



RETAIL MERCHANDISING PLANNING OPTIMIZATION DEPARTMENT GROCERY FASHION DIY ELECTRONICS

Retail Planning and Optimization Solutions

Quickborn Consulting implements, integrates and supports Oracle Retail planning and optimization solutions.

Our deep retail industry knowledge and best practices, adapted methodology, proven delivery methods and unparalleled technical and functional expertise in the Oracle Retail family of solutions enable us to deliver our customers the most adapted solutions and support in the deployment of global retail projects.



QUICKBORN
www.qbcs.com

How Quickborn Consulting can help:

In our continuing mission to deliver compelling solutions that meet real-world needs for retail organizations, Quickborn has created a specialized Competence Centre for Oracle Planning and Optimization Solutions. Our specialized competence centre provides **world class consulting, implementation and support services** for **Oracle Planning and Optimization Solutions**; including Merchandise Financial Planning, Assortment Planning, Category Management, Markdown Optimization, Regular Price Optimization, and Replenishment Optimization to name a few.

These solutions deliver everything our customers need to **streamline budgeting processes, drive accurate forecasts, optimize pricing and assortment decisions and adjust business plans proactively**. In addition to the unique capabilities that these solutions deliver, planning and optimization solution implementation projects are usually significantly shorter than merchandising projects, delivering high return on investment and world-class value to our retail customers in a very short amount of time (typical project timeline between 4-6 months).

OUR SERVICES:

- **BUSINESS AND APPLICATION CONSULTING** - we make sure that the solution is aligned with your strategy and objectives, business rules and requirements
- **IMPLEMENTATION AND INTEGRATION** - we design, configure and deliver you the optimal solution in line with your functional and technical requirements
- **SUPPORT** - we develop, maintain and manage your solutions ensuring your systems remain stable and applications are running smoothly on continuous basis

Your Planning and Optimization solution implementation **project success is guaranteed by Quickborn Consulting expertise**. Quickborn has been working with Oracle Retail (formerly Retek) technologies for nine years and has extensive technical and functional expertise in house for the Oracle Retail family of solutions.

We can **interface Oracle RPAS-based planning and optimization solutions to your other Oracle applications or external systems**. Our dedicated team of experts will follow your project from A to Z so you do not need to deal with contact change or spend extra time on re-explaining business needs and requirements; we ensure all knowledge transfer internally.

Why choosing Quickborn Consulting as your integrator partner:

- **Deep retail industry knowhow** and best practices: adapted methodology, processes and proven delivery methods covering the entire project life cycle and all retail sectors (fashion, department store, food, electronics, DIY, fuel and convenience)
- **Flexible approach** to planning, design and implementation
- **Unparalleled technical and functional expertise** in-house for Oracle Retail solutions: we can implement diverse Oracle applications within the same project enabling retail customers to have a single point of contact; no need for multiple integrators.
- **Dedicated team of experts** with end-to-end retail project life cycle knowhow (process design, change management, performance optimization), wide range of retail domain expertise (merchandising, store operations, supply chain, planning and forecasting, ...), strong product development background (Oracle solution development, custom solutions) and exposure in retail software quality initiatives (CMM, Six Sigma, ...)
- **Multi-national reach and diverse resource centers:** consulting services and documentation in multiple languages, support services 24x7



Example of a typical Planning and Optimization solution implementation project organization

OUR COMMITMENTS:

- **High quality:** Committing to the best interest of our clients, all our deliverables pass a rigorous quality assurance process built into the delivery engine Quickborn uses day-to-day.
- **Flexibility:** Utilizing multi-national reach and diverse resource centers, Quickborn provides high quality expert in-depth knowledge at short notice and in a wide range of content.
- **Expert service and support:** Well trained and dedicated team of professionals with in-depth knowledge of their respective areas of expertise.

8 OFFICES IN 6 COUNTRIES WORLDWIDE

FRANCE HUNGARY GERMANY IRELAND USA INDIA

OUR AREA OF ACTIVITIES IS GROWING ON A GLOBAL SCALE:

HUNGARY IRELAND ITALY CROATIA DUBAI QATAR
FRANCE NETHERLANDS UK USA GERMANY INDIA

IMPORTANT FACTS:

10 YEARS SINCE ITS CREATION

A TEAM OF EXPERTS SPECIALIZED IN THE RETAIL SECTOR AND SOFTWARE TECHNOLOGIES

MORE THAN 50% OF GROWTH SINCE 3 YEARS

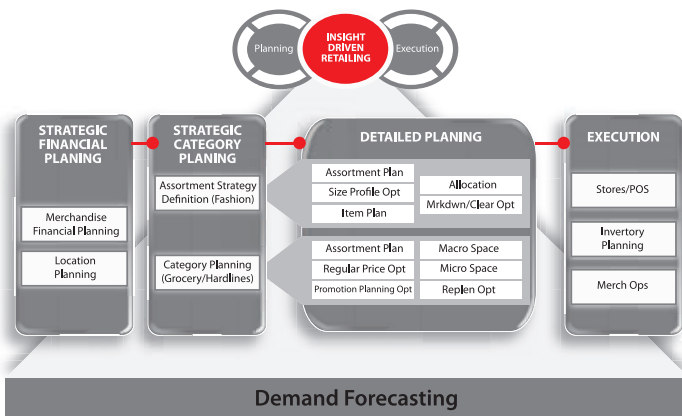
Oracle Planning and Optimization Solutions:

Oracle Retail Demand Forecasting is designed to handle the challenges of real-world retail forecasting, including scaling to manage the large volumes of data involved, creating accurate forecasts with little human intervention. This integration provides a single forecast to drive the entire retail enterprise, bringing together forecasts produced for replenishment, merchandise planning, financial planning, promotions, and pricing.

Oracle Retail Merchandise Financial Planning provides flexible and easy-to-use financial planning solution templates that enable retailers to create high-level, strategic and low-level, detailed financial business plans. Oracle Retail Merchandise Financial Planning provides both pre-season and in-season planning supporting retailers' budgeting and Open-to-Buy or Re-forecasting processes. Key financial indicators include sales, markdowns, receipts, inventory, gross margin, and open-to-buy.

The solution enables improved plan accuracy by basing plans on accurate demand forecast rather than solely on sales history, leading to more informed plans reducing markdowns and improving merchandise area profitability. Its collaborative and role-based process approach helps eliminating plan discrepancies and organizational silos. Integrated with Oracle Retail Demand Forecasting, the system provides an accurate view of customer demand with little human intervention.

Merchandise Planning and Optimization Overview



Oracle Retail Markdown Optimization provides optimal recommendations on markdown candidates and pricing based upon potential inventory risk at the end of the selling period and within the business model constraints. Ultimately, the solution maximizes profitability over the entire lifecycle, not just during the full price selling period. One of the solution's key benefits for the retailers is getting their pricing right; optimized retail price leads to higher gross-margins (5-15% estimated increase) and improved sell-through rate (5-20% estimated increase). Increased inventory turns and downstream allocation also enable the prevention of stock-outs and improved buy opportunities.

Oracle Retail Regular Price Optimization solution enables retailers to maximize revenue and margin through an insight-driven understanding of the most optimal everyday pricing. The everyday price recommendations are based on predictive demand forecasts and optimization routines considering cross-category and market basket effects. Performing what-if simulations enable the retailer to understand the business impact of pricing decisions. The key benefits of the solution include aligning item-level pricing to category-level strategies, ensuring everyday price recommendations adhere to business rules, including competition, and maximizing revenue and profit through demand-driven pricing recommendations. The solution leverages an end-to-end retail process, tying pricing to broader category planning and supply chain activities via a common demand forecast.



Oracle Retail Category Management provides an end-to-end workflow to define and execute a localized assortment mix to meet customer preference, and tailored floor and shelf space plans that maximize sales opportunities and increase customer satisfaction. The solution ensures product coverage and space allocation for high-demand items and prunes non-producing items from the assortment leading to increased revenue. It allocates space based on profit potential at the category- and item-level improving margin and productivity and the overall return on investment while minimizing investment in low-demand items.

Oracle Retail Assortment Planning and Size Profile Optimization solutions enable more accurately tailor merchandise offerings to local market demand and cleaner seasonal transitions, ultimately maximizing ROI and growing top-line sales (estimated increase in Gross Margin by 1-7% and reduction of inventory by 1.5-3%).

Oracle Retail Assortment Planning solution provides an end-to-end workflow to define and execute local market assortments to meet customer demand, maximize sales opportunities and increase customer satisfaction.

Oracle Retail Size Profile Optimization identifies store-level selling patterns across different size ranges to systematically create accurate profiles of size distribution by merchandise category by store; correcting for out of stocks and lost sales.



QUICKBORN

light to success

FOOD & BEVERAGE FMCG ELECTRONICS & ENTERTAINMENT SPORTS & LEISURE FASHION & CLOTHING FUEL & CONVENIENCE

About Quickborn Consulting:

For over a decade, Quickborn's mission has been to drive successful business and IT transformation programs as a specialized partner for retailers worldwide.

Quickborn is trusted to provide the highest quality dedicated consulting, implementation, integration, enhancement and support services for Oracle Retail merchandising, planning, stores and commerce solutions.

Quickborn helps retail organizations to drive performance improvements and increase their competitiveness across all retail touch points with Oracle Retail Suite applications.

Quickborn Consulting - Light to success.

For further information:

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