This document highlights the major changes for Release 16.0 of Oracle Retail Insights.

Overview

Oracle Retail Insights provides retailers role-based and prescriptive dashboards and robust science-powered insights.

Oracle Retail Insights delivers mobile-enabled insights for retailers that want to leverage data-driven insights powered by retail science to improve business performance. Oracle Retail Insights is comprised of the following applications:

- Oracle Retail Merchandise Insights (ORMI)
- Oracle Retail Customer Insights (ORCI)

Retail Insights also includes key functionality in Market Basket Insights.

This family of service solutions is based on Oracle Business Intelligence Enterprise Edition (BI EE) and the Common Enterprise Information Model (CEIM), and employ Fusion-standard technology such as Oracle Data Integrator (ODI) and Oracle Advanced Analytics (OAA).

Under the product family name of Oracle Retail Insights, ORMI, and ORCI provide:

- Coverage of merchandising, commerce, planning and supply chain domains
- A 360-degree view of the customer
- A consistent analysis of a customer's entire Commerce Anywhere experience
- A retail-specific historical analytical data repository and business intelligence (BI) metadata that is consumable by operational and planning applications
- The ability to subscribe to Oracle's common enterprise information model for cross-domain analysis, including: Retail and enterprise resource planning (ERP) and customer relationship management (CRM)

Oracle Retail Insights supports customizable presentation and configurable data management, and employs a complete, open, and integrated Oracle technology stack, from storage-to-scorecard.

Features Overview

The following is a summary of some notable Oracle Retail Insights features. For more details, see the Oracle Retail Insights User Guide.

- Pre-configured in a secure hosted environment
A robust data model
The Oracle Retail Insights data model is based on Oracle Business Intelligence (BI) Applications and extended to support a retailer's business intelligence data needs. It is designed to maximize performance with Oracle Data Integrator and Business Intelligence Enterprise Edition.

Prepackaged, high-performance integration
Retail Insights provides packaged integration with select Oracle Retail source systems through the Oracle Data Integrator (ODI) modules for extract, load, transform and aggregation processing. Parallel processing capabilities are built-in to ensure high performance, and batch shell scripts are provided for easy use with batch scheduler tools.

Flexible aggregation
Retail Insights provides a flexible aggregation framework that can be easily customized after implementation to achieve an aggregation strategy that satisfies batch and reporting performance requirements.

Dashboards and rich, high-performance metadata
Retail Insights is packaged with around 70 dashboards, 2000 metrics and 550 attributes.
Retail Insights metadata is built to optimize reporting performance, and it provides the following subject areas (catalogs) in the same Oracle Business Intelligence (BI) instance:
- Retail Merchandising Insights As-Was (historical)
- Retail Merchandising Insights As-Is (current)
- Retail Customer Insights As-Was (historical)
- Retail Customer Insights As-Is (current)
- Retail Customer Insights Data Mining
For more information, see the Oracle Retail Insights User Guide.

Support for multiple currencies
Retail Insights supports up to five different currencies. Metrics are calculated based on user selection.

Support for multiple languages
Retail Insights supports data for 18 different languages. The user interface is also translated into 18 languages.

Role-based security
Retail Insights is packaged with sample user roles that leverage the Oracle BI EE security framework to manage dashboard and report access.

Flexibility and extensibility
Retail Insights extract, transform, and load (ETL) and reporting logic can be customized and extended by Oracle Retail Consultants to fit retailer-specific needs.
Functional Areas

The following is a list of summaries of the functionality included in this release. Retail Insights provides a wide breadth of data to enable a detailed analysis of retail management and operations.

For more details on the functional areas included in Oracle Retail Insights, see the Oracle Retail Insights User Guide.

Facts

- Inventory position
- Inventory receipts
- Inventory transfer
- Inventory adjustment
- Markdowns
- Market basket affinity
- Net cost
- Net profit
- Planning
- Pricing
- Promotion actual
- Promotion baseline
- Promotion budget
- Sales (including wholesale)
- Sales forecast
- Sales packs
- Return to vendor
- Sales promotion
- Sales promotion forecast
- Stock ledger
- Supplier compliance
- Supplier invoices
- Trial and repeat
- Unit cost
- Franchise
- Customer
- Consumer
- Customer Order Demand
- Customer Order Fulfillment
- Customer Order Status
- Customer Order Payment (tender)
- Market
- Purchase Order
- Store Traffic
- Gift card sales
- Transaction tender
- Competitor Pricing
- Sales Discount

**Dimensions**
- Calendar
- Customer
- Customer segment
- Employee
- Household
- Loyalty score
- Organization
- Product
- Promotion
- Retail type
- Season phase
- Supplier
- Time of day
- Customer Order
- Location Clusters
- Consumer
- Trade Area
- Fulfillment Channel
- Demand Channel
- Market Item
- CM Group
- Purchase Order
- Allocation
- Buyer
- Comp Store Designation
- Competitor Pricing
Hardware and Software Requirements
See the Oracle Retail Insights Installation Guide for information about the following:

- Hardware and software requirements
- Oracle Retail application software compatibility

Functional Enhancements
The functional enhancements below are included in this release.

Purchase Order and Allocation Data Integration
- The integration of purchase order data and the associated allocations provide insights into incoming merchandise quantities and their pre-distribution to stores.
- Reporting capabilities including quantity, retail and cost amounts of on-order merchandise, allocated percentages and projected receipts are supported.

Configurable Planning Data including Company and Location-level planning
RI can now capture and store original and current planning data at intersections of the Merchandise Hierarchy, Organization Hierarchy, and Time Hierarchy. Three levels of the merchandise hierarchy with one level of the organization hierarchy and one level of the Time Hierarchy can be configured for a given installation.

Configurable Comparative Store Designation
- The Comparable Store Flag can be sent from the retailer’s merchandising source system or can be derived in RI, based on a parameter.
- If the retailer has the capability in the merchandising source system to send the comparable store flag, a pipeline delimited flat file containing Store ID, Comp Store Flag, and Effective from Date forms the interface file that must be loaded to a dimension staging table in RI.
- If the retailer does not have the capability in the merchandising source system to send the comparable store flag, the extraction data logic sets the flag based on the store open date and a parameter that stores the number of days after the store open date, after which the store can be considered as a comparable store.

Coupon, Gift Card Data and Tender Information for Sales Transactions
- Gift cards are prepaid stored-value money cards issued by retailers to be used instead of money for purchases. Gift cards drive foot traffic and therefore sales; RI adds value by quantifying the sales and redemption of gift cards. The study of gift card transaction trends can drive consumer education, such as adding mobile platform gift cards.
A coupon is a voucher entitling the holder to a discount for a particular product. Coupons are important vehicles for targeted offers and for driving sales of a desired category. An analysis of coupon use can help retailers understand whether the cost of producing and distributing coupons is worthwhile.

Transaction Tender typically contains data on how customers pay for their purchases. A tender can be associated with cash, check, credit cards, gift cards, and coupons. The analysis can help identify the most used tender type and can also form the basis for gift card redemption analysis.

**Store Traffic Metrics**

- Store traffic information is used to understand the distribution of traffic by hour, day of the week, store location, seasonal periods, promotion periods, total chain, and so on.
- Retailers can also look at the conversion ratio of their store, which is the total sales transactions divided by total traffic. They can determine if the conversions went up, down or remained the same during a promotion.

**Comp Metrics and Beginning on Hand Inventory Reporting at Day Level**

- Comp store measurements are important to an analyst because profits and sales from the more established stores provide stable indicators of business performance. New or closed stores tend to be more volatile and can have a skewing effect on business performance indicators and therefore are not included in the comp store measurements. Comp metrics earlier were available for reporting with week being the lowest level. From 15.1 onwards, they can be reported at day level too.
- On Hand metrics measure the stock position at the beginning and end of a period. Prior to Release 15.1, the on hand metrics could be reported with week being the lowest level. From Release 15.1 onwards, the beginning on hand (BOH) metrics can be reported at day level too, that is, the stock position for a given item at a given location at the beginning of a given day.

**Inventory Aging Metrics**

The movement of merchandise from a warehouse to the stores in a timely manner is critical to business. Merchandise lying in a warehouse for a significant time adds to the expenses and also brings down profits. As a result, Inventory Age is an important attribute to track.

**Competitor Pricing**

The competitor entity holds information about each competitor store and associates it with a location in the organization. Competitor pricing details can be associated with a specific competitor location and mapped to an item in the product hierarchy. This structure provides the means to compare competitor prices for similar or identical items, at a direct competitor location. With this type of timely information, promotion and pricing strategies can be implemented by retailers to prevent potentially costly customer defections.
Globalization Changes in Response to RMS 16.0 Integration
Translation in RMS 16.0 underwent technical changes where the TL_SHADOWS table has been replaced with other _TL tables. The mapping of RI for translations has been changed in response to continuous support of translation.

Interfaces for Oracle Retail Merchandise Financial Planning Data
Interfaces have been enhanced to receive cost/retail measures for original plan and current plan from Oracle Retail Merchandise Financial Planning (MFP).

Technical Enhancements
The technical enhancements described below are included in this release.

ODI
The system has been enhanced. Previously, it used Oracle Data Integrator 11g (11.1.1.9) and now it uses Oracle Data Integrator 12C (12.2.1).

Oracle Fusion Middleware
- The system has been enhanced to now support Oracle Fusion Middleware 12C Release (12.2.1). In previous versions, it supported Oracle Fusion Middleware 11g Release 1 (11.1.1.9).
- The system has been enhanced. Previously, it used Oracle WebLogic Server 11g and now it uses Oracle WebLogic Server 12C.

OBIEE
The system has been enhanced. Previously, it used Oracle Business Intelligence 11g (11.1.1.9) and now it uses Oracle Business Intelligence 12C (12.2.1).

Integration Enhancements
The integration enhancements described below are included in this release.

Oracle Retail Customer Engagement Generated Data
Oracle Retail Customer Insights is now integrated via various interfaces with Oracle Retail Customer Engagement (ORCE) to obtain customer, customer segment and customer household data. Prior to Release 16.0, the Oracle Retail Science Engine (ORASE) was the source for customer segment data to RI.

From Release 16.0 onwards, an alternative integration among ORASE, ORCE and RI provides a tight coupling of customer, customer segment and customer household data among the three systems. The customer data flows from ORCE to RI. RI then passes this data to ORASE. ORASE creates segment information based on different algorithms and sends it to ORCE. ORCE then publishes the customer segment data to RI.
Known Issues

The known issues described below remain in this release.

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<thead>
<tr>
<th>Known Issue/Defect</th>
<th>Defect Number</th>
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<tr>
<td>Some Dashboard Reports do not show up in German and French. This issue appears</td>
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<td>when the application is installed on OBIEE 12c, but does not occur in earlier</td>
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Related Documentation

For more information, see the following documents in the Oracle Retail Insights, Release 16.0 documentation set:

- Oracle Retail Insights Operations Guide
- Oracle Retail Insights User Guide
- Oracle Retail Insights Installation Guide
- Oracle Retail Insights Implementation Guide
- Oracle Retail Insights Security Guide

Supplemental Training

The following documents are available through My Oracle Support. Access My Oracle Support at the following URL:

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Transfer of Information (TOI) Material (ID 732026.1)

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Value-Added Reseller (VAR) Language

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