



VIEWPOINT

## Drive Profit and Differentiation with Category Management Advanced Science SaaS Offerings

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Customers are king in today's evolving retail industry, demanding tailored shopping experiences and instant gratification. Retailers are responding by creating highly localized assortments across varying store formats and locations, which makes efficient and profitable execution extremely challenging.

### Address Retail Planning Challenges

To enable retailers to overcome this hurdle, Oracle has launched cloud solutions that do more than just capture vast amounts of data. They integrate data and combine it with foundational best-practices scenarios while delivering accurate and actionable recommendations in an easy-to-consume format.

As consumers become increasingly empowered, retailers are much more likely to lose sales when customers cannot find items on their shopping list. Oracle's three new software-as-a-service (SaaS) offerings go beyond traditional optimization tools to help retailers quickly create and execute profitable, localized, and targeted assortments based on purpose-built retail science. This helps ensure retailers have products available when and where customers want them.

### Adopt Retail Science Advances

The new cloud offerings enable retailers to quickly adopt advances in retail science with lower risk and cost. They can utilize transaction-level information throughout their planning process to gain actionable insights and recommendations, driving out customer-centric and targeted store assortments.

The new offerings include:

- Oracle Retail Assortment and Space Optimization Cloud Service  
Optimize assortments to cluster- and store-specific needs to maximize return on space, sales, and gross profit.
- Oracle Retail Customer Decision Tree and Demand Transference Science Cloud Service  
Go beyond traditional analysis of SKU/location sales history with sophisticated data-mining capabilities to analyze customer shopping decisions, ultimately delivering the right product mix across segments and channels to drive loyalty.
- Oracle Retail Advanced Clustering Cloud Service  
Leverage data-mining capabilities to create store groupings at various product and location levels using multiple inputs, including performance data, product attributes, store attributes, third-party demographic data, consumer segments, and more.

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Marc Koehler has over 20 years of retail industry experience, spending approximately 12 working with tier one retailers. Prior to joining Oracle, he spent time working at Best Buy, Circuit City, Lowe's Companies and Crocs; implementing and upgrading core merchandising and planning software. Additional efforts he's led have included the creation of a new "in-stock" metric as well as constructing a formal Project Management Office (PMO) structure to be rolled out across retail organizations. He has project management, functional design, business operations and in-store retail management experience.

Over the past several years at Oracle, Marc has had the opportunity to lead or take part in multiple Oracle Retail planning implementations, for solutions including Retail Demand Forecasting (RDF), Merchandise Financial Planning (MFP), Category Management and Assortment Planning. In addition, he has co-lead multiple strategic design sessions which included the creation of end-to-end implementation strategies for the Oracle Retail Planning and Optimization solutions.

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## Achieve Fast, Modular Adoption

Oracle's cloud solutions remove much of the cost of adoption, from hardware to databases, which is vital in an industry with margins as narrow as those in retail. Just as important, retailers can get up and running—and achieve value—much more quickly, a key benefit given the rapidly changing competitive landscape in retail.

The cloud-based solutions also allow retailers to expand their retail science capabilities in a much more modular manner, adopting new solutions based on overall business needs and strategic goals. This includes creating foundational planning capabilities and layering in key retail science capabilities when needed. At the same time, the cloud model speeds and simplifies upgrades so retailers can take advantage of Oracle's latest innovations much more quickly.

With Oracle Retail solutions, retailers can devise an action plan to optimize assortment and inventory investments by enabling a 360-degree view of the market, customers, competitors, and vendors; maximizing available time to plan product categories.



To learn more, download the e-book, [\*Use Science to Drive Profit and Differentiation\*](#).

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