

## RETAIL

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# Redefining Retail Success

Innovation to deliver more connected,  
personalized, and profitable experiences



# Retail



Today's consumers expect every interaction to feel personal, connected, and consistent across channels. They want sustainable choices, transparent information, and the same ease of shopping in-store as they find online — raising the bar for how retailers engage, operate, and grow.

To stay ahead, retailers must put data at the core, using AI to anticipate demand, optimize pricing, and create connected experiences. A 360-degree view of the shopper enables retailers to understand preferences, remove friction, and deliver interactions that build trust, while aligning operations to deliver on those promises. Success requires real-time visibility across the supply chain, agility to pivot in uncertain markets, and a disciplined focus on profitability.

# Key imperatives for retail

- 1 Attract and convert shoppers to buyers with a personalized experience to earn loyalty
- 2 Create connected journeys across channels
- 3 Leverage AI to unlock innovation and expand beyond traditional retail

# Forces shaping the retail industry

## INDUSTRY CHALLENGES

### Changing consumer expectations

The way in which consumers engage with brands and make purchases is constantly evolving.

### Supply chain disruption

Inventory, demand, logistics, and supplier reliability are core issues that present daily challenges. Disruptions cause customers to lose faith and take their business elsewhere.

### Economic uncertainty

Continued market volatility, tariffs, and economic uncertainty drive shifts in consumer behavior.

### Meeting the growing demand for ecofriendly and sustainable products

Consumers are interested in more ecofriendly products. Retailers must balance the cost of more sustainable materials, manage complex supply chains, and ensure transparency.

### Global retail shrinkage

Fraud, theft, and errors increase costs, create cash flow problems, and can potentially damage a retailer's reputation.

### Finding, attracting, and retaining talent

Retailers face a shortage of skilled workers, while workers are demanding more benefits and flexibility, making it harder to attract and retain top talent.

## VISION OF SUCCESS

*Click on a section to learn more.*



# 1: Turbocharge customer interactions

Customer expectations are constantly evolving, competition is fierce, and retaining loyal customers is critical. Research consistently shows that it costs five times more to attract a new customer than it is to retain an existing one. The key to driving a hyperpersonalized customer experience lies in capturing and understanding the data that drives the behavior.

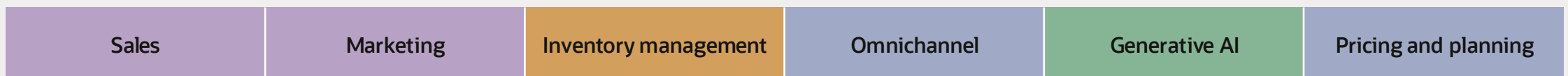
## Recommended actions:

- Drive more sales through better insights using consumer data
- Maximize the value of data
- Deepen consumer knowledge
- Use AI for optimization, recommendations, and personalization
- Ensure a connected journey between point-of-service, order management, and customer engagement and loyalty systems

## How to get started:

- Understand key sources of customer data
- Learn about AI and advanced data analytics
- Track customer interactions
- Identify top areas of customer frustration and disparate interactions

## Oracle capabilities enabling strategic goals



## 2: Improve supply chain efficiency

To remain competitive and capture market share in today's demanding economic landscape, retailers will have to depend on precision-driven, data-backed strategies with applied AI to beat the inflationary squeeze. AI-driven supply chain and inventory planning can help retailers streamline the entire fulfillment process, reduce overstocking, and create a competitive advantage through reliable, efficient deliveries.

### Recommended actions:

- Improve delivery tracking
- Increase inventory visibility
- Optimize inventory planning
- Proactively manage customer expectations
- Drive a more-accurate forecast to minimize overstock and stockouts
- Transform raw data into actionable insights
- Leverage AI to continually improve forecasting

### How to get started:

- Standardize on a common platform that enables a single source of data
- Build more-accurate forecasts
- Connect forecasting to the inventory planning and optimization process
- Ensure the execution of the plan and the movement of inventory is tracked and reported on—from warehouse to store to customer
- Leverage AI models to help manage inventory levels, improve demand forecasting, and identify risks

### Oracle capabilities enabling strategic goals



## 3: Connect customer demand with operations

Build a foundation for retail innovation and growth. Drive inventory placement decisions by leveraging AI to identify actionable merchandizing opportunities across touchpoints. Enhance the customer experience with access to real-time inventory. Execute seamless commerce through consistent, effective in-store processes and procedures.

### Recommended actions:

- Optimize your inventory strategies
- Analyze your competitive landscape
- Deepen insights into consumer behavior and preferences across categories and demographics
- Harness data and AI-driven solutions
- Enhance and refine promotional strategies
- Balance digital and brick-and-mortar locations, investing in the best store locations and layouts

### How to get started:

- Refine inventory strategies
- Enhance data utilization
- Leverage AI
- Use prebuilt business processes to customize apps to the way you do business

### Oracle capabilities enabling strategic goals



## 4: Achieve sustainability excellence

Leverage analytics and AI to predict demand, optimize logistics, reduce waste, and minimize fuel consumption. Explore innovative packaging solutions with recycled materials. Monitor and report your ESG practices.

### Recommended actions:

- Strengthen sustainability efforts to meet global regulations
- Minimize waste and adopt circular practices
- Address compliance with import laws and improve ESG reporting
- Track environmental footprint and packaging recyclability
- Foster supplier collaboration for sustainable operations

### How to get started:

- Standardize on a common platform that enables a single source of data for visibility and reporting
- Optimize logistics to reduce waste
- Improve demand forecasting to avoid overstocking
- Leverage AI to enhance sustainability reporting by automating data collection
- Develop private label lines for control over sourcing and manufacturing

### Oracle capabilities enabling strategic goals



## 5: Evolve profitably—despite retail shrinkage

Rising costs from theft, fraud, and administrative errors are eating away at profits. Advanced technologies, such as AI and machine learning, can empower retailers to insulate operations from the impact of the loss to provide continuity of business and customer trust.

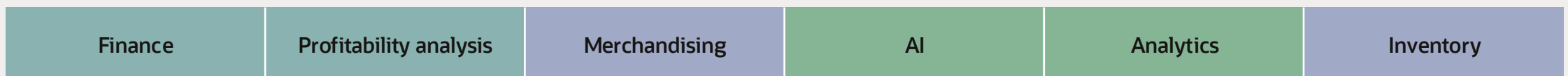
### Recommended actions:

- Adopt a data-driven approach to determining the bigger sources of shrinkage and prioritize action
- Utilize AI and machine learning to analyze shopping patterns, detect anomalies, and prevent theft
- Leverage AI to optimize inventory, enhance demand forecasting, mitigate risks, and prevent shortages arising from incorrect inventory counts

### How to get started:

- Standardize on a unified retail platform for seamless data and workflows
- Identify the impact and sources of shrinkage
- Invest in AI-driven supply chain planning and inventory optimization
- Integrate point of service with order management for connected operations
- Implement advanced analytics for deeper insights and decision-making

### Oracle capabilities enabling strategic goals



## 6: Transform the workforce

Retailers must empower frontline workers with data and information that will help them better represent the brand and deliver exceptional customer experiences. Find candidates that reflect your brand values and fill open positions faster. Quickly adapt staffing plans to changing store environments.

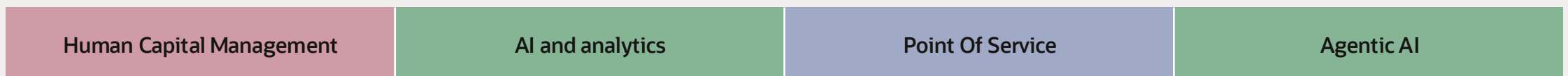
### Recommended actions:

- Invest in modern systems and tools for all employees
- Align in-store/customer-facing solutions with the brand experience
- Connect the entire customer journey
- Empower frontline employees to provide the best consumer experience
- Use agentic AI to automate routine HR tasks

### How to get started:

- Standardize on a unified platform for end-to-end visibility from associate to planner to buyer
- Identify key communication and productivity bottlenecks
- Start experimenting with AI to automate repetitive tasks and increase efficiency
- Create flexible workforce plans and "what-if" models

### Oracle capabilities enabling strategic goals



# Internal questions to get going

## Data and analytics readiness

Do we have the advantage of modern technology, such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies in stores and online?

## Sustainability shift

Are we keeping up with new sustainability demands from customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?

## Profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of real profits, shrinkage, and how to adapt?

Are we able to accurately measure product and customer profitability?

## Supply chain

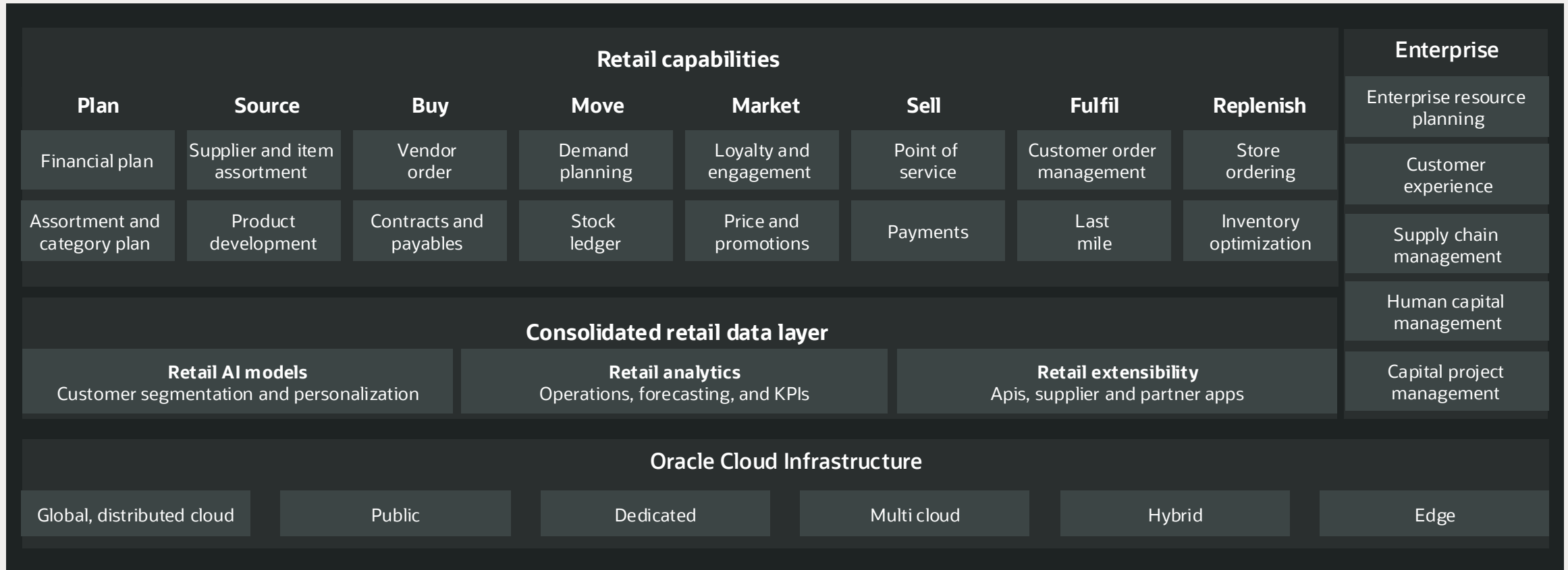
Can we be sure that the right products will be available to the right people in the right quantities at the right time?

Can we adequately manage complex supplier relationships?



# Oracle Retail

Turn insights into efficiency, customer data into loyalty, and AI into action



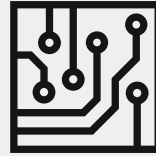
# Why Oracle?



## Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



## Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



## Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



## Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

# Committed to your success

Oracle Cloud Success Navigator: An interactive digital platform to help guide you



## Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.



## Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.



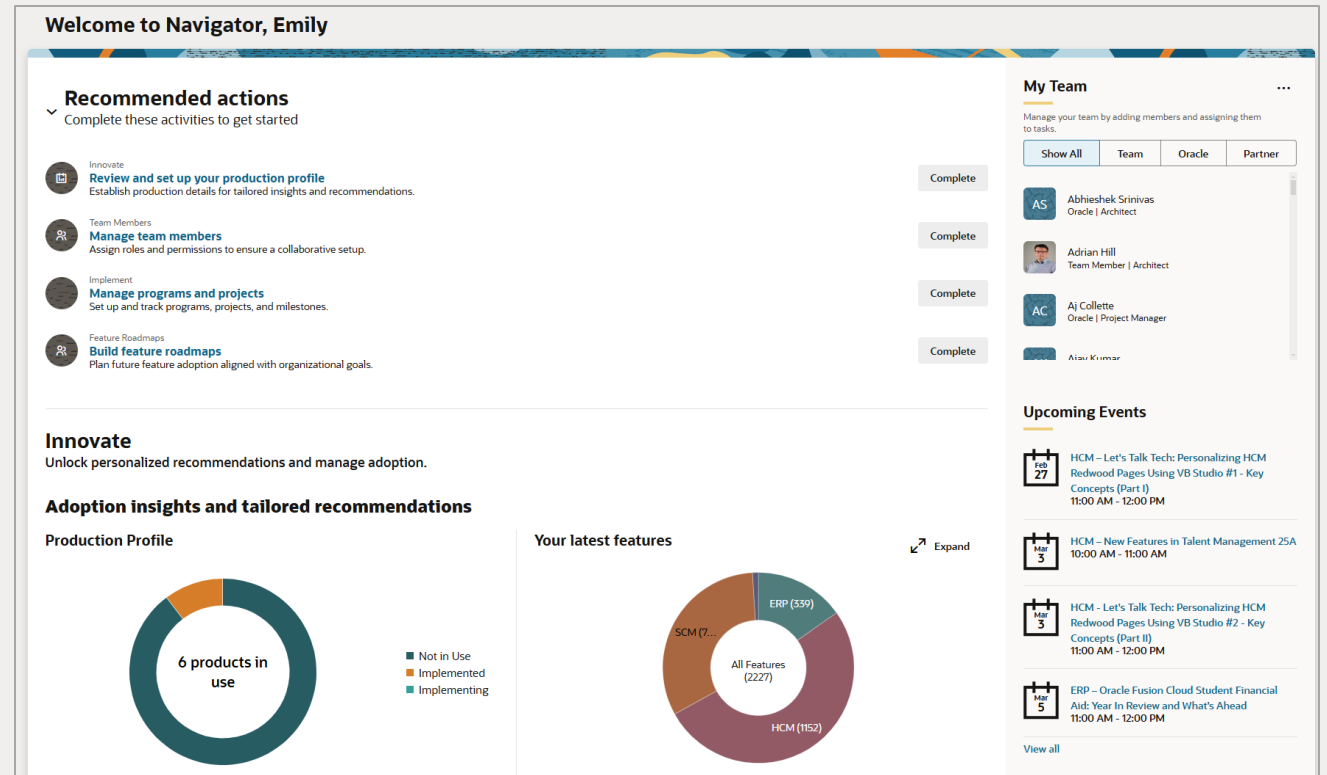
## Find value at every turn

Get more from your quarterly releases using AI assistance and preview environments to experience and adopt the latest features that matter to you.



## Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.



# Extensive partner ecosystem

+20,000  
Partners and ISVs

 **accenture**

 **cognizant**

**Deloitte.**

 **KPMG**

 **pwc**

 **argano**

 **cohere**

 **genpact**

 **inoapps**

**Peloton** | Digital  
CONSULTING GROUP Transformation  
Realized.

 **VERTEX**

 **Avalara**

**aws**  

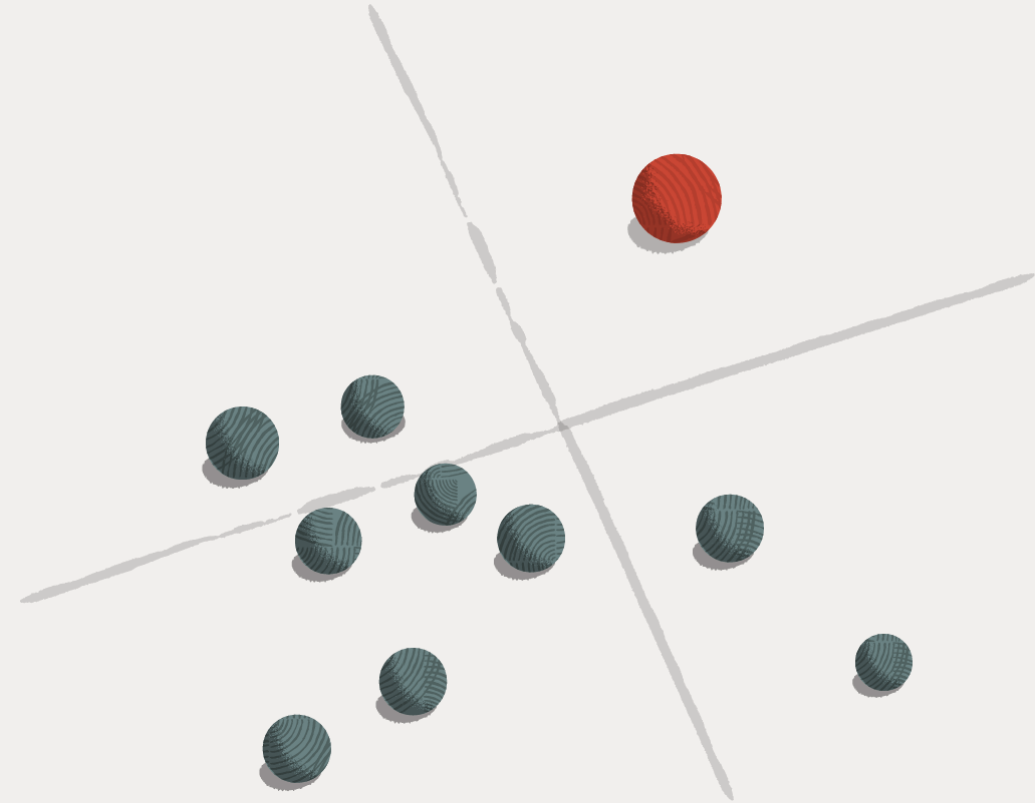

 **Google Cloud**

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