

Oracle® Retail Advanced Science Cloud Service

Release Notes

Release 17.0.004

E10273-01

September 2018

This document highlights the major changes for Release 17.0 of Oracle Retail Advanced Science Cloud Services.

Note: Release numbers 17.0.001, 17.0.002, and 17.0.003 were skipped.

Overview

The Oracle Retail Advanced Science Cloud Services combines AI, machine learning, and decision science with data captured from Oracle Retail SaaS applications and third-party data. The unique property of these learning-enabled applications is that they detect trends, learn from results, and increase their accuracy the more they are used, adding massive amounts of contextual data to obtain a clearer picture on what motivates outcomes.

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

- Oracle Retail Science Platform Cloud Service
- Oracle Retail Assortment and Space Optimization Cloud Service
- Oracle Retail Promotion and Markdown Optimization Cloud Service
- Oracle Retail Offer Optimization Cloud Service

The Oracle Retail Science Platform Cloud Service provides retailers with a data science toolkit that supports specific use-cases in planning, operations and execution and can be expanded to support broader retail uses. This includes Advanced Clustering, Customer Segmentation, Demand Transference, and Customer Decision Tree capabilities, as well as the recently introduced Attribute Extraction/Binning and Innovation Workbench capabilities.

The Oracle Retail Assortment and Space Optimization Cloud Service is used to determine the optimal selection and arrangement of products within stores by optimizing the product assortment and product placement on a virtual planogram.

The Oracle Retail Promotion and Markdown Optimization Cloud Service and Oracle Retail Offer Optimization Cloud Service reflect the evolution of our price and promotion optimization capabilities into an integrated life-cycle price optimization offering that enables retailers to engage their customers in an omnichannel environment while maximizing profits. The modular approach to offering life cycle pricing for promotions and markdowns separate from targeted offers enables retailers to innovate at the speed of their customer, while also accounting for the maturity of loyalty data necessary for targeted offers. The combined capabilities provide the following benefits to retailers:

- Drive optimal promotion and pricing decisions for the entire product life cycle
- Engage customers with targeted and contextual offers
- Execute consistently, incorporating price and promotion plans, projected receipts, and returns.
- Simplify decision-making through high-automation, exception-driven processes and what-if optimizations
- Maximize accuracy and scale using artificial intelligence, machine learning, and optimization on Oracle Retail's data science infrastructure

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)

Oracle Retail Cloud Services and Business Agility

Oracle Retail Advanced Science Cloud Service is 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.

Enhancements

The following enhancements are included in this release:

- The Retail Advanced Science platform now supports Oracle Digital Assistance (ODA). ODA is a NLP and Machine Learning-based cloud service that enables application-specific interactions. ODA is a virtual user that assist end users with

complex engagements using transactional data to review key business insights and exceptions. It also provides an out-of-the-box knowledge sharing by responding to typical Q & A questions for customer service and support. ODA features are supported using voice along with a conversational interface to distill end user intents, invoke actions and provide reasonable responses. This minimizes consulting services with minimal training and support.

- ASO Cloud Service
 - The Copy Template functionality has been enhanced to include copy for Visual Guidelines. This allows users to work with Visual Guidelines that have been copied from a source template.
 - In earlier releases, attributes could only be defined at the category level or the class level. This limitation has been removed and the user can now define product attributes at a configurable merchandise level in the hierarchy.
- Offer Optimization
 - Bugs related to the UI have been fixed.
 - Re-calculate functionality has been added in the Action button. The user can now, after making changes to price recommendations, see those changes reflected in the metrics.
 - The Overview screen displays the increase in Projected Revenue, Margin, or Sell-through in green and the decrease in red. No changes are displayed in black.
 - Integration with Oracle Digital Assistance

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

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Access to Oracle Support

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Value-Added Reseller (VAR) Language

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