	4.00	0.00	5.00	1.00
Multichannel user base, all applications	20%	4.00	3.00	0.00	0.00	4.00	2.00	4.00	0.00	5.00	1.00
Marquee clients	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Multicountry	20%	3.70	4.30	5.00	4.70	4.40	4.40	5.00	3.60	3.50	0.00

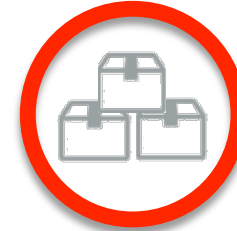
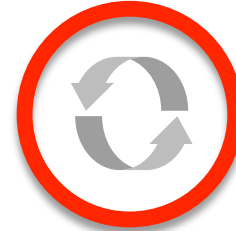
All scores are based on a scale of 0 (weak) to 5 (strong).



# Oracle Retail Footprint - Stores



# Oracle Retail Footprint - Stores



Point-of-Service	Mobile POS	Back Office	Central Office	Returns Management	Store Inventory Management	Mobile SIM
<ul style="list-style-type: none"> <li>• Executes accurate and consistent transaction, price, tax and tender</li> <li>• Provides productivity and accountability of the in-store sales operations</li> </ul>	<ul style="list-style-type: none"> <li>• Performs essential POS functions in the palm of the associates hand</li> <li>• Extends POS capacity with shared business logic and process flows</li> </ul>	<ul style="list-style-type: none"> <li>• Addresses the non-customer facing activities in the store</li> <li>• Manages the in-store systems and processes</li> </ul>	<ul style="list-style-type: none"> <li>• Provides real-time centralized customer and transaction data</li> <li>• Ensures store policy consistency via parameter management</li> </ul>	<ul style="list-style-type: none"> <li>• Detects and prevents both cashier and customer fraudulent behaviour</li> <li>• Delivers a balance between fraud detection and customer service</li> </ul>	<ul style="list-style-type: none"> <li>• Delivers processes in support of accurate perpetual inventory</li> <li>• Provides enterprise-wide inventory visibility</li> </ul>	<ul style="list-style-type: none"> <li>• Executes the critical inventory processes wherever the merchandise is located</li> <li>• Shares SIM business logic and process flows</li> </ul>

A comprehensive collection of applications, designed to underpin store and cross-channel processes, while delivering the responsive, flexible and scalable platform for an outstanding customer experience

# Market Leader in Stores

## Example Customers



Abercrombie & Fitch



URBAN  
OUTFITTERS



VICTORIA'S SECRET



UNITED COLORS  
OF BENETTON.

al tayer الطائر



vodafone

GALLERIES  
Lafayette



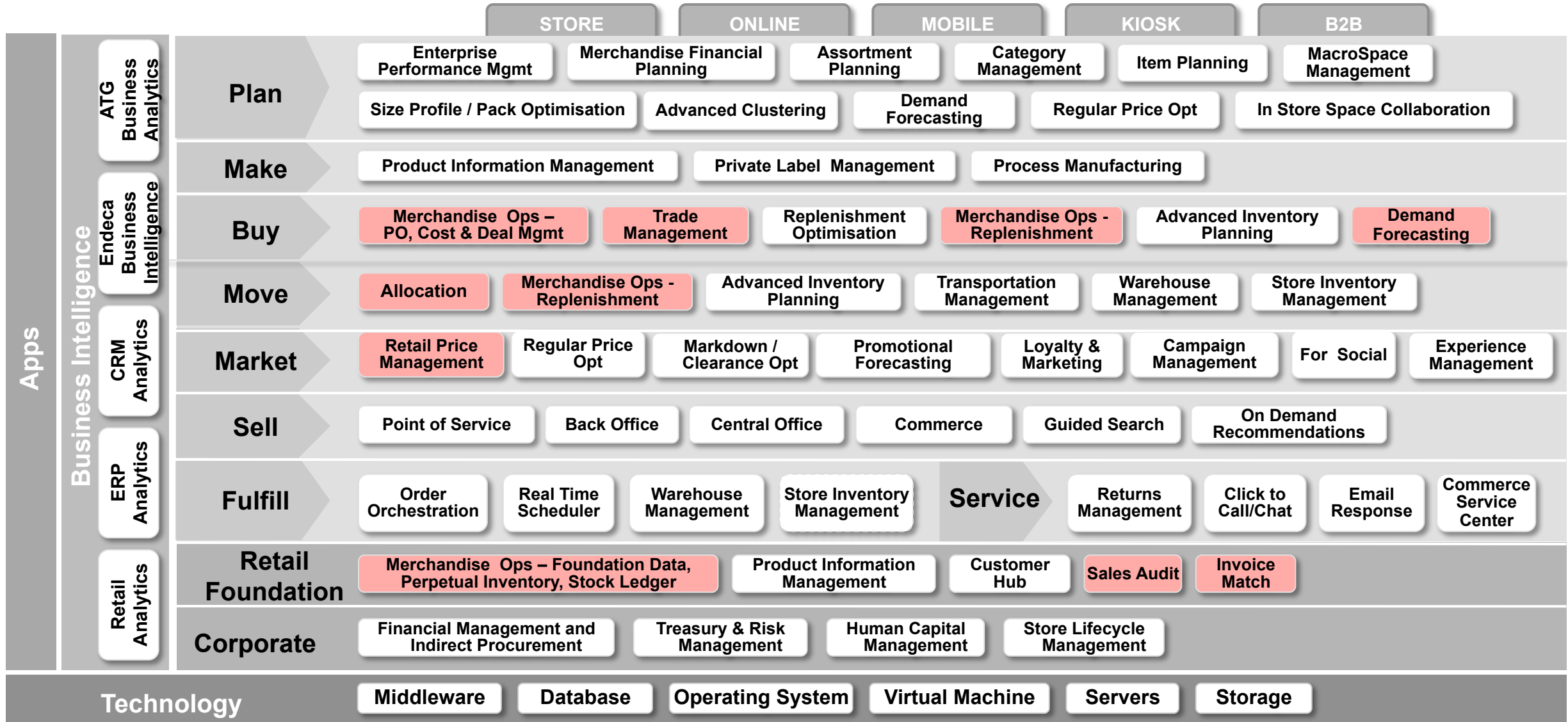
NORDSTROM

TRUWORTHS

John Lewis

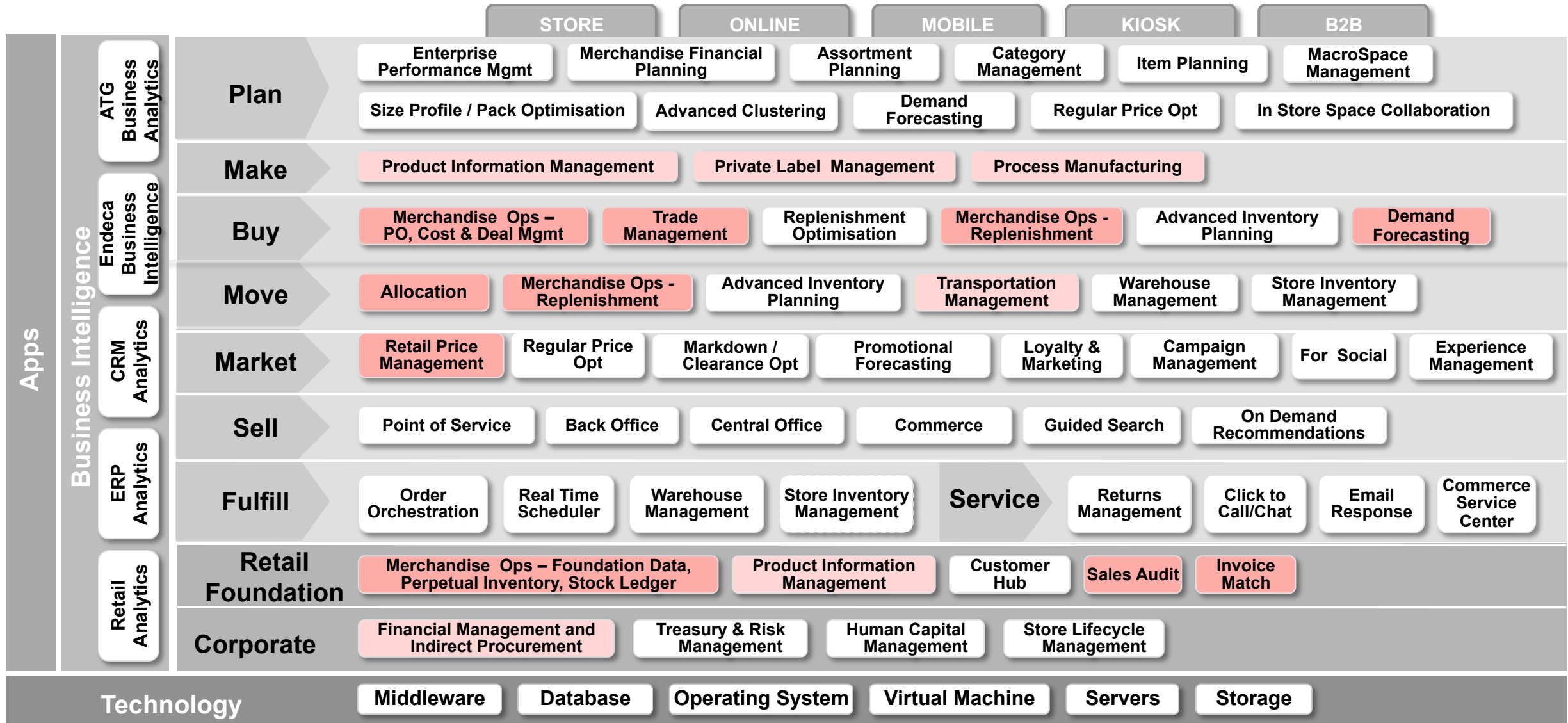


# Oracle Retail Footprint – Merchandise Operations



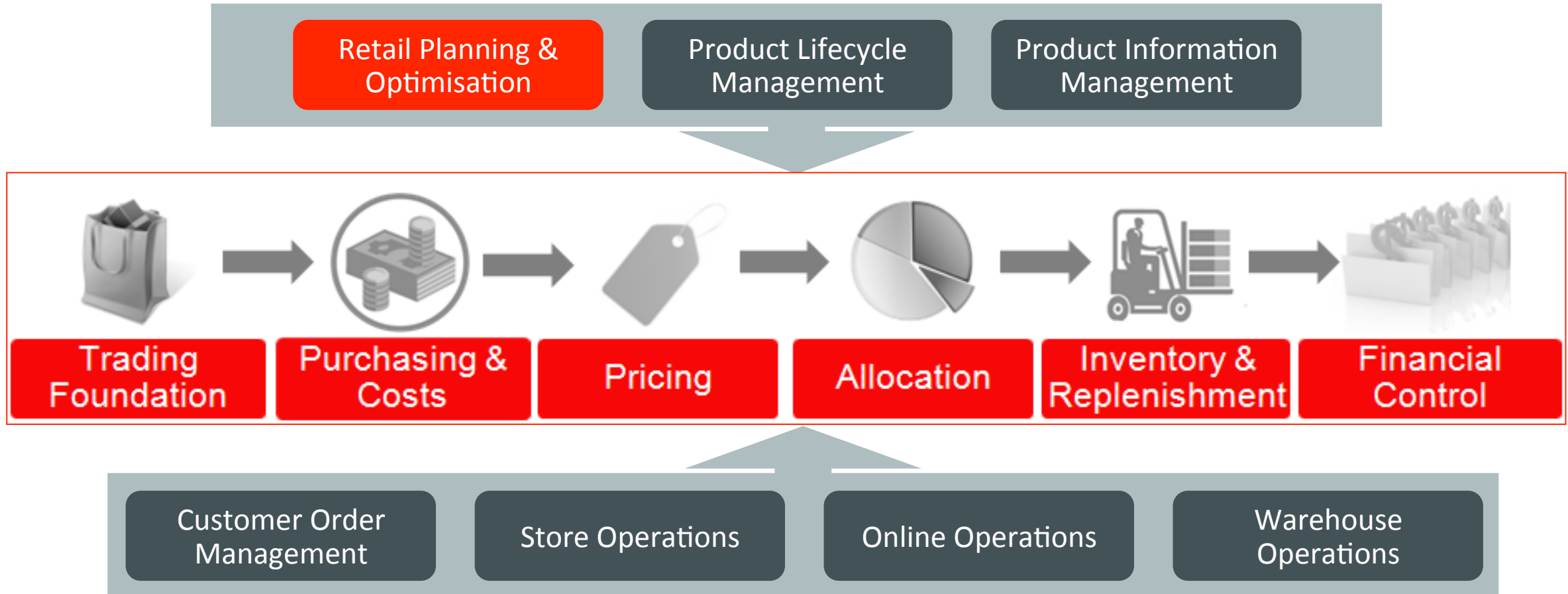


# Oracle Retail Footprint – Merchandise Operations



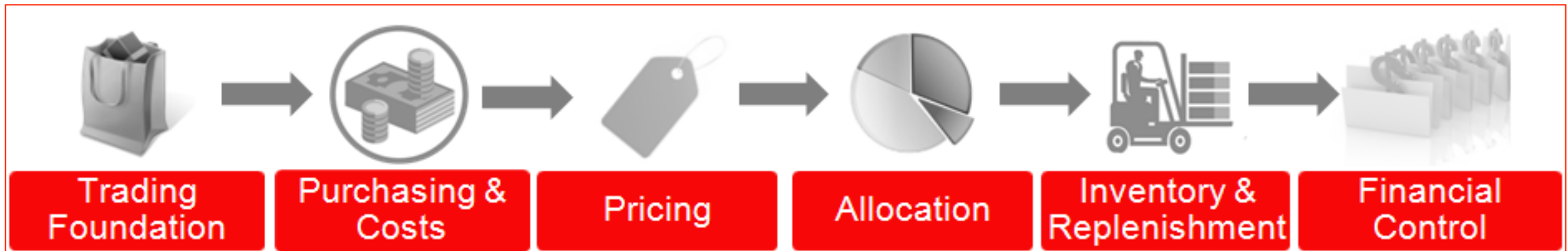
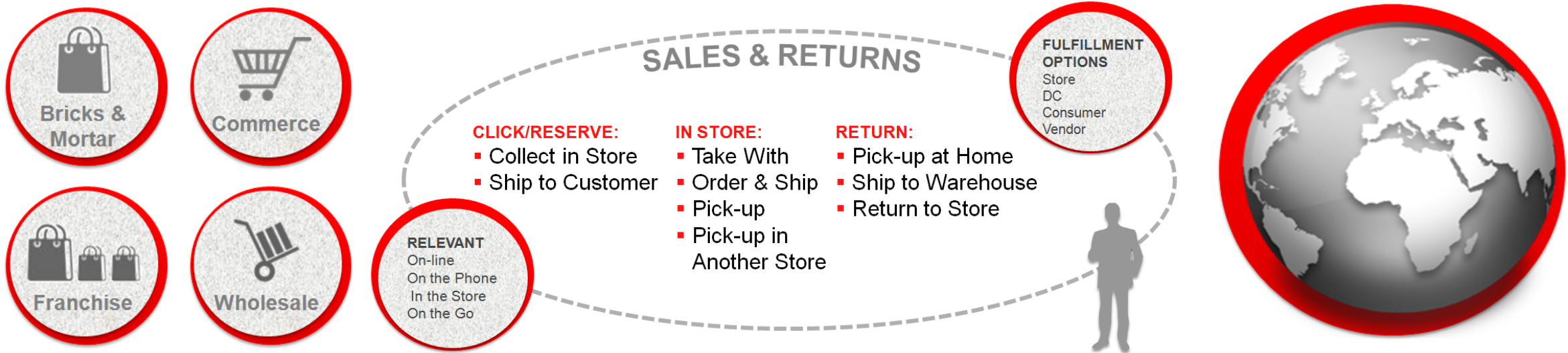
# Merchandising Operations Management

## Key Enabler for Efficient Omni Channel Retailing



# Merchandising Operations Management

## Key Enabler for Efficient Omni Channel Retailing



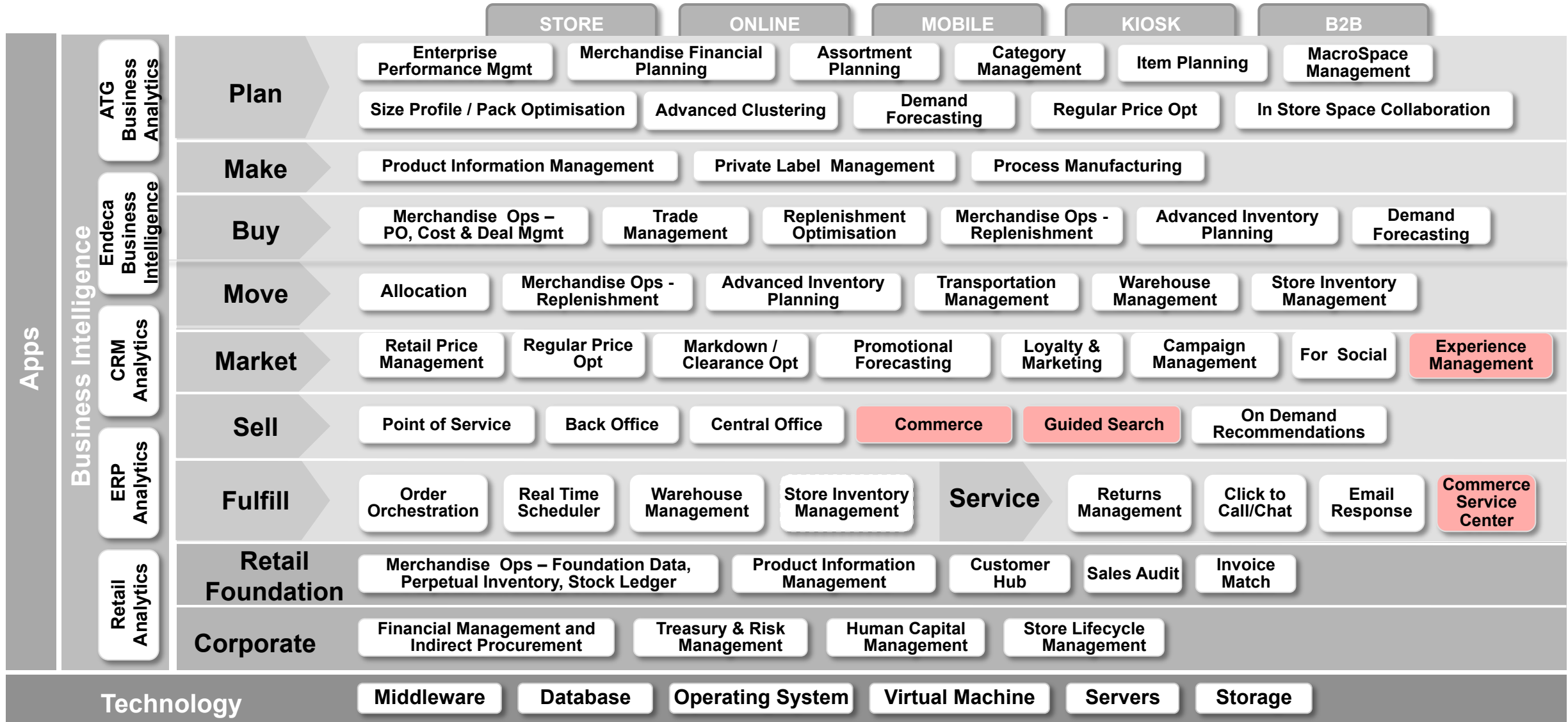
# Market Leader in Merchandise Operations Management

## Example Customers

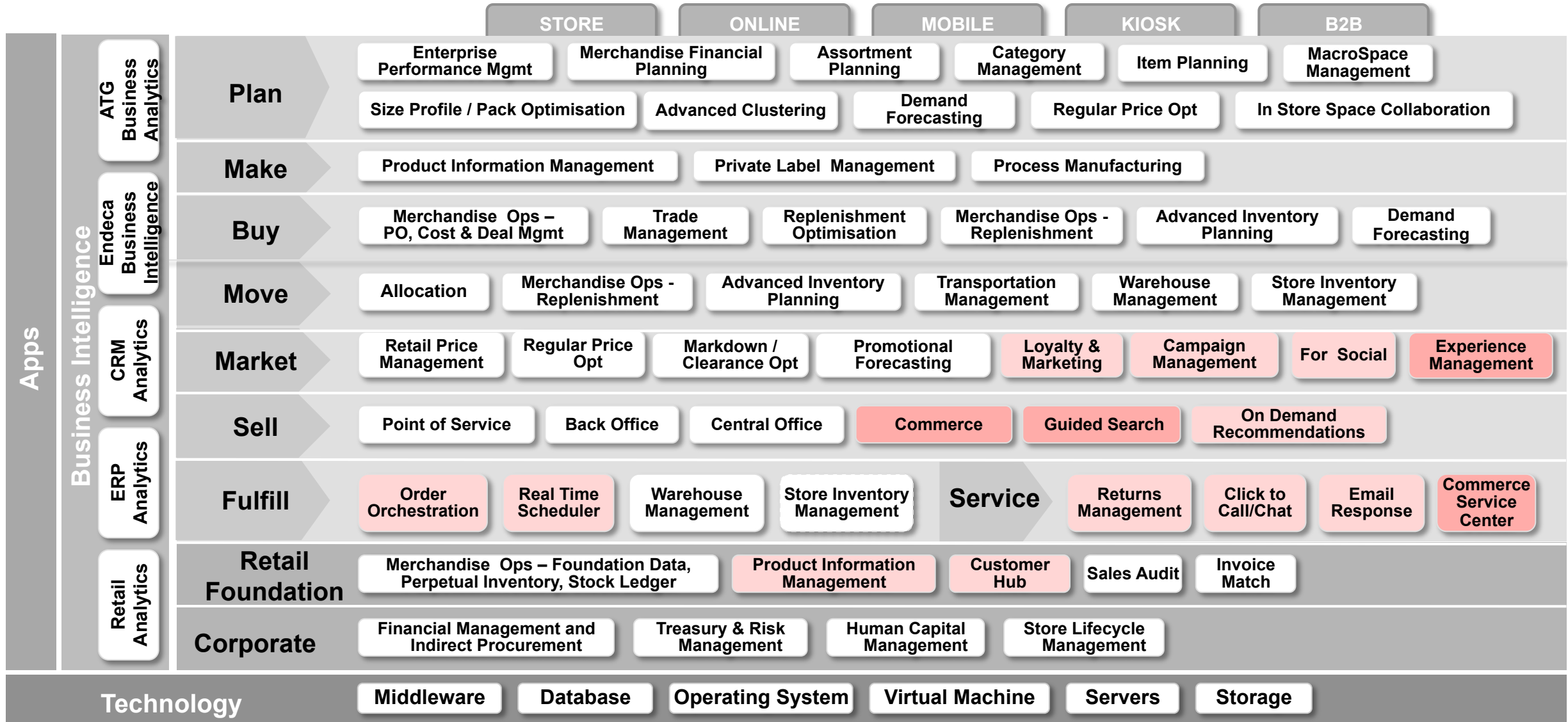




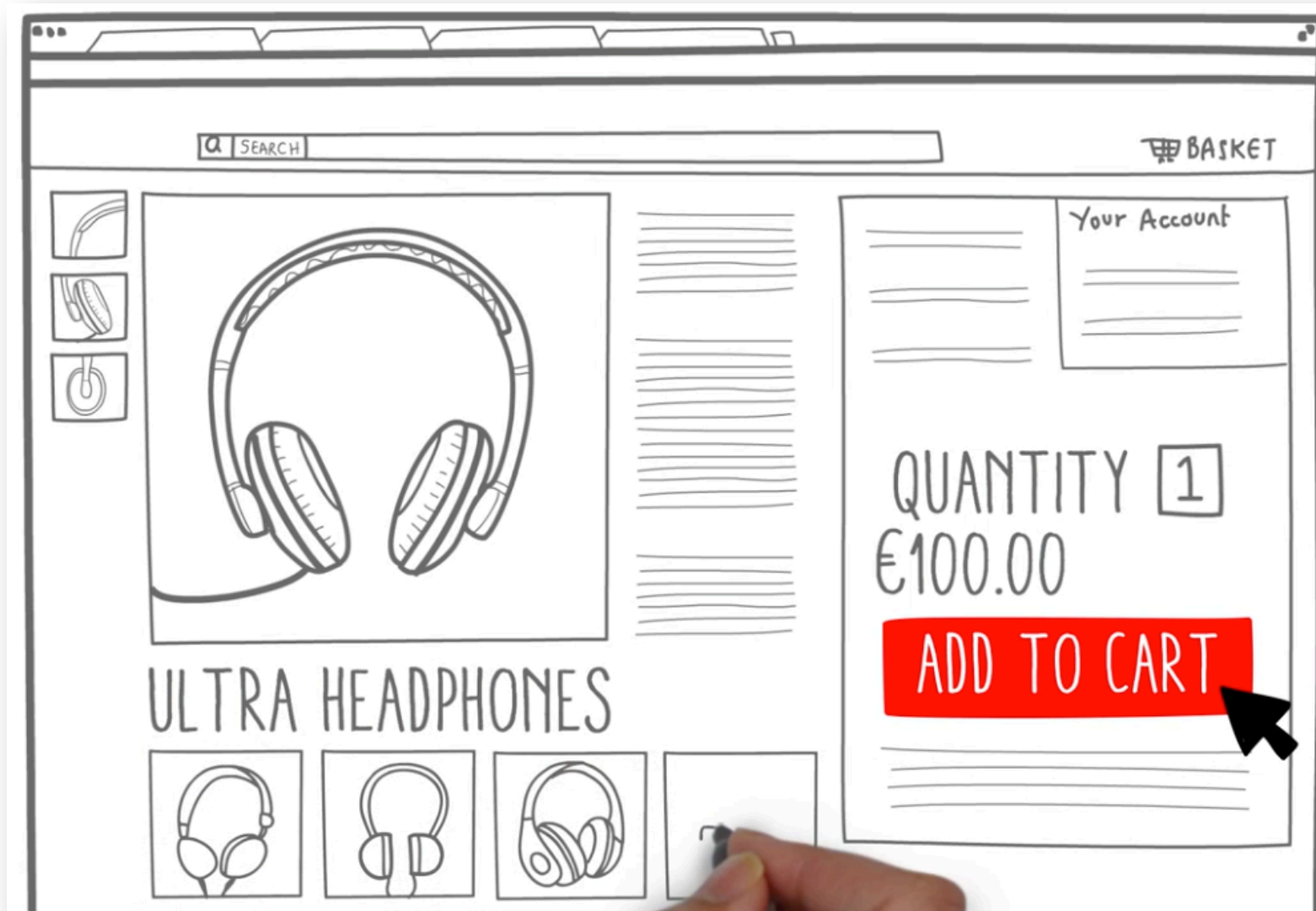
# Oracle Retail Footprint - Commerce



# Oracle Retail Footprint - Commerce



# A short customer experience...



Our CUSTOMERS want:

SEO

1. more visitors to their website

2. More orders

Relevant  
Experiences

Personalised  
Merchandising

3. greater value per order

4. To Do it faster than the  
competition

Commerce-  
ready tools

# Retail Footprint by Vendor

## Internet Retailer Top 500 2014 eCommerce Provider

	Top 100	Top 200	Top 300	Top 400	Top 500	Total
<b>Oracle Commerce</b>	<b>56</b>	<b>37</b>	<b>36</b>	<b>24</b>	<b>17</b>	<b>170</b>
IBM WebSphere	19	10	8	5	2	44
Demandware	0	7	14	6	4	31
Magento	0	1	4	7	15	27
eBay Enterprise	6	4	2	7	4	23
MarketLive	0	1	3	3	1	8
SAP (hybris)	2	2	0	0	1	5
Volusion	0	0	0	1	1	2
DigitalRiver	1	0	0	0	0	1

Source: Internet Retailer Top 500 2014



# Market Leader in Commerce Solutions

## Example Customers



# In Summary - Commerce Anywhere Impacts

## Planning & Optimisation

- Assortment & Range
- Price & Promotion Optimisation
- Demand Transference
- Consumer Decision Trees
- Space Optimisation



## Supply Chain Planning

- Single View of demand
- Align inventory for best use
- Proactive visibility
- Backorder visibility
- Promotional Forecasting
- Demand Transference



## Supply Chain Execution

- Orchestrate Fulfillment including backorders
- Multi-level distribution
- Task Management
- Align Warehouse & Transportation Activities



## Merchandise Operations

- Coordinates transactions
- 24x7 Enterprise Inventory
- Executes on Plans
- Inventory Reservation
- Vendor Direct Order
- Endless Aisle
- Cross Sell, Up Sell, Substitutions



## Store Operations

- Store Inventory view & processes
- Customer Order Capture
- Customer Order Execution (reserve, receive, pick, ship, fulfill)
- In-store Order Returns



## Consumer Interactions

- Shape the experience across online, store, mobile, etc
- Consumer journeys
- Buy & Return anywhere
- Assisted Selling
- Cross Channel Inventory
- Cross-Channel Promotions



Market Basket Analysis / Customer Order Analysis / Analyze customer segments / Understand demand and fulfillment trends / Demand and Fulfillment Comparison / Channel Performance

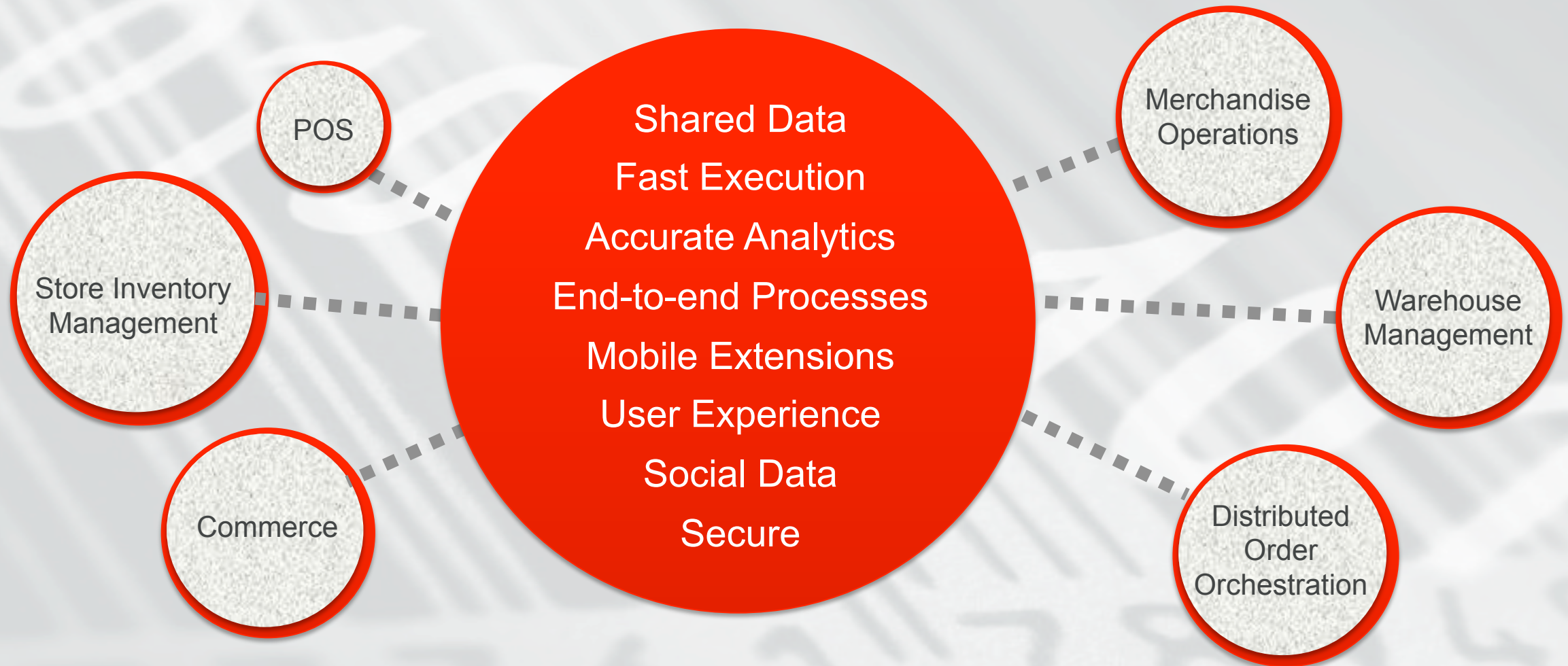
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# Enabling Commerce Anywhere

## Technology Ingredients



# Platform















## Operating Systems

Operational (MOM)	Analytical (RA)	Commerce (SIM/POS/WMS)	Predictive (RPAS)
OEL 6 RHEL 6 	OEL 6 RHEL 6 	OEL 6 RHEL 6 	OEL 6 RHEL 6 
Solaris 11 	Solaris 11 	Solaris 11 	Solaris 11 
AIX 7.1 	AIX 7.1 	AIX 7.1 	AIX 7.1 
HPUX 11.31 		Win 2008r2 	HPUX 11.31 



# Platform

## Database & Middleware

Operational (MOM)	Analytical (RA)	Commerce (SIM/POS/WMS)	Predictive (RPAS)
<p>ODB 11gR2 RAC, AQ</p> 	<p>ODB 11gR2 DM</p> 	<p>ODB 11gR2</p> 	
<p>WLS 11gR1 Forms</p> 	<p>WLS 11gR1</p> 	<p>WLS 11gR1</p> 	<p>WLS 11gR1</p> 
<p>Java 7</p> 		<p>Java 7</p> 	<p>Java 7</p> 
<p>ADF 11gR1</p> 	<p>ODI 11gR1</p> 		<p>ADF 11gR1</p> 
	<p>OBIEE 11gR1</p> 		

# Platform Engineered Systems

Up to **50%** improved  
response times on **ATG  
Web Commerce**

**RPM** price event  
execution batch up to  
**5X** faster

**Merchandising  
Analytics** batch up to  
**4X** faster

**Merchandising  
Analytics** reports up to  
**10X** faster

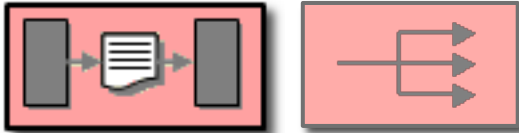
**Central Office**  
transactions per second  
up to **5X** faster

**Store Inventory  
Management** **6X** more  
store deliveries  
processed per hour



# Enterprise Integration

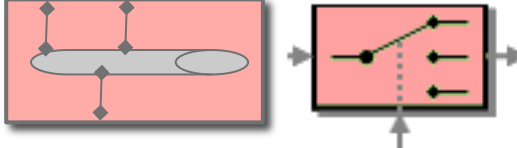
## Fit for Purpose Integration Styles



The diagram illustrates the Message Exchange integration style. It consists of two red rectangular boxes. The left box contains a grey server icon, a document icon with horizontal lines, and another grey server icon, connected by arrows indicating a flow from the first server to the document and then to the second server. The right box contains a red square with a white arrow pointing into it from the left and three white arrows pointing out of it to the right, representing a publish-subscribe pattern.

**MESSAGE EXCHANGE**

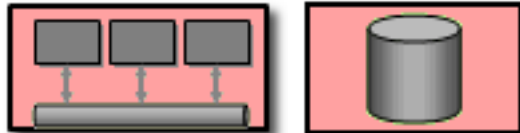
- Publish-Subscribe
- Guaranteed Delivery
- Failed Message Recovery
- Message Queues
- XSD Schema



The diagram illustrates the Web Services integration style. It consists of two red rectangular boxes. The left box contains a grey oval with four small black squares at its top and bottom, connected by a horizontal line, representing a service bus or gateway. The right box contains a red square with a white arrow pointing into it from the left and three white arrows pointing out of it to the right, representing a request-response pattern.

**WEB SERVICES**

- Request-Response
- Remote Invocation
- Enterprise Service Bus
- XSLT, WSDL
- Gateway Security
- Services Repository



The diagram illustrates the Bulk Transfer integration style. It consists of two red rectangular boxes. The left box contains three grey server icons at the top, connected by arrows to a single grey server icon at the bottom, representing a data pump or bulk transfer mechanism. The right box contains a red square with a white cylinder icon inside, representing a database or data store.

**BULK TRANSFER**

- Synchronize systems with large data batches
- Scheduled or triggered
- Extract, Transform, Load
- Oracle Data Integrator
- BI Data Extracts

# Oracle Retail Service Integration

## Retail Integration Console



- Monitoring tool for system administrators, integration staff & analysts
- Runtime monitoring of service integration flows
- Troubleshoot integration issues
- Quick access to linked integration guide
- Reads underlying configurations and displays visual business entities and flows

# Oracle Retail Analytics: BI Mobile Options



## BI Mobile HD

IT Controlled – Managed – Consistent

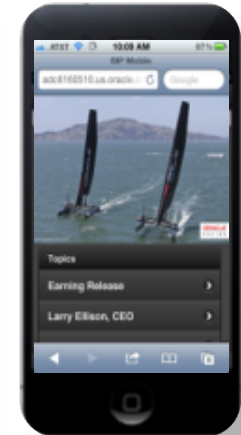


- Extend Oracle BI to mobile devices – smartphones, tablets – automatically
- Optimized for touch-gestures, interactions
- Location Intelligence
- Offline support
- Enhanced containerized security via BI Mobile Security Toolkit



## BI Mobile App Designer

Purpose Built Analytical Apps



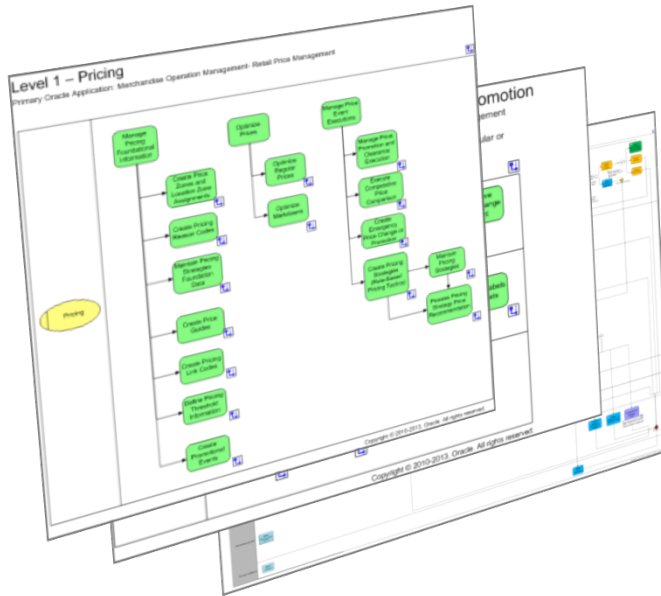
- **NEW self-service** product capability allowing business users to create and distribute mobile apps
- Users build targeted business apps with zero-coding
- Stunning, interactive apps in minutes



# Retail Reference Library

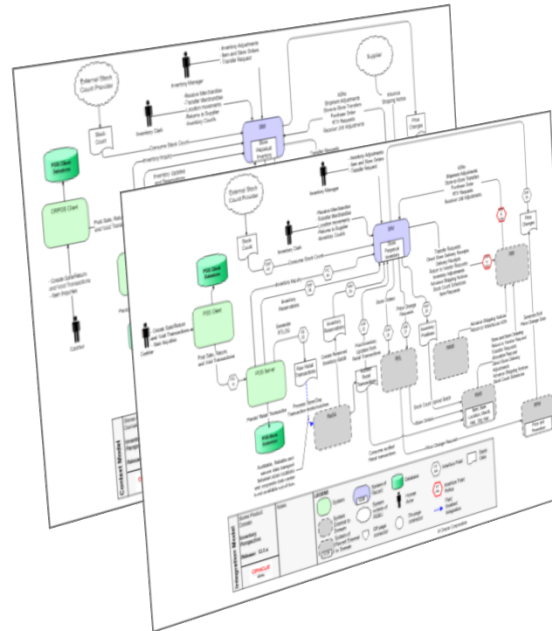
Maximise Value from our Software & Ease Implmentations

## RETAIL REFERENCE MODEL



Comprehensive collection of established business processes

## RETAIL REFERENCE ARCHITECTURE



Technical blueprint for the business process and applications

## RETAIL SEMANTIC GLOSSARY

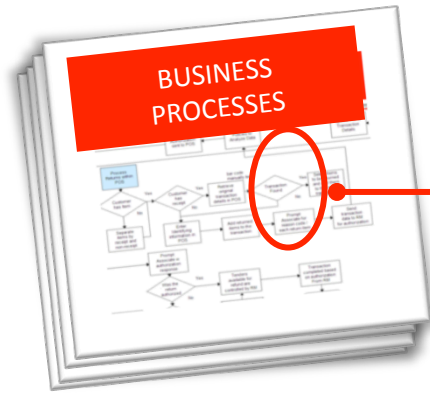
The screenshot shows the 'Retail Semantic Glossary' application. It features a search bar and a table with columns: Short Name, Long Name, Term Type, and Definition. The table lists various retail terms and their definitions.

Short Name	Long Name	Term Type	Definition
Item	Item	Retail Business Term	Any part, material, product or service that is unique as compared with other items by name, form, or function.
ASN	Advanced Shipment Notice	Retail Business Term	An electronic notification sent by the shipping location (e.g. supplier warehouse, store) to the retailer, which is sent in advance of actually receiving goods.
BOL	Bill of Lading	Retail Business Term	A legal document between the shipper of a particular good and the carrier that details the goods being shipped, and also acts as a document of title.
Base Cost	Base Cost	Retail Metric	Initial cost without additional charges added, such as handling or shipping charges, tax, etc.
Beginning Inventory	Beginning Inventory	Retail Business Term	The retail or cost value of the stock on hand at the beginning of a time period.
BOH	Beginning On Hand	Retail Metric	An inventory position at the beginning of a time period.
Category	Category	Retail Business Term	A distinct, measurable and manageable group of merchandise that consumers perceive to be similar.
Class	Class	Retail Business Term	The fifth level in the merchandise hierarchy. The class breaks down the merchandise by brand, style, or other characteristics.
Dept	Department	Retail Business Term	The fourth level in the merchandise hierarchy. The department breaks down the merchandise by brand, style, or other characteristics.
Cross Dock	Cross Dock	Retail Business Term	A purchase order is created that directs the goods from the supplier to a warehouse who

Alignment of terminology and KPIs

# Business Processes & Architecture

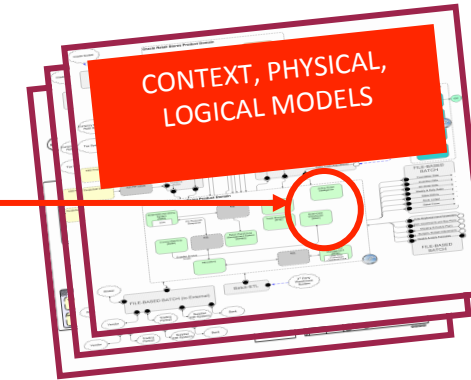
## BUSINESS PROCESSES



Ensures that business and IT are “speaking the same language”

How to obtain the value through the business process

## REFERENCE ARCHITECTURE



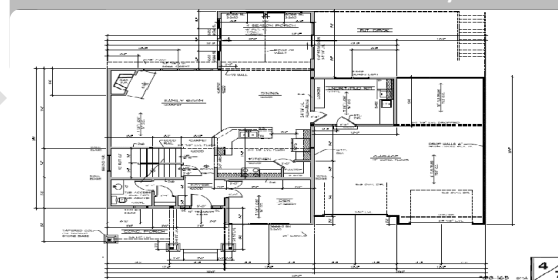
Tighter coordination between the business requirements and the execution of those requirements

How the applications & technology support the process

Alignment of Terminology

Consistency Across Business Units

Retail Reference Library



# Agenda – 16<sup>th</sup> October 2014

- 1 Oracle Retail Snapshot
- 2 Imperative for Commerce Anywhere
- 3 Customer Stories
- 4 Solution Overview
- 5 Technology & Architecture Overview
- 6 Closing Remarks



# Customer Community Groups & Ecosystem

## Listening to Our Customers



### Oracle Retail User Group

#### Value

Sharing of best practices, requirements  
Led by customers for customers

#### Membership

Open to all Oracle Retail customers

#### Frequency

Quarterly 60 minute calls



### Special Interest Groups

#### Value

Focus on a particular application / release  
Led by customers, supported by Oracle

#### Membership

Open to customers, member vote-based

#### Frequency

Monthly, Quarterly

### Focus Groups

#### Value

Targeted input/feedback on specific  
solution areas or functionalities  
Initiated by Oracle

#### Membership

Live & Implementing customers by  
invitation

#### Frequency

Ad hoc



### Customer Advisory Boards

#### Value

Contribute to vision and direction of Oracle  
Retail solutions

#### Membership

Invitation Only to Live Customers

#### Frequency

Quarterly Conference calls  
Annual In-Person Meeting (OIC)

# The Oracle Retail Community

## Scheduled Events

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





# Enabling Our Partner Community

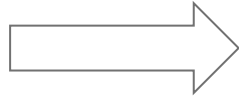
Available on OPN for V14

- ✓ 8 Recorded Launch Messaging Sessions
- ✓ Product Theme Presentations
- ✓ 80 Functional and Technical Transfers of Information
- ✓ Beta Boot camps and Workshops
- ✓ Extended Enablement Bootcamps and Workshops
- ✓ Updated Retail Reference Library
- ✓ 3 Day Targeted Deep-dive Training and Workshops
- ✓ Advocated Offers
- ✓ Release Value Prop
- ✓ Release Notes
- ✓ Updated Solution Level Decks
- ✓ V14 Delta Presentations
- ✓ Upgrade Message

<http://www.oracle.com/partners/en/products/industries/retail/get-started/index.html>

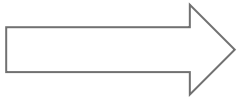
# Closing Comments

- **Proven**



- Track record of Retail Transformations & Extensive Experience

- **Complete**



- End to end solution set Omni Channel Retailing

- **Modular Agility**



- Enables Speed to Benefit  
Yet flexible to the changing business and consumer demands

- **Research & Development**



- Unparalleled Retail Industry Investment  
Allowing retailers to focus on their business

- **Intellectual Capital**



- Contribute & take advantage of our large Retail community

# ORACLE®

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## RETAIL

ORACLE®

# Enabling Technology

Richard Farnworth  
Snr. Director – Engineered Systems & Big Data UKII



# 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.

# Enterprise Computing Trends

## GLOBALIZATION



**9 Billion**  
Internet Devices  
in 2012

**50 Billion**  
by 2020

## DATA EXPLOSION



**90%**  
Created within  
Last Two Years

**50X Growth**  
by 2020

## RISE OF MOBILITY



**6 Billion**  
Mobile Subscribers

**87%**  
of World's  
Population

Mobile Data  
Growing **78%**  
CAGR

## CLOUD



**90%**  
of new software  
delivery for public  
cloud

Public IT cloud  
services will grow to  
**\$107B** in 2017

## MODERNIZE TO SURVIVE



Lots of  
**20 year-old**  
Legacy  
Applications

# Strategic Investment, uniquely co-engineered

Simplify I.T, with more than \$34B in R&D since 2004

## Complete Stack

- Best-of-Breed
- Vertical Integration
- Industry Applications
- Cloud



## Complete Choice

- On-Premise
- Private Cloud
- Public Cloud
- Hybrid Cloud

# Enabling Technology for Business



## Foundation for...

Enabling Business Transformation

Delivering Service Levels for Digital Business

Changing Economics of IT

# At the core of this foundation is DATA

**Oracle Database - continuous evolution to meet the needs of each new Computing Era**



**Client - Server**

Market  
Share

1993  
#1  
36%

Stored Procedures  
Partitioning  
Unstructured Data  
Object Relational



**Internet**

2003  
#1  
33%

Resource Management  
Real Application Clusters  
Data Guard  
XML



**Big Data & Cloud**

2013  
#1  
44%

Exadata  
Multitenant  
In-Memory  
Big Data SQL  
JSON

Source: IDC - Annual Worldwide RDBMS Vendor Shares from 1993 to 2013 by Carl W Olofson

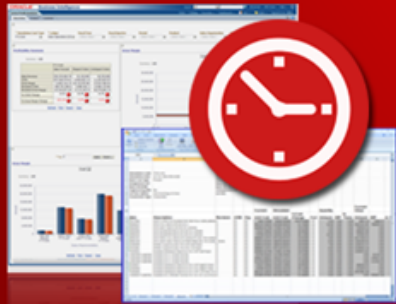


# Impact of a data management innovation on a business

Revalue Your Entire Supply Chain  
1000x Faster Than Ever Before

Maximizing Financial Positions

**ORACLE®**  
PEOPLESOFT



13M items complex  
BOM Cost Rollup in  
minutes vs. 58 hours



200 million  
Journals  
under an  
hour



20+ million  
“What If”  
use cases



100+ million  
transactions  
in “What If”  
case

# In-Memory Data Management Across Applications

Revalue Your Entire Supply Chain  
1000x Faster Than Ever Before

**ORACLE®**

**PEOPLESOFT**

**ORACLE®**

**TRANSPORTATION  
MANAGEMENT**

Maximizing Financial Positions

**ORACLE®**

**E-BUSINESS SUITE**

**ORACLE®**

**JD EDWARDS**

**ORACLE®**

**VALUE CHAIN  
PLANNING**

Journals  
under an  
hour

“What If”  
use cases

100+ million  
transactions  
in “What If”  
case

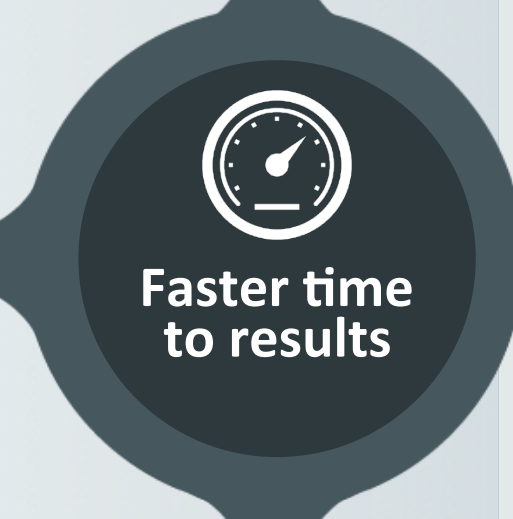

$$1 + 1 = 3\frac{1}{2}$$

- Blurring boundaries between systems and software
- Re-using innovations across Engineered Systems
- Combining Engineered Systems to multiply benefits



# Business value

of integrated systems



# Unleashing the business performance of existing applications

## ORACLE UTILITIES

Smart Meters  
**250M meters**  
**4 consumption/hr**

Utilities Billing  
**77M**  
**Determinants/hr**

## ORACLE COMMUNICATIONS

Rating & Discounting  
**100M subs**  
**50K CDRs/Sec**

Comms Biling  
**100M Subs**  
**< 12hrs**

## ORACLE FINANCIAL SERVICES

End of Month  
**100M Account**  
**< 5 Hrs**

## ORACLE RETAIL

RMS Replenishment  
**3 Times Faster**  
**5.4M**  
**Item | Locations**

RPM Price Event  
**17 Times Faster**  
**3M**  
**Item | Locations**



# Value Of Enabling Technologies In Retail



- Improve ability to rapidly analyze and act on customer loyalty, coffee sales, and supply chain information
- Implemented HCC to optimize storage - in one case condensing 2Tb of table to 275Gb an almost 90% footprint reduction

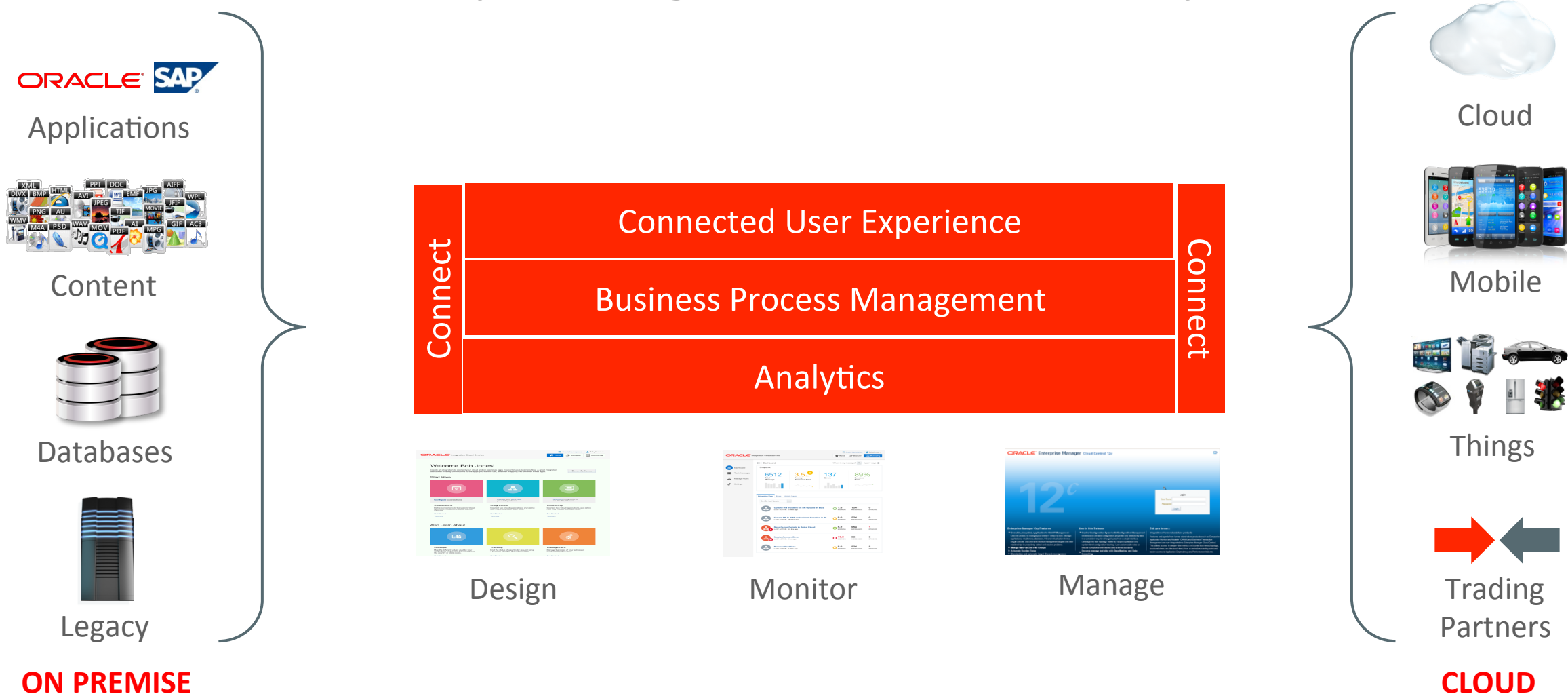


- Timely trading dashboards at 5:00 a.m. on Monday instead of by 3:00 p.m. or on Tuesday,
- Dashboard data available to hundreds of users simultaneously with self-service
- Merchandisers with response times of 15 seconds instead of two minutes when drilling into dashboards to update reports containing 40 KPIs

dunnhumby

- Loyalty analysis from one week to just four hours
- Improved productivity - queries and complete analysis without having to wait hours or days
- More accurate business insights - analyze 100% of data (inc historical) - instead of just a small sample

# Need to effectively manage & deliver new capabilities



# What does it mean for Oracle partners?

## Enabling Technology for Business



### Enabling Business Transformation

- Common platform, 'tried & tested' for modernising applications
- Extending existing applications

### Delivering Service Levels for Digital Business

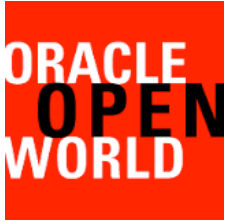
- Real-time enterprise platform
- Packaged services for the enabling technology

### Changing Economics of IT

- Unlock the embedded costs from existing platforms
- Private; Hybrid; Public Cloud Roadmaps

# Oracle OpenWorld Announcements

## Enabling Technology



- Oracle Platform as a Service (PaaS) & Infrastructure as a Service (IaaS)
- Cloud Manageability to easily move between on-premise & public cloud
- M7 (SPARC) Software on Silicon

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