

Oracle® Retail Analytic Parameter Calculator

Configuration Guide

Release 13.0.1

August 2008

Oracle Retail Analytic Parameter Calculator, Release 13.0.1

Copyright © 2008 Oracle. All rights reserved.

Primary Author: Cristina Maldonado

Contributor: Su-Ming Wu, Max Anderson

The Programs (which include both the software and documentation) contain proprietary information; they are provided under a license agreement containing restrictions on use and disclosure and are also protected by copyright, patent, and other intellectual and industrial property laws. Reverse engineering, disassembly, or decompilation of the Programs, except to the extent required to obtain interoperability with other independently created software or as specified by law, is prohibited.

The information contained in this document is subject to change without notice. If you find any problems in the documentation, please report them to us in writing. This document is not warranted to be error-free. Except as may be expressly permitted in your license agreement for these Programs, no part of these Programs may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose.

If the Programs are delivered to the United States Government or anyone licensing or using the Programs on behalf of the United States Government, the following notice is applicable:

U.S. GOVERNMENT RIGHTS Programs, software, databases, and related documentation and technical data delivered to U.S. Government customers are "commercial computer software" or "commercial technical data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, use, duplication, disclosure, modification, and adaptation of the Programs, including documentation and technical data, shall be subject to the licensing restrictions set forth in the applicable Oracle license agreement, and, to the extent applicable, the additional rights set forth in FAR 52.227-19, Commercial Computer Software--Restricted Rights (June 1987). Oracle USA, Inc., 500 Oracle Parkway, Redwood City, CA 94065.

The Programs are not intended for use in any nuclear, aviation, mass transit, medical, or other inherently dangerous applications. It shall be the licensee's responsibility to take all appropriate fail-safe, backup, redundancy and other measures to ensure the safe use of such applications if the Programs are used for such purposes, and we disclaim liability for any damages caused by such use of the Programs.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

The Programs may provide links to Web sites and access to content, products, and services from third parties. Oracle is not responsible for the availability of, or any content provided on, third-party Web sites. You bear all risks associated with the use of such content. If you choose to purchase any products or services from a third party, the relationship is directly between you and the third party. Oracle is not responsible for: (a) the quality of third-party products or services; or (b) fulfilling any of the terms of the agreement with the third party, including delivery of products or services and warranty obligations related to purchased products or services. Oracle is not responsible for any loss or damage of any sort that you may incur from dealing with any third party.

Value-Added Reseller (VAR) Language

(i) the software component known as **ACUMATE** developed and licensed by Lucent Technologies Inc. of Murray Hill, New Jersey, to Oracle and imbedded in the Oracle Retail Predictive Application Server - Enterprise Engine, Oracle Retail Category Management, Oracle Retail Item Planning, Oracle Retail Merchandise Financial Planning, Oracle Retail Advanced Inventory Planning and Oracle Retail Demand Forecasting applications.

(ii) the **MicroStrategy** Components developed and licensed by MicroStrategy Services Corporation (MicroStrategy) of McLean, Virginia to Oracle and imbedded in the MicroStrategy for Oracle Retail Data Warehouse and MicroStrategy for Oracle Retail Planning & Optimization applications.

(iii) the **SeeBeyond** component developed and licensed by Sun Microsystems, Inc. (Sun) of Santa Clara, California, to Oracle and imbedded in the Oracle Retail Integration Bus application.

(iv) the **Wavelink** component developed and licensed by Wavelink Corporation (Wavelink) of Kirkland, Washington, to Oracle and imbedded in Oracle Retail Store Inventory Management.

(v) the software component known as **Crystal Enterprise Professional and/or Crystal Reports Professional** licensed by Business Objects Software Limited ("Business Objects") and imbedded in Oracle Retail Store Inventory Management.

(vi) the software component known as **Access Via**TM licensed by Access Via of Seattle, Washington, and imbedded in Oracle Retail Signs and Oracle Retail Labels and Tags.

(vii) the software component known as **Adobe Flex**TM licensed by Adobe Systems Incorporated of San Jose, California, and imbedded in Oracle Retail Promotion Planning & Optimization application.

(viii) the software component known as **Style Report**TM developed and licensed by InetSoft Technology Corp. of Piscataway, New Jersey, to Oracle and imbedded in the Oracle Retail Value Chain Collaboration application.

(ix) the software component known as **WebLogic**TM developed and licensed by BEA Systems, Inc. of San Jose, California, to Oracle and imbedded in the Oracle Retail Value Chain Collaboration application.

(x) the software component known as **DataBeacon**TM developed and licensed by Cognos Incorporated of Ottawa, Ontario, Canada, to Oracle and imbedded in the Oracle Retail Value Chain Collaboration application.

Contents

Preface	vii
Audience	vii
Related Documents	vii
Customer Support	vii
Review Patch Documentation	vii
Oracle Retail Documentation on the Oracle Technology Network	viii
Conventions	viii
1 Getting Started	
Introduction	1-1
APC Data Requirements	1-1
Configuring APC	1-1
Assigning Attributes to Merchandise	1-1
Promotions	1-2
Configuring the apc.properties File	1-2
Definition of Inventory Units	1-2
Parameter Export	1-2
End of Week Parameter	1-3
2 User Management	
Creating User Accounts	2-1

Preface

The Oracle Retail Analytic Parameter Calculator Guide enables systems administrators to perform the following configuration tasks:

- Configuring Data Attributes
- Creating and Managing User Accounts

Audience

This guide is intended for system administrators of the Oracle Retail Analytic Parameter Calculator application.

Related Documents

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator Release 13.0 documentation set:

- *Oracle Retail Analytic Parameter Calculator Release Notes*
- *Oracle Retail Analytic Parameter Calculator Installation Guide*
- *Oracle Retail Analytic Parameter Calculator Configuration Guide*
- *Oracle Retail Analytic Parameter Calculator User Guide*

Customer Support

- <https://metalink.oracle.com>

When contacting Customer Support, please provide:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to recreate
- Exact error message received
- Screen shots of each step you take

Review Patch Documentation

For a base release (“0” release, such as 13.0), Oracle Retail strongly recommends that you read all patch documentation before you begin installation procedures. Patch

documentation can contain critical information related to the base release, based on new information and code changes that have been made since the base release.

Oracle Retail Documentation on the Oracle Technology Network

In addition to being packaged with each product release (on the base or patch level), all Oracle Retail documentation is available at the following website:

http://www.oracle.com/technology/documentation/oracle_retail.html

Documentation should be available on this Web site within a month after a product release. Note that documentation is always available with the packaged code on the release date.

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
<code>monospace</code>	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Getting Started

This chapter contains the following:

- [Introduction](#) on page 1-1.
- [APC Data Requirements](#) on page 1-1.
- [Configuring APC](#) on page 1-1.

Introduction

The Analytic Parameter Calculator (APC) is an analytical tool that is used to create demand parameters for the Oracle Retail Markdown Optimization application. It performs various calculations on historical data to derive the demand parameters.

APC Data Requirements

The APC requires a minimum of 18 months of historical data, including at least 1 complete, fiscal year.

Note: In order to use the Seasonality Correlation feature, a minimum of two years of historical data is required.

Configuring APC

Once you have installed the APC, you are ready to begin the configuration process. At a high level, the APC configuration process is as follows:

1. Assign attributes to merchandise at an aggregated level.
2. Create or obtain a file of historical promotions.
3. Define properties within the `apc.properties` file for the following items: inventory units, parameter export files, and the end of week.

Assigning Attributes to Merchandise

Within the APC, attributes are used to segregate merchandise. These attributes ensure that different kinds of merchandise are not aggregated within the same seasonality curve.

To assign attributes to merchandise, do the following:

1. Open the `asds_item_level_user_attrs_tbl` within the ASDS schema.

2. Using SQL statements, update the **user_attr_text_1** column with one of the following values:
 - Basic—specifies basic merchandise.
 - Regular—specifies regular, or non–basic merchandise.
 - Blank—the field is empty and no attribute is specified. Merchandise given an attribute of this type have a value of “None”.

Promotions

Optionally, APC can use information from significant promotions; this data is stored within the `ASDS_event_promos_tbl` table and is used within the Raw AP and Corrections stages. [Table 1–1, "The ASDS_event_promos_tbl Table"](#) lists the table fields and field descriptions.

Implementors of APC will need to fill this table with data using a SQL query.

Table 1–1 The ASDS_event_promos_tbl Table

Field	Description
EVENT_KEY	Promotional Event Key.
EVENT_DESC	Promotional Event Description.
EVENT_START_DT	Promotional Event Start Date.
EVENT_END_DT	Promotional Event End Date.
ATTRIBUTE1	Usage (Y or N).
ATTRIBUTE2	Baseline (linear, max, average).

Configuring the `apc.properties` File

The following properties within the `apc.properties` file must be configured.

Definition of Inventory Units

Locate the `rawap.use.sku.store.count` property, and enter one of the following values:

- `true`—enter `true` to use sku’s.
- `false`—enter `false` to use inventory units.

A sample definition is provided below:

```
rawap.use.sku.store.count=false
```

Parameter Export

Locate the following properties and enter the required information:

- `pe.output-dir`—specify the installation path of APC on the computer where APC is installed.
- `pe.company.name`—(optional). APC will use the value entered in this field within the titles of the generated parameter files. By default, this property is defined as “CompanyName”.
- `pe.parameter.file.name`—specifies the name of the file that will hold the scalar demand parameters. By default, this property is defined as “`apc_output_scalar_parameters_v`”. The full name of the scalar demand parameter file when using the

default setting will be `apc_output_scalar_parameters_vXX_CompanyName.zip`, where `XX` is a version number generated by APC.

- **pe.seasonality.file.name**—specifies the filename for the file that holds the seasonality curves. By default, it is “`apc_output_seasonalities_v`”. When generated, the full name of this file using the default setting is “`apc_output_seasonalities_vXX_CompanyName.zip`”, where `XX` is a version number generated by APC.

End of Week Parameter

The End of Week parameter specifies which day of the week will be used as the end of the week.

Locate the **rawap.end.of.week** parameter. Acceptable values for this field are as follows:

- SAT
- SUN
- MON
- TUE
- WED
- THU
- FRI

Note: The default value for this field is “SAT”.

User Management

This chapter contains the following sections:

- [Creating User Accounts](#) on page 2-1.

Creating User Accounts

No user accounts need to be specified for the APC. As a single-user application, only one user may access the APC at a time. All users will share a single user name and password.

This user name and password combination is identical to the APC database user name and password as follows:

- User Name—enter the user name for the APC database.
- Password—enter the password for the APC database.

