Cloud Technologies for the Retail Industry

Capitalizing on Digital Influences in the Era of 1:1 Experiences

Establishing and maintaining customer intimacy is paramount for today's retailers. Online, mobile, and social paradigms have empowered consumers to make informed purchase decisions—anytime, anywhere. Customers expect simple, consistent, and relevant experiences across all channels, touchpoints, and devices. Oracle is helping retailers deliver great experiences with a cloud-based strategy for innovatively meeting customer and employee needs.

Looking to the Future of Commerce

Traditional retail strategies segmented customers based on purchase cycles and channels such as social, digital, direct, in-store, mobile, and call center. However, to provide a top-notch customer experience, retailers must provide consistency among all these overlapping touchpoints. If an online customer puts a product in her shopping cart using a smart phone, she expects it to be there when she resumes the session on her PC.

Creating this type of cohesive customer experience means delivering quality and consistency across the entire customer lifecycle, from initial contact to ongoing service. Technology is the differentiator that enables retailers to revitalize their brands. Market leaders look to the cloud to deliver superior experiences for customers—and to align their own workforces with smarter, faster, more robust internal processes.

Oracle Cloud solutions empower retailers to use data as a strategic asset, facilitating collaboration and enabling workers to make smarter decisions. Consumers enjoy a consistent experience that spans all possible channels and all types of devices—complete with channel partner integration, social networking connections, and embedded analytics that detect trends in social and enterprise data to reveal customer needs. These insights help retailers gain a more complete picture of customers and contacts and take action based on up-to-date information and contextual insights.

Oracle offers secure, open, and integrated cloud solutions that empower traditional and online retailers to create innovative customer experiences. Oracle platform-as-a-service (PaaS) solutions include data management, application development, and analytic capabilities to unify operations. And Oracle's market-leading software-as-a-service (SaaS) applications can automate every aspect of modern retail operations—enabling retailers to connect to consumers on their terms.

"We are in hypergrowth mode and we wanted a platform to go on that journey with us…We will no longer be behind somebody else who has just bought the latest bells and whistles. We will always have that by partnering with Oracle."

JEFF WOLLEN
CIO, WIGGLE

"We looked to Oracle as the innovation leader to help us solve our HR and talent challenges."

BILL TOMPKINS
SENIOR VP OF HR, MACY'S

"When I came to Oracle for cloud solutions, they offered me an integrated experience."

**ANANTHA SRIRAMA**
VP SYSTEMS AND TECHNOLOGY, MACY'S

MACY'S CREATES A MORE MODERN ORGANIZATION

- Unified workforce gains productivity with modern mobile, social, and analytic technology.
- Shared services improve economies of scale, and quality customer experiences.
- Innovative technology reduces costs and enables simple, efficient business processes.

For example, the Oracle Cloud portfolio includes customer experience marketing apps that handle customer profiling, email marketing, audience analytics, mobile tracking, SMS, and web retargeting. Intuitive and modern SaaS applications such as Oracle Sales Cloud, Oracle Service Cloud, Oracle Marketing Cloud, and Oracle CPQ Cloud Service are easy to deploy.

Oracle Cloud Platform technology can power a dynamic and evolving business strategy based on shared corporate services that span the retail operation, from marketing and sales to finance, procurement, and HR. Cloud deployment models reduce market barriers with minimal capital outlays, consistent quality, and more efficient business processes.

Oracle Industry Solutions for Retail
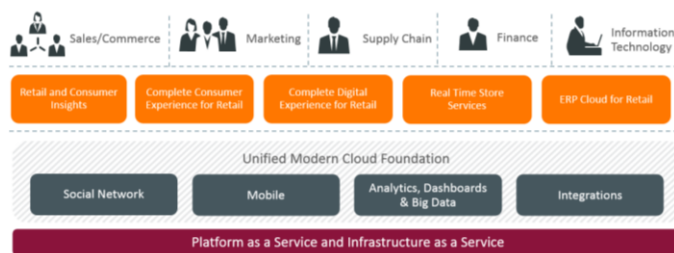
Oracle Cloud Solutions in Action

Macy's cloud transformation has improved the agility and speed of its HR operations, a key factor in recruiting, developing, and retaining a vibrant and seasonal workforce. The global retailer reduced more than 1,800 discrete HR processes to fewer than 200 processes, eliminating costly redundancies. Having standardized methods for assessing talent and promoting employees has facilitated a migration of the workforce to new international markets, as well as improving organizational expertise with modern social media and collaboration tools. Macy's cloud-based HR strategy boosted productivity by attracting tech-savvy workers who understand how to deliver a modern customer experience—an essential part of Macy's transition from a channel-centric organization to a customer-centric organization.

Wiggle, an online sports retailer in the UK, has more than 60,000 different products, including a large number of bicycles, swimwear, and run wear. The company is doubling in size every 18 months, presenting ongoing scalability concerns. Wiggle embarked on a two-year transformation project to offer the best products, competitive pricing, a low cost base, and the highest level of service on a technology platform it could grow with. Oracle Cloud anchors new master data management and analytics technologies, enabling a single version of truth for Oracle ERP Cloud, Oracle Human Capital Management Cloud, and other applications. Wiggle plans to move its merchandise applications to the cloud in the future, solidifying its lead across the UK and Europe. Wiggle's cloud transformation has accelerated sales, improved customer satisfaction, reduced overhead costs, and enabled a platform for acquisition planning.

Get Started Today

Develop a holistic view of your entire retail business as the digital and physical worlds converge. Contact Oracle to learn more about its complete cloud platform solutions, or visit oracle.com/cloud and oracle.com/retail.

---

[1] Deloitte Digital, "Navigating the New Digital Divide: Capitalizing on Digital Influence in Retail," 2016.

ORACLE CLOUD

- **Complete**: One cloud with integrated applications, platform, and infrastructure
- **Data-driven**: Based on role, context, interests, and actions
- **Personalized**: Configurable to each user's needs; extensible to fulfill unique business requirements
- **Connected**: Cohesive processes, unified data, and complete information in the cloud
- **Secure**: Multilevel security with data isolation and unified access controls

CONNECT WITH US

- blogs.oracle.com/cloud
- facebook.com/OracleCloudComputing
- twitter.com/OracleCloudZone
- oracle.com/cloud

ORACLE

Integrated Cloud Applications & Platform Services