




ORACLE®

**Update on Oracle Retail Merchandising
April 14, 2008**

**Erick Rowe
Director of Product Strategy – Merchandising**



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.



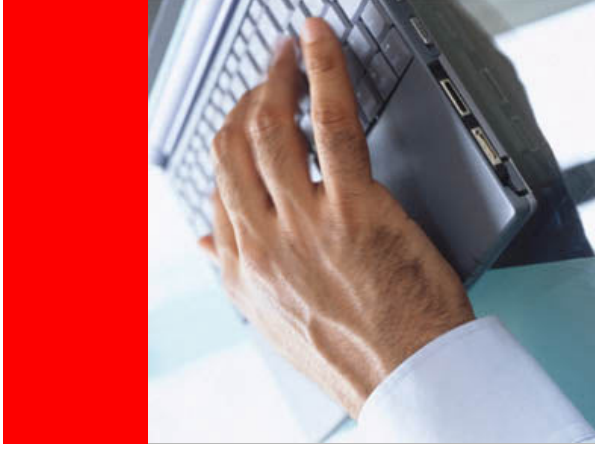
Agenda

- **Introductions**
- Trends in Retail
- Merchandising Challenges
- Merchandising Operations Management in Development



Agenda

- Introductions
- **Trends in Retail**
- Merchandising Challenges
- Merchandising Operations Management in Development



Trends in Retail

What Drives Our Decisions



Globalization



Localization



Collaboration



Globalization

No Borders Retailing

- Emerging markets, emerging middle class
- Growth beyond borders
- Sourcing is within reach for all



Globalization

- Globalization is driving new market opportunities and changing how retailers do business in traditional markets

Localization

It's Always About Me

- Customer Expectation #1
 - Know Me
- Customer Expectation #2
 - Know more than Me
- Customer Expectation #3
 - Know that I have a choice



Localization

- Retailers driving more tailored assortments to meet growing expectations of the savvy consumer.

Collaboration 2.0

Social Networking @ Work

- **Connecting with Consumers**
 - Get instant feedback on pilot programs
 - Get personal with design collaboration
- **Connecting with Suppliers**
 - Share real-time relevant sales, orders
 - Working together on future promotions
- **Connecting with Internal Teams**
 - Develop a single marketing, sales plan
 - Drive next generation business process improvement



Collaboration

- Web 2.0 and other technical advancements allow for retailers to collaborate at a level never before possible.

Agenda

- Introductions
- Trends in Retail
- **Merchandising Challenges**
- Merchandising Operations Management in Development

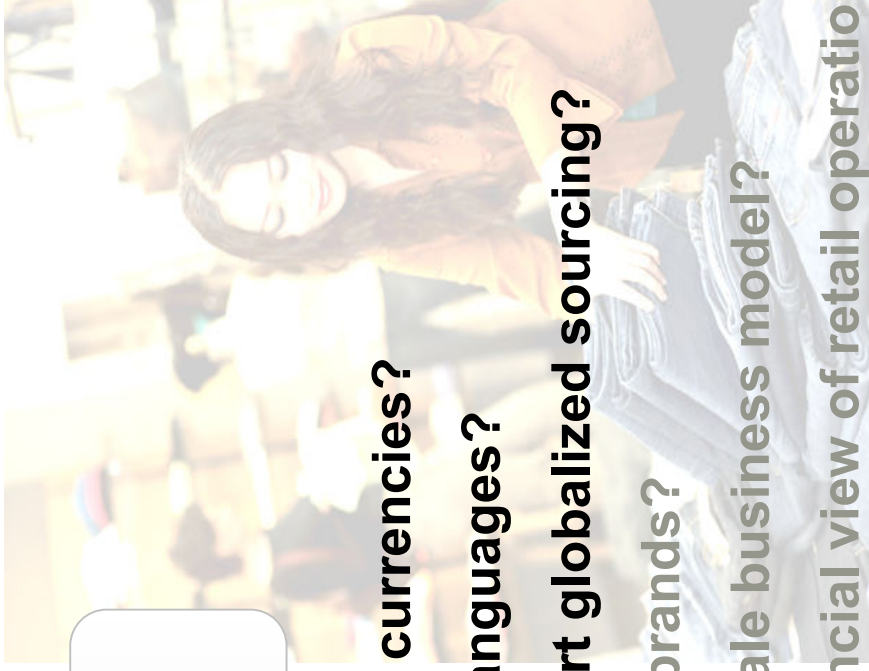


What Drives Your Decisions?



Globalization

- **Does your business support multiple currencies?**
- **Does your system support multiple languages?**
- **Does your business processes support globalized sourcing?**
- **Can your business manage multiple brands?**
- **Can your business support a wholesale business model?**
- **Can your business give you one financial view of retail operations?**



What Drives Your Decisions?

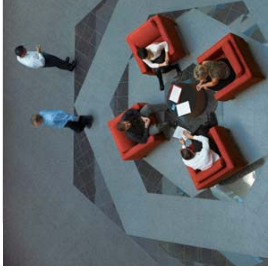


Localization

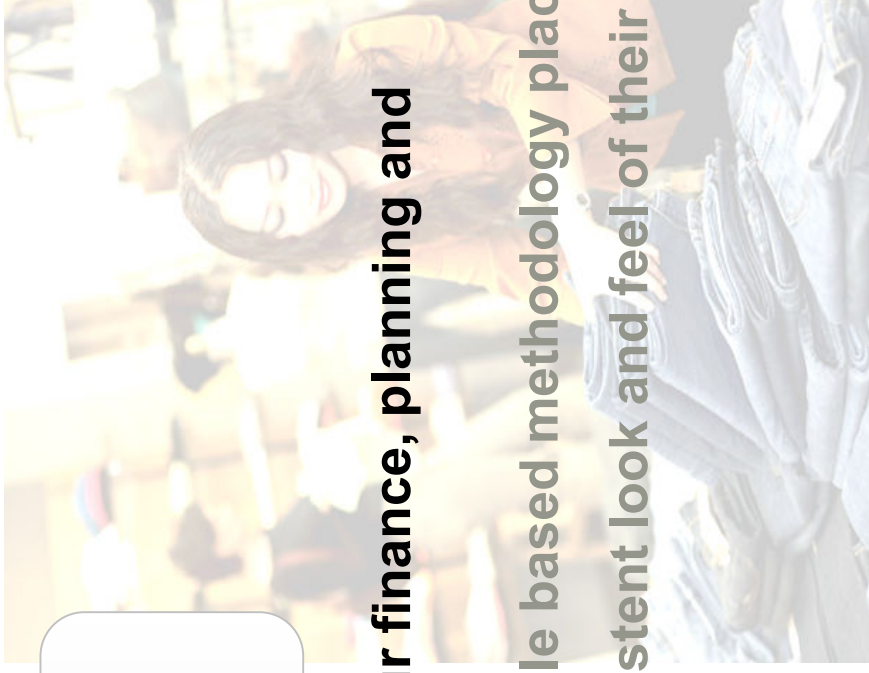


- **Can your business execute merchandising plans at a store item level ?**
- **Do you have the data to make real-time decisions at the micro-segment level?**
- **Do you have the level of detail to analyze past performance and drive growth?**
- **Can your business support new definitions of ‘customer’?**
- **Are your systems agile enough to be responsive to varying market sizes?**

What Drives Your Decisions?



Collaboration



- **Do you have integration between your finance, planning and execution systems?**
- **Does your business have a secure role based methodology place ?**
- **Do your business users need a consistent look and feel of their applications?**

Agenda

- Introductions
- Trends in Retail
- Merchandising Challenges
- Merchandising Operations Management in Development





Wholesale Functionality

- *Set up & control wholesale locations*
- *Range & publish item lists*
- *Calculate wholesale cost and provide end consumer suggested pricing*
- *Accept and process orders and returns authorizations*
- *Fulfill orders*
- *Publish invoice information and update financials*



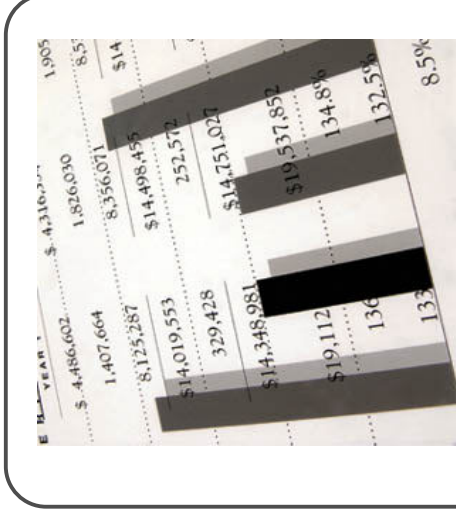
Wholesale Functionality

- Allows retailers with wholesale operations to support multiple business operations within a single system



Multiple Sets of Books

- *Support integration from single instance of the Merchandising Applications to a single instance of a Financials applications with multiple ledgers or sets of accounting books*



Multiple Sets of Books

- Provide additional back office support to allowing retailers the ability to better manage multiple brands and businesses



Corporate Inventory Management

- *Addition of basic shipping & receiving tasks in RMS for POs, allocations, transfers and returns to vendor*
- *Option for automatic receiving or receiving via user interface (shipment, carton or item level)*
- *Inventory management is done corporately, ON BEHALF of the stores or warehouses*



Corporate Inventory Management

- Enables corporate users to perform inventory management functions when a store and/or warehouse system does not exist or when the functions are centralized



RMS Security

- *Enables table driven set-up of role based security in RMS*
- *Applies to:*
 - Find forms & Non find forms = table determines values user sees in action drop down list (new, edit, view, etc.)
 - Items and Hierarchy forms = table determines user access to links or hierarchy
 - Options Menu access = table determines menu access



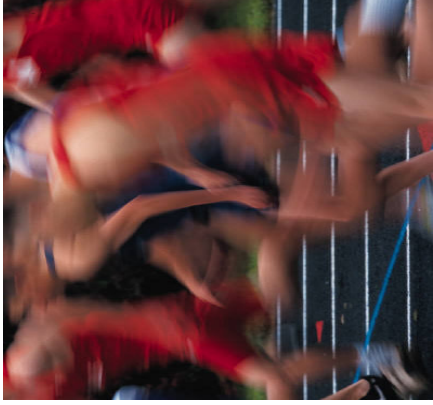
RMS Security

- Table driven role based security to support dynamic organizations.



Streamlined Operations

- *Streamlined order entry direct to RMS to:*
 - Create PO and close PO
 - Perform ship and receive processing for merchandise on the purchase order
 - Auto invoice processing for received quantity and cost
- *Provides system defined options for costing RTVs*
- *Parameters define # of days after first receipt of a transfer or allocation shipment it will be automatically closed & reconciled*



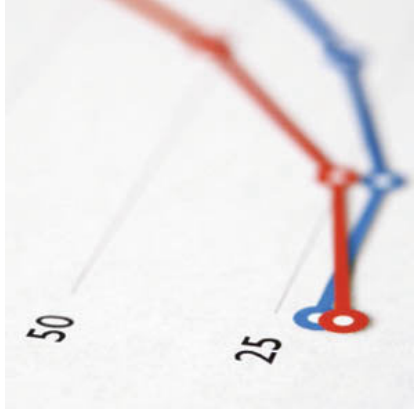
Streamlined Operations

- Streamlined product footprint that allows retailers to perform common functions in a more automated integrated manner



Reporting

- *Existing operational reports will be converted from Oracle Reports to BI Publisher*
- *Additional reports, including those to be used by stores and warehouses, will also be developed*



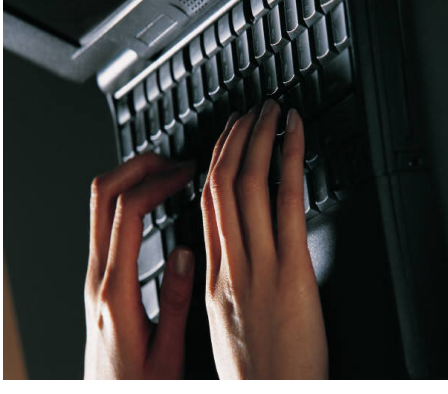
Reporting

- Facilitates use and customization of reports, thereby eliminating the need for 3rd party reporting solutions



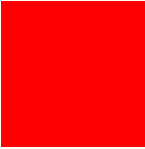
Swan UI & Retail Workspace

- *Existing screens have been updated with new look and feel*
- *Oracle Retail Workspace released with:*
 - Single Sign-on for MOM, SIM, Price, Promote, RPAS, Allocation
 - Reports access
 - Dashboard framework and examples
 - Swan Browser Look and Feel (BLAF)



Swan UI and Retail Workspace

- Enhances user experience and efficiencies through streamlined application access and interface commonality.



Merchandising

Enabling Transformation – From Integration to Insight

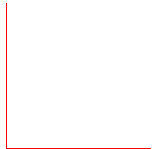


Insight-Driven Retailing





ORA



ORACLE IS THE **INFORMATION** COMPANY

