

Oracle® Retail Advanced Science Cloud Services

Release Notes

Release 16.0.202

E88782-03

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This document highlights the major changes for Oracle Retail Advanced Science Cloud Services Release 16.0.202.

Overview

The Oracle Retail Advanced Science 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 processes of store cluster creation, optimization of item facings to available space, and insights about customer behavior patterns and product preferences. When incorporated within the end-to-end Assortment Planning and Optimization process, retailers can 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

Oracle Retail Advanced Science Cloud Services are hosted in the Oracle Cloud 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.

Client System Requirements

The following technology is supported:

- Operating system:
 - Microsoft Windows 7 Service Pack 1 or Microsoft Windows 8.1

Note: Oracle Retail assumes that the retailer has ensured its Operating System has been patched with all applicable Windows updates.

- Web browsers supported on Microsoft Windows 7 and 8.1:
 - Microsoft Internet Explorer 11.0 (32-bit)
 - Mozilla Firefox Version 45+
 - Google Chrome (latest version)

Functional Enhancements

The functional enhancements described below are included in this release.

Attribute Binning

Attribute Binning is an enterprise solution for converting or partitioning the attribute values into discrete values or intervals. Attribute values, product related, are the main inputs to many ORASE applications, including CDT, DT, ASO, Advanced Clustering, and Customer Segmentation, and this tool provides a vehicle to reduce the model build time and improve the model quality using a binned and limited set of attributes. This tool supports both numerical and categorical attributes, where the binning of numerical attributes aims at converting numeric attributes into discrete values or intervals and the binning of categorical attributes to group the number of discrete values.

This feature enables the retailer to reduce the number of distinct values for an attribute, which often results in performance issues and can affect the quality of output. This enterprise solution support the following features:

- Three-step UI driven bin-generation process.
- Gain insights in order to understand attribute bins and their performance prior to approval by examining the contextual information.
- What-if capabilities that can be used to create multiple binning scenarios by specifying attribute bins.
- Exception management to perform manual overrides, create new bins, and approve attribute bins.
- Use the K-means approach for creating attribute bins in a hierarchical manner, which automatically determines the best attribute values to split into additional attribute bins.

Social Analytics

Social Analytics (SA) is an enterprise-specific tool that delivers insights based on the joint analysis of social data and sales data. It helps retailers, especially in the fashion industry, to track online references to different keywords (such as a brand, color, style, and so on) and to relate metrics such as sentiment and the number of references to sales numbers for different categories of products.

The joint analysis of trends in social and sales data sheds light on a customer's opinions about the retailer and its products as well the competitor's products (or colors, styles, and so on.) that may be trending, and the potential links between social metrics and a retailer's sales performance.

Retail Home

Retail Home is a portal-type application for the RGBU enterprise. The UI consists of a tile-based configurable dashboard that highlights important metrics and KPIs across RGBU applications. The persona-based dashboards are configured by a Retail Home administrator for each enterprise role. See *Oracle Retail Advanced Science Cloud Services Administration Guide*, *Oracle Retail Advanced Science Cloud Services Implementation Guide*, and *Oracle Retail Advanced Science Cloud Services User Guide* for more details.

Advanced Store Clustering - Custom Metric

Store Clustering now allows the retailer to upload custom or user-defined metrics for the product/store or product/store/calendar level. These metrics can be used in the store cluster generation process or to gain insights using reports or the contextual area. User-defined metrics, when provided at calendar level, will be aggregated; metrics without the calendar dimension will be used as is in the clustering process. ORASE also provides a metadata interface for the retailer to provide UI-related properties for the metrics that Store Clustering uses to display, format, and provide abbreviations for renaming. To generate store clusters at different levels of product hierarchy, custom metric aggregates must be provided at all the desired levels of the product hierarchy.

Related Documentation

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

- *Oracle Retail Advanced Science Cloud Services Administration Guide*
- *Oracle Retail Insights Cloud Services Suite /Oracle Retail Advanced Science Cloud Services Data Interface*
- *Oracle Retail Advanced Science Cloud Services Implementation Guide*
- *Oracle Retail Advanced Science Cloud Services Release Notes*
- *Oracle Retail Advanced Science Cloud Services User Guide*

Supplemental Training

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

<https://support.oracle.com>

Transfer of Information (TOI) Material (Doc ID 732026.1)

For applicable products, online training is available to Oracle supported customers. 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.

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Value-Added Reseller (VAR) Language

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