

# Oracle® Retail Advanced Science Engine Cloud Services

Release Notes

Release 14.2

E65844-01

September 2015

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This document introduces Oracle Retail Advanced Science Engine Cloud Services 14.2.

## Overview

The Oracle Retail Advanced Science Engine Cloud Services is comprised of the following Cloud Services:

- Oracle Retail Advanced Clustering Cloud Service
- Oracle Retail Assortment and Space Optimization Cloud Service
- Oracle Retail Customer Decision Tree Science and Demand Transference Science Cloud Service

These Cloud Services support the retail business process of store cluster creation, optimization of item facings to available space, and insights on customer behavior patterns and product preferences. When incorporated within the end-to-end Assortment Planning and Optimization process, retailers are able to move beyond traditional planning processes and create customer-centric and targeted assortments, improving customer satisfaction and overall business profitability.

## Oracle Retail Cloud Services and Business Agility

The Oracle Retail Advanced Science Engine Cloud Services are hosted in the Oracle Cloud for Industry with the security features inherent to Oracle technology and a robust data center classification, providing significant uptime. The Oracle Cloud team is responsible for installing, monitoring, patching, and upgrading retail software. Included in the service is continuous technical support, access to software feature enhancements, hardware upgrades, and disaster recovery. The Cloud Service model helps to free customer IT resources from the need to perform these tasks, giving retailers greater business agility to respond to changing technologies and to perform more value-added tasks focused on business processes and innovation.

Oracle Retail Software Cloud Service is acquired exclusively through a subscription service (SaaS) model. This shifts funding from a capital investment in software to an operational expense. Subscription-based pricing for retail applications offers flexibility and cost effectiveness.

## Oracle Retail Advanced Clustering Cloud Service

Oracle Retail Advanced Clustering Cloud Service is an enterprise-specific clustering solution that leverages data mining capabilities to create store groupings at various product levels using multiple inputs. These inputs include performance data, product

attributes, store attributes, third-party data such as demographic data as well as consumer segments. Using embedded science and automation capabilities, retailers are able to identify patterns within available data to create the necessary customer-centric and targeted clusters to be utilized by downstream assortment planning, allocation/replenishment, pricing and promotions planning processes.

The store clustering process enables the creation, review and approval of store clusters for downstream solution use, while also providing the ability to define and use clustering templates that can be specific to given product / location combinations.

The Oracle Retail Advanced Clustering Cloud Service provides retailers with multiple clustering generation approaches and methods. These include the creation of simple, nested and mixed attribute clusters using multiple methods, including those that support discrete / non-discrete attributes.

The types of clusters include the following:

- Performance based clusters (Sales Revenue, Sales Units, Gross Profit %, and so on)
- Product attribute based clusters (Brand, Color Family, Price Band, and so on)
- Location attribute based clusters (Store Size, Climate, Population Size, and so on)
- Consumer Profile based clusters (Consumer Segment Profiles)

In addition to the above, users have the ability to create multiple clustering scenarios within a single cluster run. This enables the ability to leverage embedded rankings, scoring logic, as well as solution recommendations to define and approve the most appropriate clusters for use in intended planning or execution processes.

## **Reporting and Analysis**

Users are able to access and review the following reporting information to drive decisions related to the clustering process.

Users can perform the following and more:

- Determine what categories or merchandise classifications benefit most from clustering; determine the level of product or location hierarchy at which to cluster; and determine what attributes should be leveraged.
- Analyze details related to the available cluster recommendations, assessing areas such as cluster composition, performance, attributes as well as store level scores (in relation to total cluster).
- Review cluster scenario comparison features, visually assessing differences between the respective store cluster details.

## **Oracle Retail Assortment and Space Optimization Cloud Service**

The Oracle Retail Assortment and Space Optimization Cloud Service can help maximize return on space, sales, revenue and profits while improving customer satisfaction by optimizing assortment and facings to available space.

Leveraging key inputs such as optimization goals, demand transference science, visual guidelines as well as inventory/replenishment factors, retailers are presented with a recommended shelf/fixture layout that can be leveraged in downstream execution processes.

## **Dynamic Creation of 'Space Clusters'**

Leveraging available fixture data, the Oracle Retail Assortment and Space Optimization Cloud Service dynamically groups stores (known as Space Clusters) with common fixture dimensions, enabling retailers to optimize and refine their assortment at the planogram or store level.

## **Conduct Micro-Space Optimization 'What-if' Analysis**

The Oracle Retail Assortment and Space Optimization Cloud Service provides retailers with the ability to conduct 'what-if' analysis by adjusting fixture lengths during an optimization run. The solution allows for a visual review, comparison and validation of the results. This provides the ability to dynamically manage and assess the impacts of adding and/or removing fixture space from a particular store (or store group). The solution can help plan for and conduct store projects by recommending the re-allocation of space to planograms with an optimal return on space.

## **Preview Results Leveraging Shelf Preview Capabilities**

Prior to approving optimization results for downstream execution, retailers are able to review shelf previews; assessing variation from current or historical planograms as well as confirming that recommended results align with expectations. Updates to the respective shelf preview may be made in near real-time with forecasted results' being updated in a real-time manner.

## **Oracle Retail Customer Decision Tree Science and Demand Transference Science Cloud Service**

Customer Decision Tree Science Cloud Service and Demand Transference Science Cloud Service provide this functionality.

### **Customer Decision Trees**

The Oracle Retail Customer Decision Tree Science and Demand Transference Science Cloud Service enables retailers to create customer segment-specific decision trees using available transaction level data. These customer decision trees are specific to their customer segments and the respective geographies they operate within, and retailers are provided a better understanding of their most important products and product attributes. Using this detailed information, the retailer is able to effectively analyze assortment coverage and identify the duplication of item types as well as prevent the removal of core items that would cause a loss of customers.

### **Demand Transference Science**

Using the Oracle Retail Customer Decision Tree and Demand Transference Science Cloud Service, retailers are able to analyze a significant number of households (for example, in the thousands) to identify and rank which products are truly unique, and whose sales are incremental, as opposed to those that can be discontinued because they are repetitive in nature and can be substituted with other products.

Understanding the incremental and substitutable sales associated to each item within an assortment; category managers are able to optimize the breadth of their assortments, as experienced by their customer's purchase preferences, with the optimal number of SKUs given space constraints or financial goals.

## Client System Requirements

This section provides a list of requirements.

### Browsers

- Mozilla Firefox Enterprise Version 24.0
- Microsoft Internet Explorer 11.0 (32-bit)
- Google Chrome (latest version)

### Operating Systems

- Microsoft Windows 7 Service Pack 1
- Microsoft Windows 8.1

## Enhancements and Fixed Defects for 14.2

The following are the enhancements and fixed defects for 14.2.

### Advanced Clustering Cloud Service

The following changes have been made to Advanced Clustering Cloud Service for 14.2.

The Cluster Setup process has been revised and the creation of store clusters has been streamlined.

Predefined cluster templates can be used to create clusters, which may be unique to each product category.

The steps used to specify cluster criteria and to set up cluster scenarios have been consolidated.

Nested clusters can be created during the Cluster Setup process.

New Business Intelligence reports can be used to:

- Determine whether or not it is worth creating store clusters for a particular product category.
- Determine the most relevant location hierarchy level to leverage as part of the clustering process.
- Determine the most meaningful product and location attributes to leverage for the clustering process.
- Post the creation of clusters using KPIs.
- Identify key product and location attributes for a particular cluster.

In addition, usability improvements have been made to many screens and processes. Defect fixes and minor enhancements that make the UI more predictable and intuitive have been made to improve the user experience.

### Assortment and Space Optimization Cloud Service

The following changes have been made to Assortment and Space Optimization Cloud Service for 14.2.

Horizontal blocking UI and analytical processing supports pegboard fixtures.

Service level is no longer a global configuration variable. It can now be defined at the planogram level and be controlled by authorized users via the Planogram Constraints screen.

Usability improvements, defect fixes, and minor enhancements have been made to many screens and processes. This makes for a better user experience and for more predictable, intuitive UI behavior.

## Known Issues for Advanced Clustering Cloud Service

The known issues described below remain in this release.

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### Known Issues

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The Explore Data and Cluster Hierarchy Pivot exports are disabled.

Attribute column sorting does not work in Explore Data. This also affects the drilling functionality within Explore Data.

A new Cluster Criteria error may occur after a user navigates away from Explore Data post-filter selection and pre-filter results data presentation. The user can click OK and continue without problems.

In certain instances the Scenario Definition Tab applies a "query-by-example" filter previously established in the Scenario List screen. Returning to the Scenario Definition screen and clearing the query by example filter data is the workaround for this problem.

The search button within the New Cluster Criteria screen does not trigger a search.

The Search and Select pop-up for Clustering Templates Reset button action is required between successive searches to obtain a complete result set.

Execution is not supported for a non-numeric attributes when the summarization level is selected.

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## Known Issues for Assortment and Space Optimization Cloud Service

The known issues described below remain in this release.

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### Known Issues

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The application does not prevent the simultaneous opening of the same run in two different windows in order to prevent data integrity issues that may otherwise occur.

Executing a run as User A then toggling between user B and user A to access that same run, all within the same browser session, may require clearing cookies and cache to exit read-only mode.

The following Microsoft Fixit for stabilizing IE 11 is required to export with proper file types: [http://support.microsoft.com/mats/ie\\_performance\\_and\\_safety/](http://support.microsoft.com/mats/ie_performance_and_safety/)

The BI context area does not refresh correctly when multiple runs are open to the same train stop page. The first open run updates correctly but all others are not updated when a refresh event occurs. This is an issue with all of the BI panels that have refresh events.

Inconsistencies exist in how the application does or does not auto-select the first row of a master row or auto-refresh BI per the first row selection. In some cases, the handling of row persistence when navigating across screens requires extra steps to reselect certain values.

Some instances of automatic screen refreshing or flashing after certain row selections can occur.

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### Known Issues

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Using the Query by Example filter can result in an incorrect Rows Selected value inconsistent with the number of rows actually selected when the Query by Example filter is in effect. The Query by Example filter suspends selection of rows not visible after Query by Example, and so an update while it is in effect does not apply to rows selected before Query by Example was applied.

Rounding for certain aggregate values causes a variance between the sum of individual rows and the aggregate value.

The Export to Excel feature in the Results Analysis train-stop does not support pivot tables and has been deactivated.

The Results Analysis train stop pivots do not show data when the Detach mode is selected.

Constraints do not automatically propagate across mixed fixture scenarios; they are applied to each fixture individually. For example, a "choose exactly 5" group constraint is handled as a "choose exactly 5" for each fixture rather than "choose exactly 5" combined across the two fixtures.

In some cases, an infeasible blocking configuration can be created by the user without a warning or validation result that the situation had occurred.

Although a mixed fixture visual guideline is not a supported use case, a user is allowed to add visual guidelines for mixed fixtures and see the results partially reflected in VPOG.

The Visual Guideline BI screen does not always automatically refresh after user edits to the visual guidelines. Selecting a different location and then re-selecting the updated location will work around this problem.

In the Add Visual Guidelines pop up -> Selected Locations tab, the Select All check box is selected by default, but in some circumstances the individual locations are not selected. Manually selecting the individual rows will work around this problem.

The VPOG display's brightness does not always restore properly when multiple VPOG windows are opened at once for toggling between windows.

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## Known Issues for Customer Decision Tree Science and Demand Transference Science Cloud Service

The known issues described below remain in this release.

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### Known Issues

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The Complete button to mark a Demand Transference Model complete and ready for export does not actually mark a DT as complete. User must go to the Manage DT option and mark DT complete again.

Marking Demand Transference Model through clicking the Complete button on the fifth stage may not display the complete flag as 'Y' in the Manage DT tab. Suggested action: close and reopen the affected tab.

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## Known Issues for ORASE Cloud Services

The known issues described below remain in this release.

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### Known Issues

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Translation: Not all labels and strings have been translated prior to Release 14.2. As a consequence, some screens and pop-ups may show some English words and phrases even though the application has been correctly configured to use a different language.

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## Known Issues

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The user may notice some inconsistencies in the display of the text, the pop-ups, and the placement of icons, both in the screens and in the ORASE applications. Oracle strives for a consistent look and feel, and fixes are in development.

On-Line Help: The Send Us Your Comments and Preface sections of the on-line help are inoperable and only display 'Topic not Found'.

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## Related Documentation

For more information, see the following documents in the Oracle Retail Advanced Science Engine Cloud Services 14.2 documentation set:

- *Oracle Retail Advanced Science Engine Cloud Services Administration Guide*
- *Oracle Retail Advanced Science Engine Cloud Services Implementation Guide*
- *Oracle Retail Advanced Science Engine Cloud Services User Guide*
- *Oracle Retail Assortment and Space Optimization Cloud Service User Guide*

## Supplemental Training on My Oracle Support

The following document is available through My Oracle Support. Access My Oracle Support at the following URL:

<https://support.oracle.com>

### Release Readiness Transfer of Information (TOI) Recordings (Doc ID 732026.1)

Online training is available to Oracle supported customers at product release. These online courses provide release-specific product knowledge that enables your functional and technical teams to plan, implement, and/or upgrade and support Oracle Retail applications effectively and efficiently. Note that Oracle Retail products with minor updates do not have an associated TOI.

## Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at

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#### **Value-Added Reseller (VAR) Language**

##### **Oracle Retail VAR Applications**

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