



EXECUTIVE SUMMARY

Partner Affiliations:

- Technology Developer Partner
- Strategic Alliance

Associated Cisco Solution:

- Lean Retail Architecture

Customer Benefits:

- Increased employee productivity through reduction of transaction time
- Decreased equipment and operating costs through reduction of network bandwidth requirements, better utilization of servers, and more efficient storage
- Increased affordability by making use of Cisco software-based WAN acceleration technology

Targeted Industries:

- Retail

Geographical Regions Served:

- Global

Lean Retail Architecture for Oracle Retail Store Inventory Management

Partner Overview

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers—enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world’s leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

Partner Solution Description

Oracle Retail Store Inventory Management allows store personnel to quickly and easily perform an array of in-store operations using a high-speed Internet connection and handheld wireless devices to receive merchandise, manage physical inventories, perform stock counts, order stock, or transfer stock.

Cisco’s Lean Retail Architecture accelerates applications and optimizes data centers. It reduces cost by consolidating store-based servers and storage into data centers, virtualizing servers and storage, and simplifying management of IT resources. It also delivers LAN-like performance to stores, improves the performance of data center-based applications, and increases business agility.

Oracle Retail Store Inventory Management (SIM) makes use of the Lean Retail Architecture (LRA) from Cisco to meet the needs of today’s retailers. These technologies combine to form the Lean Retail Architecture for Oracle Retail SIM solution and deliver five major benefits:

- Application availability: Oracle Retail SIM takes advantage of server virtualization and application load balancing—key components of Cisco® LRA—to achieve greater uptime.

- Improved performance: Retailers get more for less with Cisco server load balancing and Cisco WAN acceleration. In performance testing, the solution reduced transaction times by up to 60 percent and network bandwidth requirements by up to 85 percent.
- Application scalability: As more users are added, Oracle Retail SIM performance for each user remains constant. And Cisco LRA eliminates the need for Oracle compression, which allows each application server to scale to more users.
- Increased security: Security features include encryption, segmentation, and authentication.
- Lower total cost of ownership: Retailers can decrease capital expenses by increasing the utilization of servers, bandwidth, and storage.

Core Components of the Partner Solution

The combination of Oracle Retail SIM software and Cisco Lean Retail technologies offers end-to-end value, from store user interaction all the way to database and information storage.

Oracle Retail SIM streamlines crucial in-store activities, helping retailers to improve merchandise management and productivity, reduce labor costs, support remote store processes, and manage store-level profit and loss.

With portable or handheld wireless devices, supported by Cisco Lean Retail technologies, store managers and personnel can quickly and easily execute in-store operations, such as receive merchandise, manage physical inventories, conduct stock counts, order merchandise, and transfer stock.

Related Cisco Products

Cisco LRA enables more applications to be deployed centrally, cutting down dramatically on the time and cost of deployment. Within the framework of Cisco LRA, Oracle Retail SIM takes advantage of:

- Data Center Application Optimization Services: Cisco Application Control Engine (ACE) and Wide-Area Application Services (WAAS) for virtualized application optimization services.
- Wide Area Application Optimization Services in the stores: Cisco WAAS appliance and WAAS mobile.

Related Partner Information

- Oracle Retail: www.oracle.com/retail
- Oracle Retail SIM: www.oracle.com/applications/retail/iso/store_inv_mngt.html
- Oracle Retail SIM Data Sheet: www.oracle.com/applications/retail/library/data-sheets/store-inventory-mgt.pdf
- Cisco LRA: www.cisco.com/web/strategy/retail/lean-portfolio-solution.html
- Cisco and Oracle: www.cisco.com/go/oracle

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