ORACLE

Oracle Retail Lifecycle Pricing Optimization Cloud Service

In the face of volatile market conditions and increasing complexity, retailer success is built on the ability to set, adjust, and execute prices that best align with business strategy and customer demand. Oracle Retail Lifecycle Pricing Optimization empowers retailers to optimize regular prices, promotions, markdowns, and targeted offers at scale by combining sophisticated rules, embedded AI, and unmatched operational transparency.

OPTIMIZE THE ITEM LIFECYCLE

Lifecycle Pricing Optimization is the only solution in the marketplace that provides lifecycle promotion, markdown, and targeted offer recommendations in conjunction with planned business initiatives, such as time-bound marketing campaigns. It empowers retailers to drive better profit margins, inventory sell-through and meet forecast expectations with the power of exception-based retailing and advanced machine learning models.

Lifecycle Pricing Optimization provides the ability to manage different aspects of lifecycle pricing. It offers the evolution of price optimization capabilities into a lifecycle optimization solution that recommends promotions, targeted offers, and markdowns. It optimizes promotions and markdowns to drive higher in-season sell-through as well as potentially increasing revenue and/or gross margin throughout the end of life.

Additionally, it drives engagement and revenue from key customers and segments through the optimization of customer targeted offers. Lifecycle Pricing Optimization can accomplish this by enabling retailers to forecast the demand of their customer segments as well as understand which customer segment has the highest probability of redemption for marketing offers.

DRIVE TRUST AND ADOPTION WITH PRICEPILOT EXPLAINABILITY

In today's data-driven world, AI recommendations and automation are powerful tools, but their success relies on user trust and adoption. The PricePilot Agent ensures a user has full access and understanding as to why the recommendation was generated, what the impact on key financial metrics (margin, revenue, demand, etc.) is. Users get real time information about the item and its performance as well as a detailed rationalization and the quantifiable impact. By prioritizing transparency, the PricePilot Agent accelerates user adoption and empowers your team to make informed choices and bridges the gap between strategy and execution.

Key Features

- *PricePilot Agent delivers real time explainability for users in plain language; addressing why recommendations were generated and their impact.*

- *AI-driven recommendations leveraging advanced models that help retailers maximize profit margins, inventory sell-through, and shape demand.*

- *Conflict and exception management identifies issues with rules focusing users to maximize their time.*

- *Automatically evaluates the trade-off between temporary promotions and permanent markdowns.*

- *Ensures consistency from markdown budgets and promotional campaigns to projected receipts and forecasted returns.*

- *Simplifies decision-making through high-automation, exception-driven processes.*

- *Maximizes accuracy and scale using artificial intelligence, machine learning, and decision sciences.*

- *Seamless integration to easily connect with Oracle Retail Suite, analytics platforms, REST APIs and other solutions ensuring enterprise price harmony.*
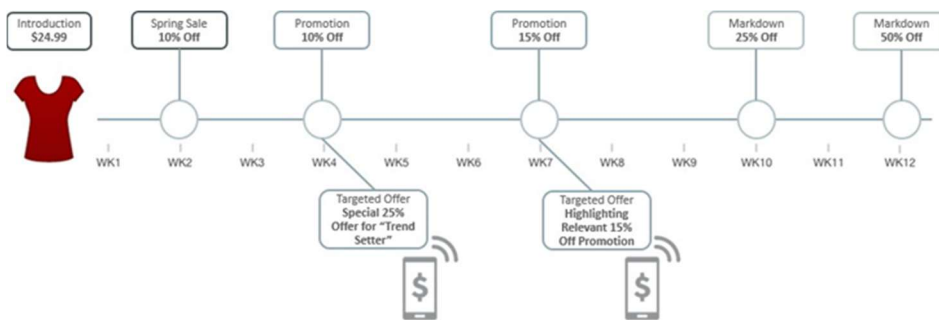
SCALE CONFIDENTLY AND SIMPLIFY OPERATIONS

Oracle Retail Lifecycle Pricing Optimization empowers retailers to move quickly from idea to impact. Launch quickly with straightforward, rules-based automation to capture immediate value to minimize manual work and complexity from the start.

Unlike disconnected solutions that require multiple tools or re-implementations for growth, Lifecycle Pricing Optimization allows organizations to scale both technically and functionally. Expand pricing automation from a handful of SKUs and locations to your entire assortment and network without adding operational burden. At the same time, easily extend to advanced AI-driven models to maximize your margin and revenue using price as a strategic lever.

With Oracle Lifecycle Pricing Optimization retailers replace fragmented processes with a cloud native, fully integrated solution that streamlines workflows, simplifies day to day management, and enables rapid, strategic scaling across the business – delivering measurable results at every stage.

LIFECYCLE PRICING OPTIMIZATION USE CASE EXAMPLE

Retailer Goal: Maximize profit over the product lifecycle of women's t-shirts with promotions, targeted offers, and markdowns with baseline conditions: Initial Price of $24.99, with a 10% off brand-wide spring sale in week two.

This example shows that targeted offers that reflect both the deal type (25% and BOGO) and channel (text message and email) are recommended throughout the lifecycle (weeks four and seven) with the objective of driving customer redemption.

Lifecycle Pricing Optimization intelligently recommends the best channel per segment based on historically effective redemptions and continues to learn and adjust recommendations based on embedded machine learning. Of the hundreds of promotions that a retailer may be running, only a handful are relevant to a customer.

The solution easily identifies the best offers and the appropriate promotional delivery method. In both targeted offers displayed above, the optimization solution recommends engaging these customers through mobile text messaging. The text message channel is chosen based on the customer's past redemption information.

Overall, the solution provides contextual insight into the estimated impact of promotions, offers, and markdowns, which includes the impacts on sales, margin, and inventory. It forecasts what will happen if you take the system recommendations versus doing nothing. It facilitates decision-making based on recent data, including new sales, price points, planned promotions, and other relevant data. This helps retailers deliver the most relevant and effective offers, which is critical to today's consumers.

Further extensibility with:

- o *Oracle Retail Home*
- o *Oracle Analytics*
- o *Oracle Application Express*
- o *Oracle REST Data Services*
- o *Oracle Machine Learning*

The Oracle Retail Analytics and Planning family of cloud services includes:

- *Oracle Retail AI Foundation*
- *Oracle Retail Insights*
- *Oracle Retail Lifecycle Pricing Optimization*
- *Oracle Retail Merchandise Financial Planning*
- *Oracle Retail Assortment Planning*
- *Oracle Retail Inventory Planning Optimization*
- *Oracle Retail Assortment and Space Optimization*

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