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Oracle Retail
Mike Webster
SVP and GM, Retail Global Business Unit
Oracle Corporation
Market Trends

- Retail Sales Growth: 8%
- Online Sales: 15% CAGR
- Mobile Commerce Explosion: 3X
Forces of Change in Retail

**ONLINE BEHAVIOR**
- **9 Billion**
  - Internet Devices in 2012
- **50 Billion**
  - by 2020

**DATA EXPLOSION**
- **90%**
  - Created Within Last Two Years
- **50X Growth**
  - by 2020

**MOBILITY**
- **6 Billion**
  - Mobile Subscribers
- **87%**
  - of World’s Populations
- **Mobile Data Growing 78% CAGR**

**EXPECTATIONS**
- **Consumers Driving Experience**
  - 26% Post negative comments
  - 86% Stop doing business
  - 94% Will pay more for great experience

**CONVERGENCE**
- **New Competitors Emerging**
Enabling Commerce Anywhere
## Oracle Retail Process Footprint

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<th>Plan</th>
<th>Make</th>
<th>Buy</th>
<th>Move</th>
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<th>Sell</th>
<th>Fulfill</th>
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### Technology

- Middleware
- Database
- Operating System
- Engineered Systems
- Virtual Machine
- Servers
- Storage

### Service

- Returns Management
- Click to Call/Chat
- Knowledge
- Customer Service Center

### Corporate

- Financial Management
- and Indirect Procurement
- Treasury & Risk Management
- Human Capital Management
- Store Lifecycle Management
Consumer Journeys
Targeted Assortment
Offerings
Inventory Alignment
& Transparency
Right-Time
Integration
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