Omnichannel

ORACLE®
RETAIL

CUSTOMER RESULTS

Our retail customers are enhancing their customer experience, reducing TCO and converting browsers to buyers with our pre-integrated omnichannel suite:

An American specialty retailer literally doubled the amount of available UPCs for a customer to order with Order Broker CS resulting in a dramatic increase in e-commerce and in-store sales

A European Fashion Retailer decreased total cost of ownership, replaced manual workarounds and reduced training time by 50% with Xstore POS

An American luxury dinnerware retailer deployed Oracle Commerce Cloud in just about 6 months, its E-Commerce sales were up 26 percent over previous years

A leading Italian Fashion Retailer, is using Oracle's Omnichannel Suite, including Oracle Retail Xstore POS, Oracle Retail Customer Engagement and Oracle Retail Order Broker to offer a richer shopping experience and improve the stores' efficiency

RETAIL MARKET REALITIES

270 Million

The number of consumers browsing and buying online will hit **270 million** by 2020, **driven largely by activity on mobile devices**.
(Source: Forrester Research, 2016)

Cross channel retail sales will reach **$1.8 trillion by 2017**.
(Source: Forrester Research)

Retailers' Top 3 Omnichannel Investments in 2017 are: **Distributed Order Management, Enterprise Content Management, Enterprise Wide Inventory Visibility**.
(Source: Retail System Research, 2017)

IoT in retail is predicted to have an economic impact of **$410 billion to $1.2 trillion** per year by 2025.
(Source: McKinsey)

EMPOWERED COMMERCE IMPERATIVES

Turn Data into Profit
ANTICIPATE

Run Lean and Efficient
SIMPLIFY

Drive Engagement
INSPIRE

OUR INVESTMENT

Inspire Your Customer with a Consistent Brand Experience

Cloud First
30+ new cloud services in 2 years across our Retail portfolio

Mobile Everywhere
Allowing retailers to work the way they live

Better Together
Single view of the retail business, bringing technology and process together

Modern Retailing
Exception-based analytics and persona-driven dashboards means no one has to search for work

Leverage Technology and Scale
Security and technical depth of Oracle brings 19 Data Centers serving 195+ Countries to retail-specific solutions

OMNICHANNEL SOLUTION BENEFITS

Deliver a Seamless Omnichannel Experience and Outpace Your Competition

- Empower in-store associates with real-time customer loyalty, browsing and abandoned cart data to capture an increase in same-store sales with Oracle Retail Xstore

- Open up endless aisles, intelligently source and route inventory with Oracle Retail Order Broker and Order Management Cloud Services

- Build customer loyalty with better data and seamless integration to ecommerce and stores

- Accelerate time to market and reduce license costs **by up to 10X** with a pre-integrated omnichannel suite

With over 5,280 customers worldwide, Oracle is empowering commerce around the globe. Let us show you what we can do.

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