

Oracle® Retail Regular Price Optimization

Release Notes

Release 13.3.3

December 2013

Note: The 13.3.3 release of Regular Price Optimization is a recompiled/repackaged version of 13.3.2 Regular Price Optimization to work with the new 13.3.3 RPAS Platform. There were no enhancements/bug fixes made to the code.

Oracle Retail Regular Price Optimization (RPO) assists retail price managers in pricing hard-line and grocery items. It is suited for long lifecycle items with infrequent price changes. It recommends permanent prices based on initial estimates of an item's total sales volume over a planning period and on price-related sales of items and related items.

RPO includes grouping in its pricing analysis because it considers cross-item elasticities; that is, RPO considers how price changes for one item may affect the sales volume of other items. Users can input objective functions and pricing constraints that define the optimization problem. Once these inputs are defined, the pricing optimizer recommends prices. Multiple scenarios can be created and evaluated side by side, and what-if analysis can be performed within the context of a pricing scenario. After analyzing the what-if results and recommended prices, the user can make a final decision to submit the recommended prices for the given set of merchandise items and locations.

RPO integrates with an application called Oracle Retail Analytic Parameter Calculator for Regular Price Optimization (APC-RPO). APC-RPO calculates self and cross-item elasticities, which RPO uses to make price recommendations. APC-RPO is a separate application with its own installer, but it is available as an additional component in the RPO installation media pack.

Note: Because RPO uses the Oracle Retail Predictive Application Server (RPAS) platform, Oracle Retail recommends that you review the *Oracle Retail Predictive Application Server Release Notes* for fixed and known issues that may affect RPO.

In addition, RPAS 13.3 and later releases have significant technical enhancements related to hierarchy management (such as integer indexing) that have an effect on the configuration and maintenance of RPO. You must upgrade to key RPAS versions and complete the upgrade process as described in the chapter, "Patch Installation", in the *Oracle Retail Predictive Application Server Installation Guide* before upgrading to a 13.3.3 RPO domain.

Upgrade Note

While not directly related to RPO, the 13.3 Release of Oracle Retail Predictive Application Server (RPAS) has undergone a major change to simplify hierarchy administration. Full details of these changes are outlined in the 13.3 *Oracle Retail Predictive Application Server Release Notes*. Due to these changes, configuration updates have been made to RPO, and you will need to perform additional steps to upgrade your RPO domain, such as setting dimension sizes. The upgrade to RPAS 13.3 or later for this application includes a conversion process in addition to the normal upgrade process. Details are provided in the chapter, “Patch Installation” in the *Oracle Retail Predictive Application Server Installation Guide*.

Hardware and Software Requirements

See the *Oracle Retail Regular Price Optimization Installation Guide* for information about the following:

- Hardware and software requirements
- Oracle Retail application software compatibility information

Related Documentation

For more information, see the following document in the Oracle Retail Regular Price Optimization 13.3.3 documentation set:

- *Oracle Retail Regular Price Optimization Installation Guide*

For more information about the Analytic Parameter Calculator for Regular Price Optimization (APC-RPO) application, see the Oracle Retail Analytic Parameter Calculator for Regular Price Optimization documentation set.

For more information about the RPAS Fusion Client, see the Oracle Retail Predictive Application Server documentation set.

For more information about RPAS and the ODI enabled integration, see the following documentation sets:

- Oracle Retail Enabled ODI Integration documentation
- Oracle Data Integrator documentation
- Oracle Retail Predictive Application Server documentation

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Value-Added Reseller (VAR) Language

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