Delivering Success at the World's First
Oracle Retail Analytics Implementations

Unparalleled Oracle Retail Analytics expertise

Yomari´s expertise with Oracle Retail Analytics (RA) is unmatched in the industry. In fact, our team – stacked with former Oracle Retail and Retek software architects – was tapped by Oracle to help design and develop the solution. Yomari's same team members are now working directly with the world's first Oracle Retail Analytics clients: ensuring their success.

Success with the entire Oracle Retail suite

Yomari brings deep experience with the entire Oracle business intelligence and data warehousing suite including Oracle Data Integrator (ODI), Oracle Business Intelligence Enterprise Edition (OBIEE), and Oracle Database. In addition to the Oracle suite, Yomari's consultants are skilled in all major BI tools and platforms – helping clients succeed regardless of their chosen toolset.

Ready-made plans

Yomari´s Oracle Retail Analytics Toolkit includes a complete methodology and project plan for enabling comprehensive delivery of retailers' business requirements using the packaged capabilities of Oracle Retail Analytics. The Toolkit also gives retailers a head start on the most commonly requested enhancements, extensions, and reporting requirements that go beyond RA's out-of-the-box capabilities.

Expert Consultants in Oracle BI / DW Implementation

- Oracle Database
- Oracle Exadata
- Oracle BI Publisher
- Oracle Business Intelligence Enterprise Edition (OBIEE)
- Oracle Data Integrator (ODI)
- Oracle Warehouse Builder (OWB)

With you every step of the way

Yomari collaborates with our partners in establishing a relationship with retailers before they've even committed to Oracle Retail Analytics – helping to demonstrate the technology, performing conference room pilots, and designing & scoping projects. Once retailers elect to move forward with an implementation, Yomari's resources are aligned around achieving the goals defined during the planning and evaluation phases.

Deep team

Your projects don't just benefit from Yomari's skilled on-site resources – they're also backed by the horsepower of Yomari's offshore personnel. Yomari's offshore resources have deep Retail Analytics competency, and are skilled in data conversion, integration, and report development.

CLIENT SPOTLIGHT

Publicly traded multichannel high-end fashion apparel retailer with more than 100 large footprint locations.

Goals

As a luxury retailer, the client's business was highly dependent on vendor relationships with branded, high-end designers. To help gauge the value of its investment in each partnership, and to negotiate optimal assortments and vendor contracts, the client sought to deeply understand the cost and profitability of its relationships.

At the forefront of innovation

Across all of its business units, the client was implementing a strategy to unify data silos and develop a single view of the enterprise – vendors were now to become part of that single view. Delivering on the strategy would require finance data housed in Oracle E-Business Suite Financials (EBS) and merchandise data housed in Oracle Retail Analytics (RA) to be merged into a single schema – an unprecedented integration with no prior blueprint to follow.

Yomari engaged

With its deep understanding of RA, Oracle, and experience across many retail enterprise source systems, Yomari was tapped by the client's primary systems integrator to help tackle the challenge. Yomari rapidly performed a gap analysis to determine the new components required in the Oracle Retail data warehouse and OBIEE business intelligence layer. Of course, as the project evolved, so did the business requirements. Yomari's experience working directly with retail business users enabled the team to adapt to the changing requirements, ensuring that the technical vision remained in lockstep.

Foundation for success

With requirements set and the implementation kicked off, Yomari designed processes to ensure data integrity across the enterprise data warehouse: ensuring that KPI's were mapped back to their appropriate source systems, that batch processes were properly designed, and that new data model and table designs would help achieve the desired analytics goals. As the project proceeded, Yomari remained on-board to deliver a powerful vendor profitability solution for the merchandising team, and the technical underpinnings enabling future expansion of their analytic capabilities.

CLIENT SPOTLIGHT

Pakistan's largest apparel, footwear, and pharmacy retailer and wholesaler with more than 500 locations.

Goals

As the client grew to become one of Pakistan's leading retailers and wholesalers, their operational and analytic systems struggled to keep pace. With desktop reporting systems such as Access, Crystal Reports, and Excel, business users each had their own silos of information and struggled to make decisions effectively across personnel, teams, and departments. To deliver "a single version of the truth," the client sought to migrate from their legacy environment to Oracle Retail Analytics, and roll standardized reporting out to the entire user base across all banners. Simultaneously, the client was implementing the operational elements of Oracle Retail, amounting to a full swap of both their ERP and analytic systems.

Agile thinking

Rather than delay implementation of the solution with a lengthy requirements gathering phase, the client, in consultation with their lead systems integrator, sought to take a more agile approach. This would involve implementing Oracle Retail Analytics in a "prescriptive" fashion – using the out-of-the-box capabilities, and later allowing users to drive enhancements once they were familiar with their powerful new analytics technology.

Yomari engaged

To ensure a successful analytics implementation amidst sweeping systems change, Yomari was brought on board for its expertise in Oracle Retail Analytics. Yomari focused on enabling a smooth transition for users from the old environment to new, with emphasis on accurately mapping critical source data into key reports required by business users.

Change for the better

With a state-of-the-art solution in place, the company will be enabled to greatly improve its decision-making processes. Given the ability to enhance and grow analytics well into the future, one of Pakistan's largest retailers will be positioned with a key for competitive advantage for years to come.

CLIENT SPOTLIGHT

$2B diversified holdings company based in Yokohama, Japan, with business lines in the fashion, bridal, and entertainment sectors.

Goals

The client's goal was to implement Oracle Retail Analytics to take advantage of its packaged merchandising analytics and integration to the operational components of the Oracle Retail suite. The client also sought to use RA as the basis of some of its financial reporting.

Yomari engaged mid-stream

The client utilized a local, generalist IT services firm to perform the Oracle Retail implementation. When their Retail Analytics work stream hit a roadblock, Yomari was called upon – under tight deadlines – to validate the firm's configuration choices for all components of RA including application parameters, ODI integration, and OBIEE reports.

Steep challenges

Yomari immediately evaluated the configuration with respect to the client's requirements and began end-to-end data validation – ensuring end users would ultimately be confident in the numbers they received. The team also assessed the level of effort to implement the client's financial calendar atop the standard Oracle Retail 4-5-4 calendar and determined it would put project deadlines at risk.

What's next?

Future projects include configuration and customization of reports, and implementing financial reporting.

Refusing to work with blinders on

Through a business analysis, Yomari determined that only a handful of reports that needed to be delivered were reliant on the financial calendar. The client streamlined the current phase of the implementation, averted a major modification, and got the project back on track.

CLIENT SPOTLIGHT

Mens' and womens' fast fashion retailer with over 100 stores in the U.K. and e-commerce throughout the European Union.

Goals

As a growing retailer with an aggressive, "fast fashion" business model, the client had a need for state of the art analytics. Their goal was to use Oracle Retail Analytics as a platform for rapidly developing high-value reporting and analysis.

Sophisticated requirements

Because the retailer sold merchandise throughout the European Union, their reporting required support for multiple currencies as well as value-added tax (VAT). Customized "comp stores" analysis was also critical to their enterprise performance management needs.

Yomari engaged

The client engaged Yomari to validate the Retail Analytics configuration, perform additional data integration using ODI, gather requirements, and implement custom reporting. Yomari consultants designed and developed operational reporting using Oracle BI Publisher with subject areas including inventory, stock position and movement, allocation, purchase orders, pricing, cross-channel sales performance, and style-color reporting. Yomari designed and developed strategic analytics reporting using Oracle Retail Analytics and OBIEE.

Pushing the Boundaries

Yomari worked to develop reporting featuring rich dashboards, sophisticated analytic logic, and new business metrics built from the ground up. The final iterations of the BI system will include store traffic analytics and planning data for deeper insights into customer behavior and merchandise efficiency.

CLIENT SPOTLIGHT

$700MM multi-banner West coast teen fashion and lifestyle retailer with 800 mall-based stores.

Goals

The client's IT staff was overwhelmed with the deluge of custom reporting requests from users who were unsatisfied with legacy reporting. With Oracle Retail Analytics, the client saw an opportunity to standardize reporting and focus IT on more value-added tasks. Users would be enabled with scheduled and self-service business intelligence, as well as ad-hoc reporting. The client also wanted to boost overall system response times, and allow users to analyze a finer granularity of data than ever before.

A major overhaul

The client was in the midst of an Oracle Retail implementation. As the core systems came online, they sought to take advantage of Oracle Retail Analytics' pre-built integration to the new systems, and deliver analytics as well. They also demanded performance – choosing to implement one of the first instances of Oracle Retail Analytics atop Exadata.

Yomari engaged for end-to-end implementation

To ensure success, Yomari was engaged through a partner Oracle Retail integrator to bring expertise in retail BI and across the entire Oracle suite. The client leveraged Yomari as a liaison to Oracle, benefitting from the strong relationship between the two companies.

Successful rollout

Yomari consultants managed the RA implementation as a sub-project of the broader Oracle Retail effort, with responsibility for the plan, scope, and deliverables. The project was completed on-time and on-budget. Now that the client has successfully gone live with Oracle Retail Analytics on Exadata, they are looking forward to the next steps.

Big Plans for the Future

The client intends to engage Yomari for a number of follow-on projects. To enhance merchandise planning, the team will feed inventory history from Oracle Retail Analytics into the JDA Arthur Planning system. Additional feeds into the data warehouse will be added, including merchandise and financial plans sourced from non-Oracle systems. The client is also considering implementation of market basket analysis using Oracle Real Application Clusters (RAC) and Oracle Data Mining.

About Yomari

Since 2004, Yomari has been the leading independent professional services company focused exclusively on enterprise analytics, business intelligence, and data warehousing. Customers include Dressbarn, Gander Mountain, Petco, REI, and Williams-Sonoma. Yomari delivers a best-practice analytics foundation, and then focuses on what makes you different – helping you design and execute a business intelligence strategy tailored to your competitive differentiators. To learn more, visit **www.yomari.com**.

YOMARI™

Delivering insight through analytics

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