



Accelerating What's Next in Retail Innovation Together

Customer expectations and behaviors have changed, fueled by a need for convenience, personalization and expediency, new competitors, innovative startups, digital-physical experiences, economic bifurcation and more. To respond to this customer evolution and customer-centric vision for the future of retail, progress is imperative—driven by a renewal of retailers' technology, people, and processes.

The opportunity for transformation is now

Technology is rapidly evolving and the ability to collect, curate, analyze and make intelligent decisions from oceans of granulated customer data is enabling retailers to meet customer needs, anticipate demands, and forecast trends like never before.

With a combination of innovative new technologies and access to customer data and insights, retailers are positioned to redefine their customers' experience in lasting and meaningful ways. By modernizing aging technology and adopting leading practices for a customer-centric approach to merchandising, retailers are poised to achieve significant benefits. This is a clear call for many retailers to shift focus from product centric to customer centric shopping experiences.

However, many established retailers are unable to keep pace with the changing behaviors or technology, leaving them poorly equipped to respond to rapidly changing customer needs. How can retailers break down traditional silos and transform from product and category-focused merchandising to a model of customer centricity?

Choosing the right technology platform, together with an experienced partner to drive your customer-centric transformation, is imperative.

Deloitte, together with Oracle

With over twenty years of collaboration developing and delivering retail industry solutions, Deloitte's proven methodology and approach to implementing Oracle's extensive portfolio of technology is uniquely positioned to deliver the next generation of retail solutions.

A retail platform to solve current challenges and accelerate future innovation

Together, Deloitte and Oracle empower today's retailers to connect all points of the customer data supply chain in a single unified and automated platform, so retailers can focus on what is truly important to customers and the methods with which they interact, including:

INDUSTRY CHALLENGES

Consumer Expectations

Adapting quickly to dynamic consumer expectations and behaviors as they decide when, where, and how they want to be served

Supply and Demand

Balancing supply and demand to meet market expectations and deliver merchandising excellence

Margin Pressure

Managing margins due to inflation, labor costs and increased complexity, while navigating economic uncertainty

Talent

Shortage of skilled talent, competition around wages and benefits, and ability to retain workforce

Disparate, Aging Systems

Outdated, disparate legacy retail systems and IT complexity hinder ability to innovate quickly and scale

Data

Data quality issues across disparate systems impact processing and ability to implement and innovate.

TRANSFORMATIONAL OUTCOMES

Improved customer engagement and retention, stronger brand equity and consumer loyalty, all while focusing on sustainability

Better demand and inventory management with more precise merchandising and an efficient supply chain capable of responding to disruptions at speed and scale

Long-term growth through innovative and profitable revenue streams while leveraging leading practices in integrated retail planning

Attract and retain top talent by offering opportunities to work with the latest innovative technologies that enhance the customer experience and offer speed, scale, and agility that streamline the employee workflow

Faster, cheaper digital innovation with integrated retail systems resulting in smarter decisions across the business

Single source of the truth with data enables improved analytics, alerts and dashboards to increase performance, margin and growth.

Make the data work for you, not the other way around

Today's technology can be the invisible enabler for retailers to rapidly experiment, explore, and execute based on access to customer insights, as well as innovative ways to deliver highly personalized offerings and experiences in both digital and physical spaces. Collaborating with Deloitte and Oracle will give you access to:

- A powerful technology platform founded on data science, predictive analytics, and AI applied consistently across the entire solution set.
- Oracle's industry-leading data management experience to clean, consolidate, and rationalize data across applications.
- Ability to justify the use of resources, optimizing processes across merchandising, supply chain, and store operations.
- Detailed customer segmentation, real-time personalization of offerings and pricing, iterative experimentation, localized demand prediction, inventory management and supply chain optimization.
- Guidance and leading practices from an experienced team of retail experts to re-examine organizational structures and processes and provide informed point of view and recommendations.
- Data analytics tools and techniques to extract insights from large datasets, empowering insight-driven decision making.



The vision for the future can be complex and bold, and we have the playbook to help get you there

TECHNOLOGY

The technology that your organization chooses should align and enable the business to drive growth, hire effectively and innovate at scale. Automation, data management, and platform modernization are critical components of a retailer's ability to create a holistic view of the customer, inventory, and operations and deliver deeply personalized customer journeys and interactions.

PEOPLE

To make the most of the technology and infuse customer-centricity across the organization, a re-examination of organizational structures and processes may be warranted. Retailers are increasingly starting to re-organize and create cross-discipline and cross-functional teams spanning data scientists, merchants and planners who can plan, execute and experiment iteratively—ensuring that the analytical insights captured from customer data are applied at every customer touchpoint.

PROCESSES

AI and automation, built on a unified technology platform, are crucial to enable this shift toward customer centricity. In order to achieve detailed customer segmentation, real-time personalization of offerings and pricing, iterative experimentation, and localized demand prediction and inventory management, connected and centralized core retail processes are imperative. It is simply too cumbersome to be managed across siloed business teams, that are stitched together by outdated product centric processes and compartmentalized applications.

Spark Exponential Progress with Deloitte and Oracle

We have been in your shoes. With one of the largest Oracle merchandising consulting practices, Deloitte brings hands-on merchandising transformation experience from core practitioners hired directly from the industry.

With Deloitte's proven delivery methodology and approach, we leverage Deloitte Ascend™, our digital delivery and innovation platform custom built for Oracle Retail, to implement Oracle's vast SaaS applications and cloud platform innovations—all powered by one of the most experienced teams in the industry.

Our extensive collection of certified, purpose-built assets, developed by domain specialists, brings industry perspective and design for the future.

With a reputation for delivering successful, business-driven retail implementations, our goal is to understand how our team can best serve your vision and mission—to deliver business value and accelerate your transformation.

Embrace change and own it

The next idea, the next iteration and the next advantage are closer than you think with Deloitte and Oracle. Create a retail platform for acceleration, ideation, and transformation. Harness industry experience, innovative technologies, and robust solutions. Create a better future for your organization, people, and customers—and choose to embrace change, accelerate it and own it. Accelerate the future of retail transformation with confidence and start your modernization journey today.

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