

A COMPARATIVE STUDY OF ORACLE, JDA AND SAP RETAIL MODULES



Original Research Article

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ABSTRACT

Indian Retail is growing at an immense pace and its contribution to the global retail sector along with China is approximately 40% of the total 70% contributed by emerging markets Now, one of the biggest opportunities and challenges that characterize Indian Retail the entire structure it possesses.

This report is a compilation of feature by feature comparison of SAP for retail, Oracle Retail solutions and JDA.I have compiled a feature by feature solution for the various sub-modules of Oracle, JDA and SAP which are used for retail functions.

Keywords:

Oracle,
JDA,
SAP,
Retail Management

I. INTRODUCTION

Indian Retail is growing at an immense pace and its contribution to the global retail sector along with China is approximately 40% of the total 70% contributed by emerging markets.

Now, one of the biggest opportunities and challenges that characterize Indian Retail the entire structure it possesses. Although it is maturing but it is still quite fragmented with an estimated 12- 15mn outlets. Its overall size is estimated to be INR 31 trillion (USD 534billion) in 2013-14. It has a CAGR of 15 percent over the last five years. Going forward it can grow with a CAGR up to 13 percent.

Technology is an indispensable part for the modern retail to grow. Even the traditional retailers are adopting technology gradually to stay abreast of rapid evolution of retail and to me address the demanding consumers.

It is predicted that by 2020, over 25 billion devices will be Internet connected thereby interacting with each other to provide a range of services to its users. This will lead to the creation of new business processes, business models and also a new dimension to how much technology will impact all aspects of our daily lives. Machine to Machine (M2M) communication is said to be a disruptive innovation and holds immense benefits for companies that take advantage of it.

Category Management
SAP for Retail

SAP is currently doing business with 60 growing Indian retail companies. It has all top retailers as its customers, names include Future group, Reliance Retail, Tata Trent, ITC Retail, Great Wholesale Retail Club, Vishal MegaMart, Welspun, Nilgiris Dairy Farm, Videocon, Spencers etc.

Purpose

Category Management is a process for retailers and manufacturers by whom categories are used as strategic business units. Categories are used to improve business volume by increasing customer usage (for more information, see also ECR Europe Category Management Best Practices Report). The process for Category Management created by ECR Europe in the ECR Europe Category Management Best Practices Report can be used by retailers and manufacturers alike for step-by-step cooperation when developing, implementing and monitoring a business plan for category management.

Optimum usage of Category Management can only be achieved in an integrated IT environment. The system setup displayed below is suitable when the following points are valid:

- The retailer is the process owner.
- The process flow is controlled using a workflow, and is in line with the ECR Europe Category Management Best Practices Report.
- The documents used are stored centrally.
- Templates and examples exist, thereby assisting the conception of the individual process steps, as detailed in ECR Europe Category Management Best Practices Report.
- The manufacturer has access to all the retailer's transactions, documents and data required to run the process.
- All the data and information that is required for the process and which can be supplied is made available by the manufacturer.
- The retailer uses an assortment implementation tool when stocking the shelves for the first time. Space management software is then used to optimize the shelf-space.

Prerequisites

Although manufacturers and retailers operate as separate organizations and bring different competencies and roles to the Category Management process, the process is the same for both partners. If such a standardized business process did not exist, the cooperation required would be much more complicated. The process is used as a guideline for cooperation in the Category Management field and enables the relevant partners to implement their core competencies for the benefit of both parties.

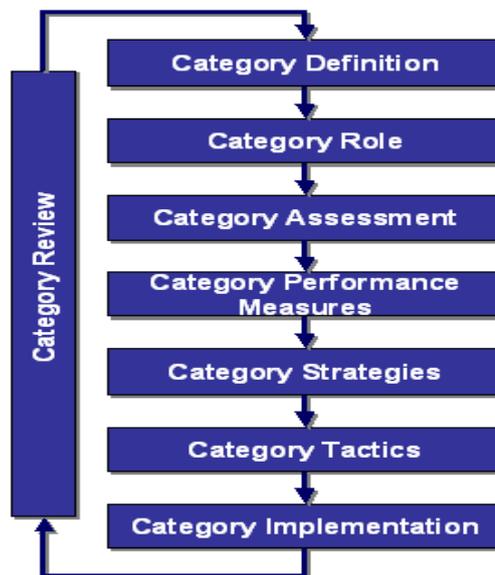
The scope of the data and information that is exchanged, and the weighting of the roles played by both business partners in the process is dependent on the level of cooperation.

<i>Business partners involved</i>	<i>Component</i>	<i>Function/Content</i>
<i>Retailer</i>	SAP Retail 4.6C with PlugIn 2001.1	Article Hierarchy Maintenance
		Merchandise and Assortment Planning
		Interfaces to Assortment Implementation and Space Management
		Workflow
	Space Management Software	Space Management
<i>Manufacturer</i>	SAP BW 2.1C SP9	SAP BW Content for Category Management
	SAP Enterprise Portal	Roles for Category Management project members and for managing project documents in Web Content Management
<i>Manufacturer</i>	Internet Browser and Access Authorization	User and role for SAP Enterprise Portal

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Process Flow

The Category Management process is split into eight steps, as detailed in ECR Europe Category Management Best Practices Report.



As Workflows, Web Reporting, SAP Enterprise Portal (roles and document management) are all important elements in all steps of the Category Management process, they are grouped in a single block in the following graphic. SAP BW Reports also play an important role in almost all steps in the process.

1. Both cooperation partners define their project. In doing so, they define the strategic goals that they aim to achieve with the Category Management process.
2. The cooperation partners identify the articles that are most popular with customers. They structure the articles in a consumer decision tree (CDT). The CDT is stored in the article hierarchy in SAP R/3 Retail.
3. Using cross category analyses and portfolios, retailers define the roles for the categories before assigning them to the categories in article hierarchy maintenance.
4. The cooperation partners evaluate the current performance of the category and define the expected potential of the category.
5. Based on the category structure, both business partners plan the performance targets. These targets are then created as scorecards in Merchandise and Assortment Planning (MAP) in SAP R/3 Retail.
6. The cooperation partners develop strategies that capitalize on category opportunities through creative and efficient use of the resources that are available to the category. The assignment of strategies to roles is done using the article hierarchy maintenance function in the SAP R/3 Retail.
7. The partners decide which tactic is most suitable for implementing the category strategies. The category tactics are stored in Merchandise and Assortment Planning (MAP) in SAP R/3 Retail.
8. The cooperation partners develop an implementation plan.
9. The plan is implemented.
10. The final step in the process is ongoing monitoring of the progress of the plan, based on the target performance measures that were defined.

Oracle retail merchandising system

Oracle Retail Category Management (RCM) supports the development of category plans, macro space optimization, assortment plans, and space optimization of assortments. It broadly follows the traditional eight-step Category Management business process, with the inclusion of the consumer segment perspective across various points in the process flow. Most importantly, the application provides a structured, measured set of activities designed to achieve specific business objectives:

- The Category Planning task enables the retailer to create high-level qualitative and quantitative business plans at the trading area level.
- The Macro Space Optimization tasks facilitate the creation of macro-space plans for optimal space productivity.
- The Assortment Planning tasks facilitate the creation of SKU-level assortment plans at the cluster and store level across the retail chain.
- The RCM application consists of the following tasks:
 - Category Planning: Used to analyze a retailer's business across product categories and within a category, from a market, competition, and consumer perspective. Category Planning is used to set business targets and assign roles, strategies, and tactics for individual product categories at the trading area level.
 - Macro Space Optimization @Dept: Used to allocate optimal space to different departments based on the historical relationship between space and profit. This helps determine the macro-space plan at the department level, specifications for store layouts, shelves, and fixtures, and merchandising techniques, thereby, facilitating efficient utilization of the available space by the retailer.
 - Macro Space Optimization @Sub-Category: Used to allocate optimal space to different sub-categories, under a department, to efficiently use the available space at this level. This helps in determining the planogram design and merchandising method at the sub-category level.
 - Assortment Planning Analysis: Used to analyze an assortment's historic performance from a cross-category perspective of the retailer's business, market, competition, and consumer perspective at an item level. It also provides an insight into the trends, market composition, and market structure from a competition and consumer segment perspective. It is used to review roles, strategies, and tactics from the Category Plan and targets from both the Category Plan and Merchandise Financial Plan. Visibility to roles, strategies, tactics, and financial targets in assortment planning ensures that SKU/item level assortments align back to the overall category-level objectives.
 - Assortment Planning @ Cluster: Assortment plans are created using IPI and Market Coverage based methods. The functionality of Demand Transference, Assortment Improvement, and Incremental Curve are used to fine tune and optimize draft assortments. Integration with ASO is utilized to align assortments to the space available for optimal space productivity.
 - Assortment Planning @ Store: Used to create, adjust, review, and approve custom Assortment Plans at the store level utilizing IPI-based assortments, Demand Transference, and ASO.

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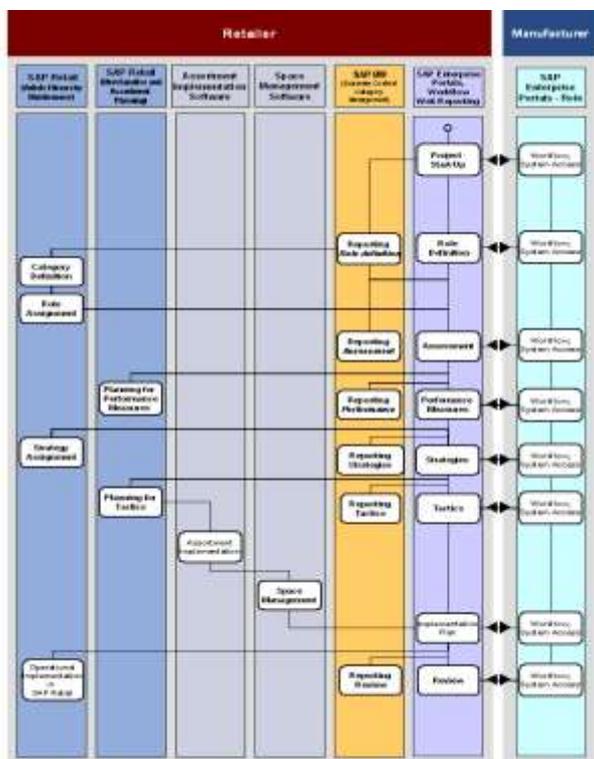


Figure 1 Process flow for Category Management

Following are the key highlights of the solution:

- Provides a platform to analyze consumer and market insights available in the form of syndicated data, provided by third parties, such as, Nielsen and IRI. Consumer segment level insights for the retailer's own business can be also be sourced from the retailer's loyalty program data.
- Analysis of market structure by viewing the consumer segments among the shoppers and evaluating the business opportunity in a trading area.
- Performance analysis of individual product categories, based on various retail business parameters, as compared to the market in general and the competition in particular.
- Creation of category plans with business targets in terms of different sales, inventory parameters with role assignments to individual product categories, and a blueprint for strategic and tactical action within a category and across categories.
- Macro Space Optimization, at the department and sub-category level, to allocate optimum space to different product categories and improve space productivity.
- Integration with ORASE to source optimized store clusters (assortment clusters), Consumer Decision Trees (CDTs), product attributes, and Demand Transference insights. CDTs can also be sourced from an external source, such as a supplier or third-party vendor. Consumer segmentation, clustering of stores and, CDTs are utilized to tailor assortments to specific markets across geographies and channels.
- System-recommended target-focused assortments can be generated using IPI and Market Coverage-based approaches through user-defined constraints.
- Creation of assortment plans, at the cluster and store level, in alignment with Category Plans and Merchandise Financial Plans created through user-defined target-constrained assortment generation.
- Demand Transference, based on advanced science insights, to manually fine tune and refine assortment plans by reviewing demand shifts between SKUs with changes in assortment.
- The functionality of Incremental Curves, to arrive at an appropriate assortment range for product categories by identifying the point at which the cannibalization of sales between products in an assortment begins.
- Assortment Improvement, based on the concept of Demand Transference, automates the refinement of assortment plan parameters such as sales retail, sales units, or gross profit based on user-defined constraints.
- Space optimization of assortments, through the integration with ASO to generate actionable and optimal assortments per the available space at the stores.
- Publication of final assortment plans for execution and implementation.

JDA Category Management Solutions:

Excellence in category management can drive growth and profitability, separating winners from losers in the emerging environment. JDA Software delivers the transformational technology, best practices and expertise that companies need to excel in today's consumer-centric world.

The JDA Category Management solution empowers category management professionals to move from manually intensive tasks to offering proactive, analytics-driven insights that collaboratively grow category sales and margins for both suppliers and retailers.

Benefits of JDA Category Management

- End-to-end, integrated category management capabilities enabling enhanced value delivery.
- Automated assortment and planogram generation, delivering more profitable localized assortments and space plans.
- True space-aware assortment optimization for better execution of retailer and manufacturer strategies.
- Cloud collaboration capabilities and space-based insights to monitor execution results, leading to deeper analytics and driving proactive recommendations.

JDA Category Management enables you to:

Achieve and exceed sales plans at the store level. Satisfy customer shopping experiences with targeted assortments. Maximize scale and planner productivity through automation.

Support execution and compliance with mobility.

Capture and manage high volumes of shopper data from various sources:

- Empowered with consumer insights and advanced automation, suppliers and retailers can effectively collaborate to produce local assortment and space plans and monitor plans at the shelf. Retailers will be better able to orchestrate plans, and suppliers will be enabled to better demonstrate category management partnership value. Move from planogram development, fixed resets, gut-feel decisions and contributor status to proactive insights, dynamic adjustments, analytics-driven decisions and collaborator/trusted advisor with JDA Category Management:
 - ✓ Leverage consumer demand preference and space-aware assortment optimization to realize tailored, automated localized assortments and space plans that meet shoppers' needs.
 - ✓ Benefit from easy-to-use tools that are scalable, integrated and Web/mobile-enabled to realize category management collaboration and efficiency so resources can focus on value-add activities.
 - ✓ Leverage image recognition technology, deeper reporting and analytics for proactive real-time insights to uncover at-the-shelf opportunities leading to performance gains.
 - ✓ Harness true optimization capabilities including space elasticity across the solution to achieve recommendations for assortment and space allocation based on defined goals and objectives.
- Analyze data and generate insights about shopper behaviors at macro and local markets.
- Develop localized, actionable assortment plans based on the insights:

Today's retail marketplace demands localized assortment strategies in order to drive enhanced customer satisfaction, incremental sales, profits and return on space/inventory. Minimal store footprint growth results in additional pressure to support localized assortments and the planogram Ming process.

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The result? Thousands of planograms generated in minutes instead of weeks, and assortments that are fitted to local store fixture and sales goals, increased shelf productivity through automation, better compliance to plan, and more satisfied shoppers leading to higher sales growth and turns. Offers align with local shopper preferences for minimized inventory waste and improved sales per square foot, and you benefit from precise space allocation, leading to higher sell-through and winning customer experiences.

- Leverage mobility to enable:

Collaboration on assortments and planograms for store-level execution.
Performance monitoring and feedback.

Floor sets, promotional sets and category plans are often determined in silos, and typically, once floor plans are approved, communication with the field executing the resulting planograms is unreliable and inefficient. Limited visibility leads to an acute inability to measure compliance, and poor compliance can quickly lead to space that is not optimized, missed revenue opportunities and disappointed customers.

III. INVENTORY MANAGEMENT

SAP

SAP provides comprehensive mobile and desktop solutions for In-Store merchandising. The solutions are designed for store managers and associates and provides them with access to key functions and information without leaving the sales floor. Store managers and associates can use the functions for inventory management, on-shelf availability, and performance monitoring activities to improve customer satisfaction and increase productivity.

The value promise of Increase productivity, customer satisfaction, and reduce lost sales by:

- ✓ Optimize inventory accuracy and replenishment.
- ✓ Detect on-shelf availability situations and take action
- ✓ Optimize on-shelf availability and resource deployment.
- ✓ Enables managers to spend more time on the floor with customers and associates to improve customer satisfaction and workforce productivity.

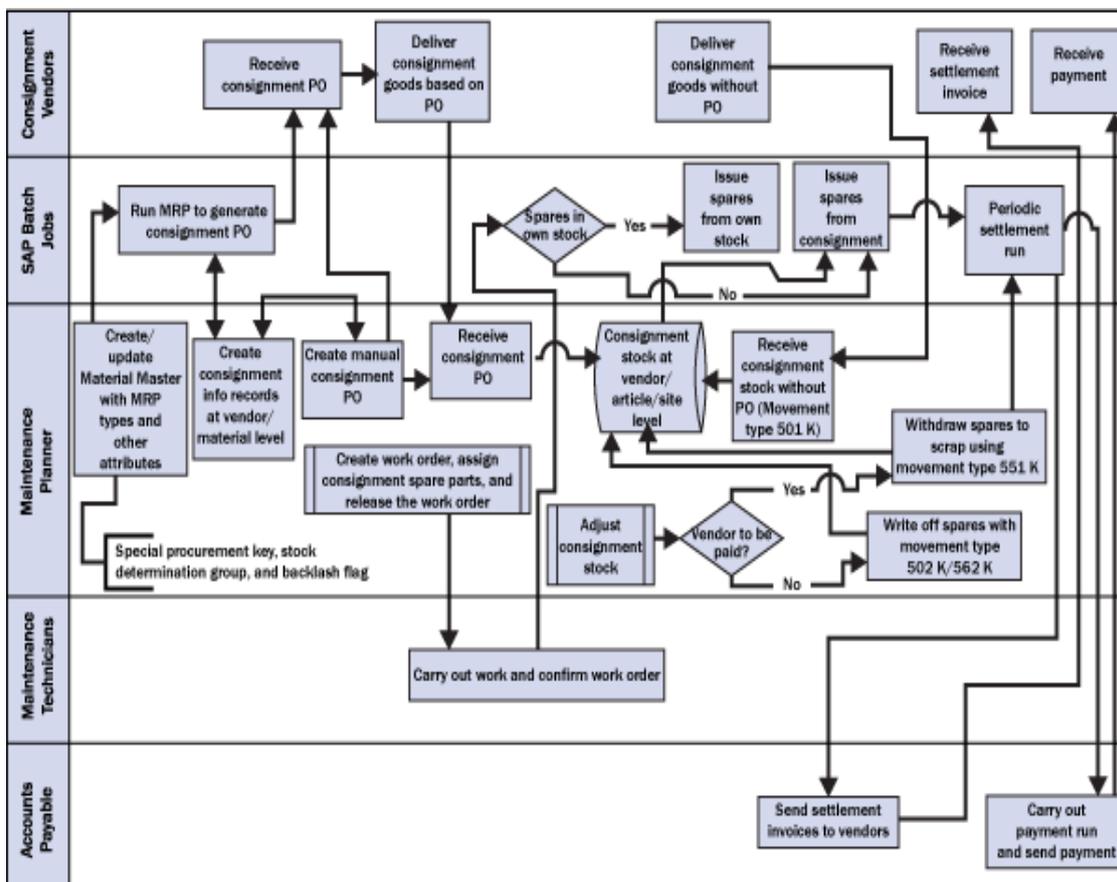


Figure 2: Process flow diagram of Inventory Management System

Inventory Management module can be used to manage stocks of merchandise and plan and provide evidence for all goods movements. It can be used to manage stocks on a site and storage location level, and can assign each site a number of storage locations. If there is a need to manage a sophisticated warehouse complex within a storage location, the Warehouse Management system can be linked to Inventory Management.

Normally, goods movements are valued automatically and result in updates on the Financial Accounting stock accounts. SAP Retail supports inventory valuation at both cost and retail.

Inventory Management: Transactions

This section describes the various transactions and events that take place in Inventory Management. These are the same, independent of whether you use Warehouse Management. If you use Warehouse Management, however, stock placement/removal transactions are also necessary.

One of its features is Good Issues. Goods Issue can be of various kinds. Goods issues can be for own use, they can be for postings out of stock due to breakage or spoilage, they can be issued at the POS or they can be issued for a store delivery.

Inventory can also be integrated to other functions so as to have a more holistic reporting. Please find below the components required for the appropriate integration of various functions:

Required function:	Required component:
Management of stocks on a quantity and value basis, and of others on a value-only basis	Article, Site
Management of stocks on a value-only basis at merchandise category level	Merchandise category
Updating stock at goods receipt	Goods receipt
Updating of stocks at goods receipt for a delivery	Logistics Execution
Creation of transfer requirements for goods movements	Warehouse Management
Stock corrections when physical inventory differences are posted	Physical inventory
Updating of goods movements in RIS statistics	Retail Information System (RIS)
Updating of delivered values for goods movements in Financial Accounting	Financial Accounting
Updating of account assignment objects for goods movements assigned to an account	Controlling

Oracle Retail

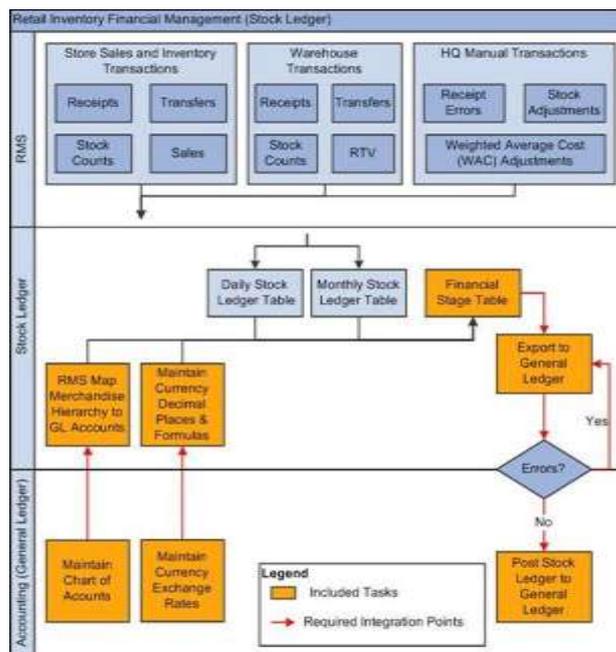
Oracle Retail’s module for inventory management provides quick, real time access to multi-channel inventory. It is characterized by the following features:

- ✓ Expedites in-store operations, including item look-up, receiving, adjustments, stock counts, and inter-store transfers.
- ✓ Streamlines management of store-labour expenses and in-store processes.
- ✓ Improves control of inventory management for reduced carrying costs.
- ✓ Prevents stock-outs and overstock using in-store location level tracking.
- ✓ Helps save the sale by using real-time cross-store inventory access ¹.

The implementation of the above features can prove to be a massive boon to retailers. A major problem faced by retailers who have omni-channel presence is that visibility of inventory across.

¹ <http://www.oracle.com/us/products/applications/retail/store-operations/inventory-management/overview/index.html>

all channels gets affected. This software delivers accurate store inventory visibility to all channels making it easy for retailer to keep track of his inventory levels. This tool helps to improve customer satisfaction as accurate management of inventory results in rapid delivery of merchandise to sales floor therefore pleasing the customer with right number of pieces in up to date styles and designs.



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JDA

JDA’s solutions help retailers to drive sales by reducing costs and managing inventory levels. Few features of the same are:

- ✓ Provides complete supply chain visibility from both supply and demand sides.
- ✓ Creates multi-functional plans spanning across SCM, manufacturing and distribution networks.
- ✓ Optimizes replenishment requirement.
- ✓ Minimises stock out and excessive costs.

JDA: Advanced store replenishments

JDA integrated demand and lead time forecasting and ensures forecasts are up to date. This reduces inventory and lead time and outperform the solutions that use the traditional logic by using scientific and statistical evaluation for each buyer variable.

JDA: Vendor managed replenishments:

Used by consumer goods companies to replenish orders by JIT responses from wholesalers/ distributors. Reduces out of Stock, over stock and low turn rates by rapid VMI and improved collaborative demand forecasting. Through electronic data interchange (EDI) enablement, JDA Vendor Managed Replenishment helps transform trading partner relationships into strategic, collaborative partnerships.

IV. PURCHASING

SAP for Retail

Purchasing can be made so much simpler with the SAP Retail Store functions. Each function is completely equipped with a brief description of the function and detailers on how to use it from both the user and the system administrator point of views.

Store Order in SAP Retail Store

SAP for retail can further be used for store ordering. The advantages of the same are that using this software it is very easy to procure goods that are not available or available in insufficient quantities in the store. Additionally the software quickens automatic store replenishment used to place order for additional articles.

Store Order Follow-On Documents in SAP Retail Store

This function is used to display the follow on documents (for example: purchase orders) that were created using store order in SAP Retail Store. User can select which follow-on documents he wants the system to display by entering criteria such as order number, vendor or order date. When he executes the report, the system displays an overview of all the follow-on documents that meets the criteria he entered. He can click on a document number to display detailed information on that follow-on document. The prerequisite is that the follow-on documents that the user wants to display using this function should be created via the store order in SAP Retail Store.

This function is directed to be used by store associates responsible for procurement.

Purchase Orders in SAP Retail Store

Purchase Order is used to process purchase orders that are relevant to the current site. Search function helps the user determine the vendor or site number from the address data of the vendor of the supplying site. It is then easy for the user to find the document to be processed.

There are 3 types of processing that the SAP Retail Store provides for processing purchase orders. They are used to create a purchase order, to change or display an order or for outbound deliveries of return or stock transfer items.

This function requires the complete Purchasing functions of the SAP System. Users of this function are store associates who create purchase orders for procurement or returns.

Incoming Invoice in SAP Retail Store

The function aims to enable efficient and simple entry of invoices and credit memos in the store environment, while incorrect invoices continue to be processed by employees at headquarters within normal invoice verification. Incoming invoice entry in SAP Retail Store provides specific tolerance logic to reduce the processing time required for incorrect invoices in the store and at headquarters.

There are certain prerequisites while using this function:

The user needs to make necessary settings for entering incoming voices in SAP Retail in Customising Materials Management and Inventory Management. The user must configure additional control parameters for entering invoices in SAP Retail Store in Customizing for SAP Retail Store under Basic Settings for Incoming Invoices.

Expense Invoice in SAP Retail Store

This function allows user to enter incoming invoices immediately in the store.

The user can create and update invoices in the system that has already been received in the store by selecting and assigning a known vendor using a search function, by selecting an expense account to which the invoice must be posted or by having the system calculate the tax amounts and entering them directly.



Figure 3 purchase cycle from external vendor and a stock transfer cycle from one site (Distribution Centre) to another site (Store)

The user is the store associate who is responsible for creating and checking invoices.

Oracle Retail Merchandising System

Oracle Retail Purchasing supports the retail purchasing order automation function by allowing the following set of activities designed to achieve specific business objectives:

- ✓ To maintain Open to Buy accounts which are generally maintained by an external system
- ✓ To set up a buyer function that allows to create, edit, view and delete buyers and record each buyer details
- ✓ To auto generate purchase orders. Purchase orders may be automatically generated through replenishment method, investment buying, vendor managed inventory, truck splitting or warehouse stocked stock².
- ✓ To manually create a purchase order
- ✓ To add items to purchase order
- ✓ To distribute purchase order
- ✓ To submit purchase order for approval
- ✓ To view outstanding orders
- ✓ To create work order and pre pack creation windows

JDA

JDA: Order Optimization

JDA’s software helps companies compose the perfect purchase order that helps increase revenue and reduce logistics costs. It has advanced capabilities in optimization logic and generates multi-tiered, time phased purchase orders. It also considers the demand forecasts, safety stocks and provides an end to end solution for buyers to purchase goods on behalf of their companies.

V. PERSONNEL AND PAYROLL MANAGEMENT

SAP Retail

Purpose

In a commercial enterprise, the most significant cost items that can be controlled are personnel costs. These costs can be reduced by implementing HR applications in the store concerned, allowing you to schedule the available human resources whilst taking projected turnover into consideration, for example.

²https://docs.oracle.com/cd/E12448_01/rms/pdf/141/html/user_guide/purchasing.htm

Short-term tasks, such as campaigns, Labelling goods, or inventories, can result in a fluctuating workload in the relevant retail stores. You need to be able to react quickly when hiring employees or planning shifts. Each individual store can manage their own personnel, allowing them to deal with any situation that may arise. The SAP CAMPBELL HR components afford HR administrators flexible support in their daily tasks.

Features

You can use the following functions in a scenario that has been adjusted to meet your requirements:

Maintain Employee Data

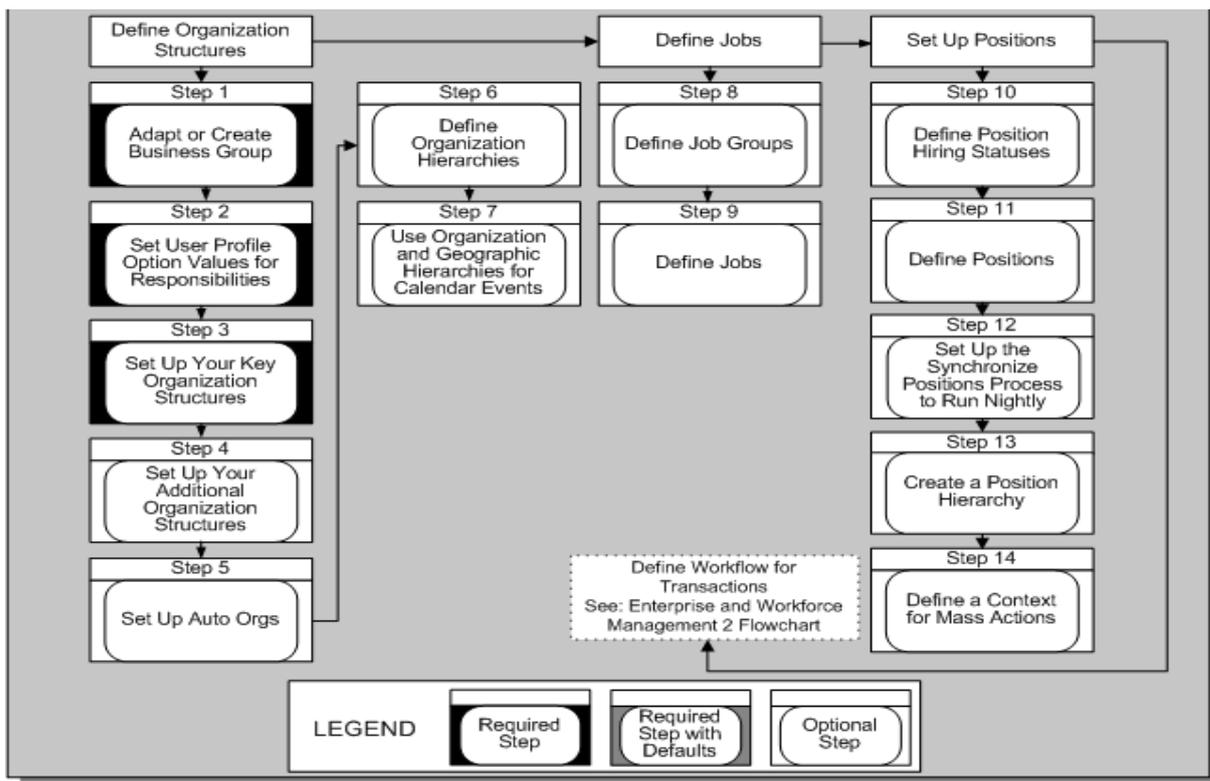
The store manager maintains basic master data, and performs personnel actions (such as hiring, dismissal, re-hiring, and organizational changes, for example). The retail store transfers this master data to the SAP HR database on a regular basis.

Shift Planning

SAP CAMPBELL staff Works determines the open requirements in the retail store, and covers them with suitable employees. In order to generate requirements, staff Works requires data from both the current and previous year from either SAP Retail or central retail systems (such as projected turnover, for example; data transfer from shipping notification data is in development), and from the local point of sale system (such as number of customers, and sales data, for example). At present, the data must be entered manually.

- ✓ **Time Recording and Correcting Time Events:** The store manager assumes the tasks of a time administrator. He/she records attendances and absences, and corrects time events. Either SAP CAMPBELL Time & Attendance or SAP HR can be used for this, as it depends on each individual situation.
- ✓ **Time Evaluation :** Time Evaluation can be performed with SAP CAMPBELL Time & Attendance, or with the SAP HR.
- ✓ **Managing Time Quotas:** You process time quotas (such as absence quotas, for example) in the headquarters, using SAP HR. You can use the functions available in Time Recording to increase and reduce these time quotas. If you have also implemented Time Evaluation (RPTIME00), there are a number of additional functions that help you to increase and reduce time quotas.
- ✓ **Payroll:** Payroll uses the work schedules generated by Shift Planning, the hours generated by Time Evaluation, and additional employee time data as a basis for calculating wages and salaries.
- ✓ **Reporting:** There are a variety of reports available for each scenario. You can run a report in both SAP Business Information Warehouse and SAP CAMPBELL staff Works.

Oracle Retail Merchandising System



Payroll Processing and Analysis in Oracle HRMS

You can run your payroll as:

- A batch process if you want to include all employees or a group of employees in the same run.
- A Quick pay process if you want to run a payroll for an individual employee.

You can perform all the necessary post processing to generate payment for your employees once you are satisfied that your payroll run results are correct:

- ✓ The Prepayments Process enables you to allocate employee payments between the payment methods that you have defined.
- ✓ The Payments Processes enable you to make automated payments to a bank account, generate cheques/checks and report on the amounts paid to your employees. You can also verify that cheques/checks have been cashed.
- ✓ The External/Manual Payments Process enables you to make cash payments or to pay employees from external sources.

You can analyze your payroll run results to get early notification of possible discrepancies:

- ✓ The Payroll Exception report enables you to identify overpayments or underpayments.
- ✓ The Void Cheque/Check Payments Process allows you to cancel a cheque/check that was produced in error.
- ✓ Employee Run Results give you a list of all results created for this payroll run.

JDA - Workforce Management Solution

Purpose

Retail shoppers today are much more demanding, savvy and price conscious than ever before. They have a wealth of information at their fingertips and can easily examine your store merchandise and then buy it online for less. Converting this new consumer to a buyer is much more difficult, and therefore requires a more skilled, better trained and technology equipped workforce. Supporting this more talented workforce requires a new breed of workforce. Management solutions designed specifically for retail that make your workforce more efficient while at the same time making them more effective.

Features

You can use the following functions in a scenario that has been adjusted to meet your requirements:

Corporate Planning

Long-term labour planning is as much about corporate strategy as it is about forecasts. That’s why JDA Workforce Management provides powerful workforce modeling tools that allow you to perform what-if analysis balancing various corporate strategies, budget priorities and labour forecasts to arrive at the most optimal labour plan for your business. Its Workload Planner enables you to take these strategies down to the individual retail outlet level to balance corporate plans with actual workforce capacity. This ensures that each site reaches its potential without over-burdening or underutilizing its workforce.

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- ✓ Model workforce requirements based on corporate strategies, forecasted labour and budget constraints
- ✓ Balance plans with workforce capacity at the site level
- ✓ “Bottom-up” and “top-down” budgeting
- ✓ Budget constraints enforced in scheduling
- ✓ Ensure compliance with country working time legislation and employment contract

Forecasting and Labour Modelling

The forecasting engine within JDA Workforce Management was built specifically for the Asymmetrical patterns of retail, including seasonality, promotions, events and new product introductions. That’s why it produces best-in-class forecast accuracy - a critical factor in minimizing labour costs without sacrificing service.

- Purpose-built retail forecasting
- Best-in-class accuracy
- Considers all traffic and related factors
- Optimization to maximize profit potential
- What-if labour modeling
- Production phasing

Advanced Scheduling

JDA Workforce Management has the industry’s most sophisticated scheduling optimization engine, continually enhanced by our Center for Optimization Excellence, to meet this challenge. The scheduling engine is rules-based. For example, in Denmark a contract period typically covers 592 hours over 16 weeks. Other countries have different hours and multi-week scheduling requirements .

- ✓ Rules-based across standard timeframes and contractual hours
- ✓ Country by country working time compliance
- ✓ Weekly, monthly and annual contract hours balancing
- ✓ Cross-location scheduling
- ✓ Adherence to budget constraints and associate preferences
- ✓ Easy to set up and change rules with testing function
- ✓ Integration with task management

Time & Attendance

- ✓ Verifies that scheduled associates are clocked-in
- ✓ Mobile manager alerts and workflows
- ✓ Contract provisions enforced for substitutions
- ✓ Comprehensive absence management
- ✓ Employee self-service.

Task Management

JDA’s Task Management solution provides following key features:

- ✓ Building task labour requirements into labour models to accurately assess capacity and budget issues.
- ✓ Enabling corporate planners to balance merchandising priorities with capacity issues by site.
- ✓ Allowing planners to electronically communicate plans, priorities, timing and instructions (including planograms, photos, graphics, voice and videos).
- ✓ Enabling site managers to assign tasks to associates with priorities and instructions.
- ✓ Providing an electronic feedback mechanism for associates and managers to report task.

Completion as well as provide feedback for continuous improvement.

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VI. POINT OF SALES

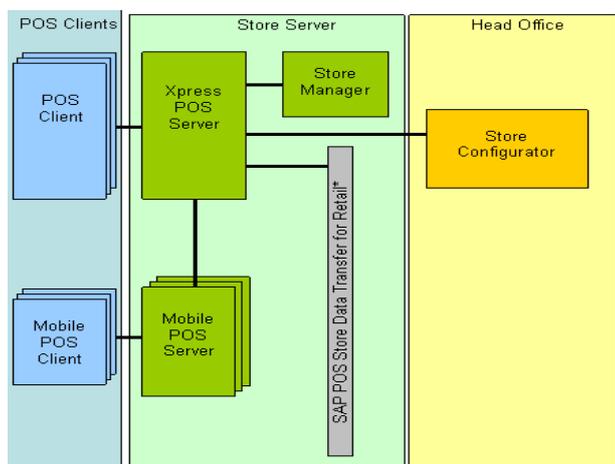
SAP for Retail

SAP Point-of-Sale (SAP POS) is a flexible, easy-to-use, and feature-rich POS for client-server environments. Designed for general merchandise and multi-format retailers, SAP POS provides a highly-configurable POS solution suite that allows you to quickly and easily configure your specific business requirements without the need for additional custom development. In addition to the POS application, SAP POS includes a powerful store-level management application to handle in-store and back-office functions such as reporting, time and attendance-tracking, file maintenance, cash management, label and sign printing, and store-level inventory control.

Integration

SAP POS is the main component of SAP's POS bundle which also contains SAP POS Store Data Transfer for Retail, SAP Returns Authorization (SAP RA) and SAP Stored Value Program (SAP SVP). For more information, see the documentation of these components.

The graphic below shows the building blocks of SAP POS and how they work together.



SAP POS Building Blocks

Features

The key features of SAP POS are:

Enhanced security strategy to ensure compliance with Payment Card Industry Data Security Standard (PCI DSS) requirements. These enhancements address issues such as the following:

- ✓ Encryption of sensitive data during storage and transmission over a public network as well as encryption of database, TLog, saf, dcl, CVTLog, and sensitive configuration parameters.
- ✓ Advanced password management.
- ✓ Masking of sensitive data which might be displayed on customer receipts, logs and other entities such as the EJV (Electronic Journal Viewer) and SAP POS Store Data Transfer for Retail logs.
- ✓ Audit trails for all sensitive data; specifically this includes an audit mechanism added to the login process to capture the currently logged in user information and save it to the TLog.
- ✓ Encryption support for any database migration tasks involving database tables containing sensitive information.

Increased support for centralized transaction services including Electronic Funds Transfer (EFT) and EFT support; stored value cards; loyalty point award and redemption processing; and customer profiling.

- ✓ Improved real-time access to customer information allowing cashiers to instantly retrieve information from third-party customer databases at the point of sale.
- ✓ Support for Global Trade Item Numbers up to 18 digits ensuring full compliance with Sunrise 2005 legislation.
- ✓ Easy collection of customer data: Offers user-definable profile prompts
- ✓ High-volume transaction processing ability: Ensures fast, accurate customer throughput
- ✓ Flexibility: Add new functionality quickly and easily, without coding
- ✓ Multiple language and definable phrasing: Facilitates international operations
- ✓ Ease of Use: Reduces time and expense associated with training
- ✓ Proven, reliable technology: Largest Windows POS installed base worldwide
- ✓ Sophisticated mix/match pricing: Flexible pricing options
- ✓ Benefits
- ✓ Literal table: Changes can be made to any and all visible text on the POS terminal using a literal table
- ✓ Easily modified user interface: Allows head office to define display formats and colors
- ✓ Multiple levels of security: Enables the system to be customized to your organization's operational guidelines and procedures
- ✓ Fast updates: Store updates can be made from the head office
- ✓ Easy database upgrades: SQL tools make it simple to sort, filter, and store data as needed
- ✓ No extra hardware: The POS register can double as a server.

Oracle Retail Merchandising System

Oracle Retail Point-of-Service is a point-of-sale application that provides the capabilities to carry out day-to-day transactions and conduct daily store activities. Tasks such as scanning items, applying price adjustments, tendering, and printing receipts as well as processing returns and web orders can be performed. Store operations including opening the store, managing registers and tills, and closing the store can be handled through Oracle Retail Point-of-Service.

Key Capabilities

- ✓ Delivers a superior shopping experience with cross-channel, save-the-sale and optional line-busting functionality.
- ✓ Increases productivity and speeds employee training with an intuitive, easy to use graphical interface.
- ✓ Includes customer purchase, profile and loyalty information to increase customer intimacy.
- ✓ Ensures accurate pricing at the point of sale with robust promotional pricing capabilities, including “best deal” and preferred customer.
- ✓ Includes cross-store inventory search capability.
- ✓ Centrally retrieve transaction data to facilitate returns.
- ✓ Implements unique business rules through easy to modify parameters.
- ✓ Ensures correct item price for non-receipted returns.
- ✓ Direct inventory updates to Oracle Retail Store Inventory Management.
- ✓ Unique Identification Number Validation through Oracle Retail Store Inventory Management.
- ✓ Supports Internationalization.
- ✓ Compatible with all Payment Application Data Security Standards(PCI-PA DSS)

Key Operational Features and Functions

- ✓ Easy-to-use graphical user interface increases productivity and speeds employee training.

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- ✓ Advanced price execution to ensure the right discounts and promotions are applied without intervention.
- ✓ Image based quick reference screens eliminate the need for scan books.
- ✓ Biometric support eliminates the operational challenge of PCI compliant passwords and fingerprints cannot be shared, lost or stolen.
- ✓ Line Buster Retrieval for rapid transaction completion.
- ✓ Item messages to communicate item-related information to the store associate and/or customer within the transaction.
- ✓ Powerful register reporting for visibility and accountability.

Deployment

Written entirely in Java and based on standards, Oracle Retail Point-of-Sale can run on many different operating systems, databases, and application servers and is optimized for products from Oracle, IBM and Microsoft. The client portion can run on a wide variety of register hardware.

Note: Oracle Consulting or an Oracle Implementation Partner will work with each retailer to determine specific hardware and operating system requirements. An Oracle account executive can provide a list of pre-certified configurations and compliance-tested devices.

JDA Point-of-Sale

A point-of-sale system designed by JDA Software Group for retail trade companies.

Purpose

Operating in hundreds of stores today, this JAVA application is a “slim-or-thick-client” solution that features component-based architecture and industry standard database and operating system choices that deliver extreme scalability and flexibility. Unlike many other Java applications, JDA Software’s Point-of-Sale solution is not a tool-kit that takes years to configure and integrate. It is a completely functional, installable application that is ready to use today. You will greatly simplify the deployment, upgrading, configuration and maintenance of your store system without compromising integrity, functionality or usability. With JDA Software’s Point-of-Sale solution, you can make system-managed configuration changes or application upgrades on every register throughout your chain as frequently as you need, without effecting custom code, at a reduced cost.

JDA Software leveraged 15 years of point-of-sale and merchandising system experience to create a POS application that delivers deep functionality to make stores part of the entire retail enterprise system. Store associates perform basic point of service functions in a fast, easy and truly unique user interface to perform sales, centralized validated returns, special orders, multiple tenders and wizard-directed actions and processes.

Challenge:

Accurately and Efficiently Executing Corporate Strategies at the Store Level Retailers invest significantly in their people, processes and technologies to drive profitable growth, satisfy consumer demand and address compliance standards. Yet every day, well thought-out plans by the best retail minds fall short. Why? Because strategies created at corporate offices failed to execute where it matters most – at the store level. When the point-of-sale (POS) solution is not fully compatible with enterprise systems, merchandisers can set one price yet cashiers may ring up another. Marketing teams can plan a high profile promotion on select items, yet the POS may extend that discount to all items.

Key JDA Point-of-Sale Capabilities:

- ✓ Ensures consistent, efficient execution of corporate strategies and a fast, accurate and secure checkout, including automated promotional execution .
- ✓ Features flexible J2EE platform for distributed application in a Web services environment .
- ✓ Enables ease of deployment and maintenance with centralized management capabilities .
- ✓ Streamlines implementation in any retail format with open XML-based integration methodology .
- ✓ Supports international currency, language and taxation requirements within a single environment .

Solution:

JDA Point-of-Sale Backed by more than 25 years of expertise, JDA Software understands the retail industry and delivers comprehensive solutions that address retailers’ practical business processes. The JDA Point-of-Sale solution enables your stores to effortlessly carry out your corporate strategies with a powerful pricing engine, enterprise-wide visibility into inventory levels and the ability to access customer information and orders across channels. Based on more than 15 years of store systems knowledge, JDA Point-of-Sale is completely compatible with your JDA or third-party merchandising system. All of the pricing, taxation and promotions that your merchandisers expertly plan will be automatically activated at every point of sale. The same product data visible at the corporate office will be accessible to appropriate store associates. By enabling your stores to serve as a true extension of your corporate headquarters, you’ll consistently offer customers an experience that leads to increased loyalty and revenues.

Drive Sales with Fast, Accurate Service at the Point of Sale
Your store associates can learn JDA Point-of-Sale’s comprehensive capabilities in approximately twenty minutes. With its process-guiding wizards navigating every transaction, JDA Point-of-Sale takes the guesswork out of store routines. Your associates will confidently handle sales, returns, exchanges, layaways, promotions and special orders. JDA Point-of-Sale’s configurable rules-based promotional engine automatically processes and applies even the most complex promotional discounts and offers, without requiring manual keystrokes or sequencing of merchandise from your cashiers. Improve Your Customer Experience with Seamless, Cross-Channel Services .

Today’s consumers shop every channel, expecting consistent service at all locations. JDA Point-of-Sale enables you to deliver. Customers can order items on your website and pick them up in your store, or buy online and return in your store. Your customers can purchase merchandise at the point of sale regardless of where the inventory resides. If your store does not have a desired item in stock, your cashiers can use JDA Point of-Sale’s “find it, get it” lookup capability to locate that item in any of your other stores or distribution centres. If the item is in stock at one of your locations, cashiers can also arrange to ship the merchandise to the customer using JDA Point-of-Sale. And by displaying each customer’s information and purchase history across channels, JDA Point-of-Sale lets your stores consistently honour accrued loyalty points to keep them coming back for more

Real Results

Companies that rely on JDA Point-of-Sale can realize significant benefits, including the following:

- ✓ Increased customer throughput with faster checkout
- ✓ Reduced training time required
- ✓ Decreased fraud with centralized return validation

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- ✓ Dramatically reduced cashier error for less markdown expenses and increased margins • Increased management productivity with fewer requirements to monitor cashier activity .
- ✓ Reduced shrink/loss and increased customer satisfaction stemming from automated promotions management .
- ✓ Prevention of lost sales, lower safety stock and increased customer retention driven by “find it, get it” inventory lookup capability.

Empower Store Associates with Real-Time Visibility into Corporate Information

Before your customers walk into your store, they have access to limitless online information about your products: brands, features, styles, pricing and even availability. They expect your store associates to have that knowledge too. JDA Point-of Sale provides appropriate store access to the information that your customers see on your website as well as the information that your merchants interact with in your corporate systems. Associates can easily perform real-time product searches using multiple, customizable criteria fields to quickly connect shoppers with what they want to buy.

Prevent Loss and Exposure at its Inception Point

Fraud is a serious, costly issue for retailers. JDA Point-of-Sale supports role-based security and encryption of sensitive data to meet payment card industry and government compliance standards and best practices. With its extensive return validation and refund policy enforcement rules, JDA Point-of-Sale also prevents fraudulent returns. You'll minimize shrink for more profit to your bottom-line while providing secure transactions

VII. CASH MANAGEMENT

SAP Retail

The Internet application Cash Balancing contains different functions to manage cash stocks and types of payment similar to cash such as checks or credit card receipts created manually in a store. The purpose of this Internet application is to map the exact cash stocks and actual business transactions related to these stocks in Financial Accounting in the SAP System.

There are 3 main functions that can be defined in Cash Control:

- **Cash Paid In and Cash Paid Out**
This function is used to enter special business transactions where cash is paid in and paid out. Cash may have to be paid out if you have to pay small bills for the general running of the store. These could include cleaning or postage. Cash paid in may come as a result of a regular customer paying late and this payment was previously created in the system as cash paid out.
- **Cash Balancing (Shift or Day-End Closing)**
This function compares the sales data that is transferred by the POS interface to the ERP System with the counted cash stocks. In addition to the cash stocks in the local currency of the store, foreign exchange, checks and credit card transactions that were not carried out electronically are all entered on the basis of manually created documents. If there are variances between system data and the count, adjustments are posted for the accounts concerned in Financial Accounting.
- **Bank Deposit**
This function is a business transaction for paying cash from a safe in the store into a bank.

Prerequisites

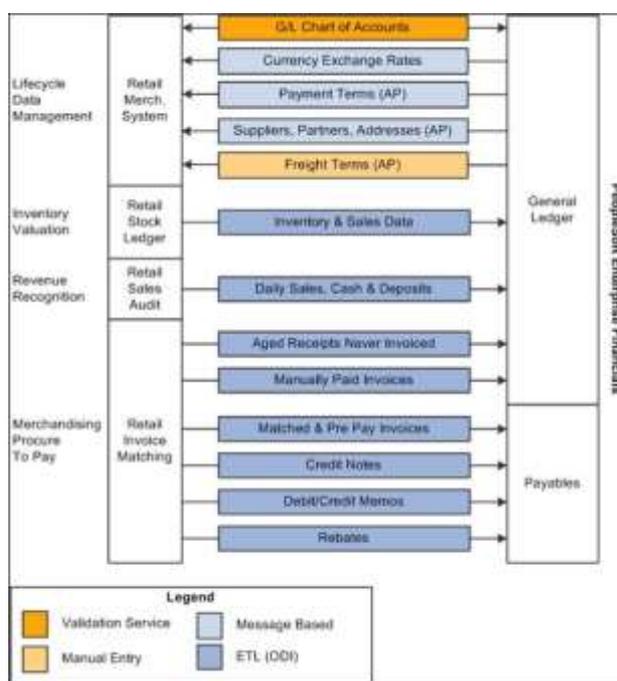
The user is the store manager who is responsible for comparing sales and revenues on a daily basis.

Features

- **Cash Paid In and Cash Paid Out**
 - ✓ Mandatory assignment of the posting to a working day, a shift or another suitable assignment criterion. The assignment can be made using the Assignment number field in a posting line.
 - ✓ The function is easy to use, as you simply need to enter the amounts paid in or out in the lines that are displayed for the business transactions that you have maintained in Customizing.
 - ✓ The business transactions are updated to the assigned G/L accounts in Customizing in Financial Accounting.
- **Cash Balancing (Shift or Day-End Closing)**
 - ✓ Mandatory assignment of the posting to a working day, a shift or another suitable assignment criterion. The assignment can be made using the Assignment number field in a posting line.
 - ✓ The target amount in the cash register can easily be determined by determining the postings.
 - ✓ You can easily determine the differences between the counted amounts and the posted amounts.
 - ✓ The cash stocks and the difference amounts are updated to the assigned G/L accounts in Customizing in Financial Accounting.
- **Bank Deposit**
 - ✓ The assignment numbers used in cash balancing determine the existing monetary amounts for which cash is to be paid in.
 - ✓ You simply need to enter the monetary amounts in the local currency for foreign exchanges and checks in the lines that are displayed.
 - ✓ You can easily determine the differences between the actual monetary amounts and the amounts to be paid in.

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Oracle Retail Merchandising System



VIII. PROMOTION MANAGEMENT FOR RETAIL

Business Objective

Provide software support and service to build an end to end promotion management system for a retail organization.

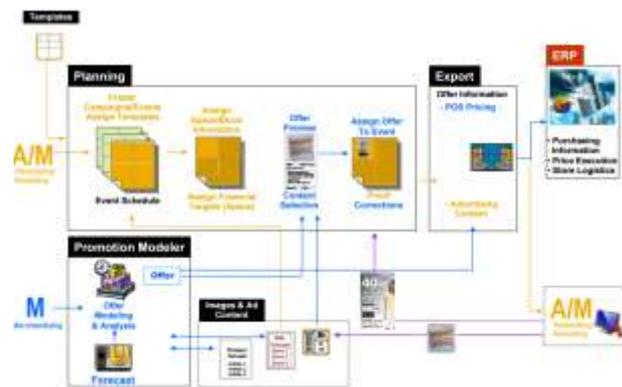
Retail Promotions Objective

Plan promotions, create, predict and execute the entire promotions effective in order to increase sales/profitability. Module Goals.

- ✓ Build, Manage and Forecast promotions and it's efficiency for our retail organization

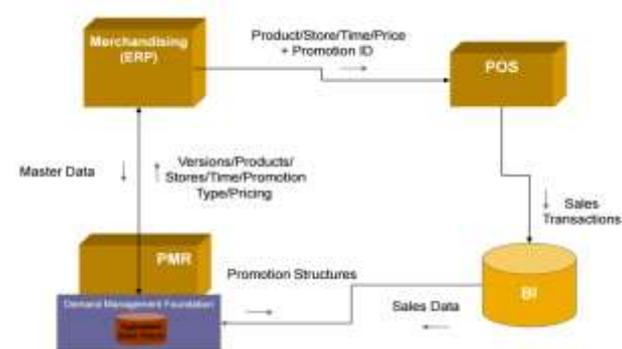
Minimum Expected Output

- ✓ Ability to manage price changes across SKUs, locations, vendors, stores with seamless connectivity to point of sale systems.
- ✓ Ability to manage all internal and vendor schemes
- ✓ Ability to micro control a single store promotion (in-store promotion) from a centralised system
- ✓ SAP Promotion Management Basic Module Overview



The above figure highlights the power of SAP in promotion planning. As shown, SAP can allow us to manage any task related to a price change or a promotion, across all SKUs, currencies, periods, quantities, categories.

Planning data could be price based, period based or quantity based. Additional customizations if needed are possible. Additional store specific, partner or vendor specific discounts or bonus buys can also be customised. Merchandising or final sales data can be fed to the promotion model-err system which can allow us to draw some key insights to plan promotions better. Finally this data seamlessly flows in to a central POS system, where all data flows to POS systems across the company's stores and closes the loop.



Key Benefits of SAP PMR

- ✓ Collaboration: Allows the business users to collaborate with each other effectively and help them plan and execute throughout the promotion lifecycle.
- ✓ Mobility & Multi Channel: Specific channel wise promotions are possible through SAP PMR.
- ✓ Demand Driven Forecasting: Sales data can be fed directly to a SAP PMR in order to generate insights for planning future promotions.
- ✓ Segmentation & Loyalty: SAP PMR allows you to segment your customers across your retail segments or by their purchase behaviour. You can run targeted promotions basis the loyalty shown by your customers.

Oracle Retail Price Management Module

Oracle Retail Price Management is designed for retailers who require complete visibility and control in order to streamline pricing decisions across all selling channels. Oracle's solution provides retailers with a rules-based pricing strategy and execution engine to ensure that target margin or a competitive position is achieved in line with corporate objectives. With Oracle Retail Price Management, retailers can manage the full pricing process with a more predictable and profitable outcome.

Key Features

- ✓ Configurable strategies to preserve margin, meet competitive targets or align to market conditions.
- ✓ Optional automatic price change execution based on rules.
- ✓ Advanced conflict checking.
- ✓ Tools to understand alternative pricing option impact.
- ✓ Price point and ends-in capabilities.
- ✓ Market basket codes and linked item codes to ensure pricing consistency.
- ✓ Integrated with Oracle Retail Merchandising and Oracle Retail

Point-of-Service.

Key Benefits

- ✓ Supports configurable pricing differentiation across the organization.
- ✓ Automates and streamlines pricing strategies.
- ✓ Provides ability to meet competitive pricing targets.
- ✓ Standardizes market image.
- ✓ Supports wholesale operations.
- ✓ Supports all product categories.

JDA Retail Price Management Module

With constantly evolving product choices and trends, determining optimal price and promotional strategies for every product/location combination has become increasingly difficult to do. JDA's Retail Lifecycle Pricing solutions enable companies to synchronize promotion planning, forecasting and retail price optimization with advertising and price execution. Transform your business by using JDA solutions to:

- ✓ Increase customer traffic with more targeted ads and promotions.
- ✓ Use consumer-centric merchandising processes to build brand loyalty.
- ✓ Integrate lifecycle pricing strategies with forecasting techniques from JDA Demand.
- ✓ Achieve measurable top- and bottom-line improvements.

JDA Software helps the world's leading retailers and consumer goods manufacturers achieve tangible benefits by enabling a demand-driven approach to lifecycle price and promotion management. These solutions can deliver impressive benefits with capabilities that support:

A synchronized view of consumer demand

- ✓ Enhanced visibility of price and promotional impacts on consumer demand.
- ✓ Improved forecast accuracy.
- ✓ Improved financial predictability.
- ✓ Aligned inventory levels with base and promotional demand.
- ✓ Optimized inventory investment.
- ✓ Decreased out-of-stocks and overstocks.
- ✓ Reduced inventory levels.
- ✓ Influenced more intelligent and bold markdown decisions.

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Reduced costs with streamlined processes.

- ✓ Eliminated pricing errors.
- ✓ Boosted productivity with time savings capabilities that reduced data entry errors.
- ✓ Significantly accelerated process of creating and distributing printed advertising pieces. Increased customer traffic and improved brand image with more targeted ads and promotions.
- ✓ Streamlined process of managing localized versions of ads and promotions with messages that target growth markets.
- ✓ Decreased the lead time of selecting and preparing ad executions.
- ✓ Dramatically improved the accuracy of information by ensuring the item and price promoted in the ad is available at the stores.

Lifecycle Pricing

If your company is ready to adopt a demand-driven approach to lifecycle price and promotion management, JDA Software is ready to lead the way. For more than 25 years, hundreds of the world's leading retailers and manufacturers have increased sales and brand awareness with JDA solutions supporting more profitable pricing strategies and targeted promotions. Now we've united all the best practices that support the varying stages of lifecycle pricing, base price optimization, markdown optimization, promotion planning and advertising execution within JDA's Retail Lifecycle Pricing solutions. JDA Retail Lifecycle Pricing can help drive traffic and profitability throughout your sales channels. You'll build brand loyalty with consumer-centric merchandising processes fine-tuned to your best customers' preferences, overall costs and market position. Integrated Capabilities for Price and Promotion Management JDA Retail Lifecycle Pricing synchronizes promotion planning, forecasting and price optimization with supply chain, advertising and price execution. Your company can more efficiently and accurately manage a wide range of processes:

- ✓ Increase awareness and understanding of how your customers react to pricing and promotions.
- ✓ Apply a consistent, systematic approach to improve and automate your daily activities, including the review of in-season performance.
- ✓ Realign your performance goals based on automatic, system-generated recommendations.
- ✓ Incorporate the effects of price adjustments and promotions into a single demand forecast that is shared enterprise-wide.
- ✓ Align purchasing and fulfillment decisions with anticipated demand.
- ✓ Automatically generate high volumes of significantly versioned ads with maximum efficiency.
- ✓ Streamline and automate trade event and promotion programs for better results.
- ✓ More efficiently establish everyday pricing that best adheres to your category pricing strategies while minimizing the impact on store labour.

Our solution also delivers new pricing and promotional decisions to a wide range of JDA demand, fulfillment, space management, enterprise planning, merchandise operations and point-of-sale solutions for further execution.

Leverage a Shared, Synchronized View of Demand

With constantly evolving product choices and trends, determining the optimal price and promotional strategies for every product/location combination has become increasingly difficult to do. Critical to the success of promotion planning and price execution is a comprehensive forecasting and replenishment solution that integrates the end-to-end components of the supply chain. A tremendous competitive advantage of JDA Retail Lifecycle Pricing is its connection with

the JDA Demand solution. JDA Retail Lifecycle Pricing then combines the lift associated with price adjustments and promotional tactics with the baseline demand forecast into one operational system. With a single view of demand across departments and locations, your company can more accurately advance promotional and price planning activities and demand requirements.

Take a Phased Approach to Next-Generation Capabilities

Evolving from a manual, instinctive approach to a demand-driven strategy can be daunting. That's why we offer your company the freedom to introduce change at a manageable pace. Your company can incorporate JDA's capabilities into your existing business processes in phases, focusing first on the areas that will bring the most immediate value to your business. Enable Demand-Driven Lifecycle Price and Promotion Management.

With constantly evolving product choices and trends, determining optimal price and promotional strategies for every product/location combination has become increasingly difficult to do. JDA's Retail Lifecycle Pricing solutions enable companies to synchronize promotion planning, forecasting and price optimization with supply chain, advertising and price execution. Transform your business by using JDA solutions to:

- ✓ Increase customer traffic with more targeted ads and promotions.
- ✓ Use consumer-centric merchandising processes to build brand loyalty.
- ✓ Integrate lifecycle pricing components with forecasting techniques from JDA Demand.
- ✓ Efficiently establish localized pricing policies that allow you to more effectively compete in the local market.
- ✓ Achieve measurable top- and bottom-line improvements.

IX. CUSTOMER RELATIONSHIP MANAGEMENT**ORACLE CRM**

On demand for Retail execution- helps streamline merchandising activity and maximize the effectiveness of your promotions. Centralized objective setting, real-time dissemination of content, and closed-loop activity management allow tight control of valuable mobile retail execution teams and brokers.

Key features

- ✓ Turnkey, hosted Software as a Service (SaaS) solution, delivered on demand.
- ✓ Centralize management of retail execution activities .
- ✓ Centralized distribution of collateral and planograms .
- ✓ Secure management of broker activities and information access .
- ✓ A single source of the truth for field sales activities .
- ✓ Support for consumer grade mobile devices including smart phones and tablets.

Key benefits

- ✓ Improve retail execution and merchandising effectiveness
- ✓ Centrally manage field merchandisers .
- ✓ Improve store-level promotion execution and compliance
- ✓ Holistic view of all field activities .
- ✓ Simplified distribution of reports, planograms, surveys, objectives and territory re-alignment .
- ✓ Improve collaboration with the retailers, wholesalers and brokers .
- ✓ Rapid deployment, time to value and minimal training.

SAP CRM

Key Features

Close the loop and Improve:

- ✓ Allows Retailers to evaluate consumer buying and paying behaviour and to consolidate this across multiple channels and systems.
- ✓ To improve further activities the results of the evaluation are used to control campaign success and costs.

Analysis:

- ✓ Tracking consumer buying and paying behaviour. consolidate data across multiple channels and systems.
- ✓ Using test markets.
- ✓ Discovering selling opportunities.

Improvements

- ✓ Launch target group specific campaigns
- ✓ Cost control
- ✓ Integration of different channels more effective

Marketing planning

Marketing Planning allows Retailers to plan all marketing activities from budget planning to expected returns and apply it to plan and optimize marketing processes and to define a strategy based on empiric data.

Business Analytics

- ✓ Market Plan Analysis
- ✓ Campaign Reporting & Monitoring
- ✓ Regency Frequency Monetary Analysis
- ✓ Customer Behaviour Analysis
- ✓ Customer Lifetime Value Analysis

Planning & Simulations

- ✓ Market Research
- ✓ Marketing Plan Development
- ✓ Marketing Calendar
- ✓ Resources & Budgets Planning

Campaign management

Customer Segmentation allows retailer to create highly targeted segments at the consumer without IT intervention. By dividing your market into different segments, you can provide more personalized product offerings. Companies can create targeted, personalized campaigns across all communication channels, including direct sales, call centres, mail, email, fax, Internet, and mobile devices.

Target group selection

- ✓ Customer Segmentation
- ✓ Target group optimization
- ✓ Quick Counts
- ✓ Segment Deduplication
- ✓ Time-Dependent Selection
- ✓ Multiple-Level Selection

Campaign management

- ✓ Campaign Planning
- ✓ Marketing Calendar
- ✓ Campaign Simulation
- ✓ Resources & Budgets Planning

Personalization

- ✓ Cross/ Up/ Down selling
- ✓ Dynamic Personalization
- ✓ Marketing Calendar
- ✓ Campaign Simulation
- ✓ Resources & Budgets Planning

Channel execution

E-Selling enables the complete sales process to run on the internet. Telesales, for contact centres is focused on outbound or inbound sales activities. Channel Sales enables partners to sell more effectively branded products. POS identification and campaign integration via loyalty cards.

Customer care

Customer Service & Support enable customer service centres to manage and fulfil commitments to both partners and customers with efficient service planning and execution, by connecting the front office & back office together into One-Office.

Retailer can measure the success of their campaigns, react on the result and improve customer interaction in succeeding processing.

JDA CRM:

JDA Customer Relationship Management enables you to support and manage each customer’s shopping experience from every point of purchase. Offering a cross-channel view of customer activity, JDA’s solution lets your associates rely on a single source of information to stay current with your customers as they move throughout your sales channels. JDA Customer Relationship Management empowers your entire organization to easily update customer records and access real-time information while interacting with your customers. Plus, you’ll save hours of lost time by eliminating the tedious process of managing separate databases for individual stores, regions and divisions.

JDA Customer Relationship Management provides you with a single point for collecting, analyzing and managing transaction types, dates and times, receipt amounts, products bought or returned, promotions, customer visits, gross margins, net sales and other key customer information. Additionally, you can view individual buying history down to the product, organization and promotional level, enabling you to forge closer interactions with valued customers, and ultimately, drive sales.

Key CRM Capabilities:

- ✓ Provides a single point for collecting, querying, analyzing and managing customer information and transaction records.
- ✓ Allows users to view, edit, add, delete and export customer records.
- ✓ Provides an overview of a particular customer’s buying history and shopping habits down to the product, organization and promotional level.
- ✓ Maintains and monitors associate contacts made with each customer.
- ✓ Includes comprehensive attribute maintenance functionality.
- ✓ Distributes customer information throughout your entire organization in real-time.
- ✓ Supports users in creating targeted promotions and price events.
- ✓ Contains powerful tracking tools for measuring marketing campaign effectiveness.
- ✓ Facilitates the definition, maintenance and implementation of unique loyalty programs.

Key Benefits:

- ✓ Ability to identify most-valued customers and improve their shopping experience.
- ✓ Increased sales resulting from targeted promotions and incentives.
- ✓ Ability to maximize the return on your marketing investment.
- ✓ Improved associate productivity and customer satisfaction.

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X. CONCLUSION

SAP and Oracle continue to fight it out for the top spot in retail software, but both are aware that integration is critical. For the most part, both SAP and Oracle have pulled even in the eyes of retailers, each edging out the other in certain areas, depending on the functionality customers are looking for. SAP has the edge when it comes to promotion and price optimization software, whereas, Oracle has the edge in merchandise planning and execution.

It's tough to find a leader in different retail segments, because retailers' needs are diverse, and they're try to choose best-of-breed vendors to fill them. For now, both vendors are winning new customers and there are more competitors, including JDA, Aldata, Retailix, Epicor/CRS, NSB Group, and Tomax that continue to add customers and deliver new applications and services as well.

The retail market has been a battleground for the two vendors ever since Oracle outbid SAP for Retek in 2005. Since then, the two have added functionality to their suites, buying best-of-breed vendors to bolster them. Along with Retek, Oracle acquired ProfitLogic and G-Log in 2005 and 360Commerce in 2006. SAP acquired Triversity in 2005 and Khimetrics in 2006. Recently, SAP acquired SAF AG, which makes forecasting and replenishment software. The result has swayed the most sceptical of customers -- retailers -- more toward a suite approach to applications.

Retailers don't want to sacrifice best-in-class functionality for a suite, but they also want integrated customer demand-driven forecasting that facilitates automated planning across functional areas and across channels. Also, retailers, like other industries, are cutting IT budgets, putting discretionary spending on hold and applying more stringent criteria to purchasing decisions regularly. While purchasing software, they're buying one or two modules at a time, with the intention of tackling areas that will provide the most business value right away.

Technology that can increase merchandise or price optimization is high on these lists of priorities. Retailers should prioritize initiatives that can deliver quick wins and more efficient use of inventory, such as in-store promotion technology, demand management, merchandise/price optimization and supply chain and replenishment.

Oracle has a better merchandise planning and assortment module. It's used to plan what's going to which store week by week, and how much space the store is going to give to it.

Wawa, one of SAP's first Merchandise and Assortment Planning (MAP) customers, implemented only a small portion of SAP MAP for budgeting purposes. It bolted on JDA Intactics for space management functionality.

Customers interested in merchandise optimization, like the apparel or footwear manufacturers, typically look to Oracle because of what it can do with markdowns.

Even though, both SAP and Oracle have really good merchandise planning applications, Oracle has an edge in markdown optimization, while SAP seems to have an edge in price and promotion optimization.

SAP excels on the supply chain front; customers seeking tight integration around supply chain with execution of strategies at the store tend to look at SAP. One reason is that SAP is great at organizing item master data, something very important for stores like Home Depot, whose shoppers' experience often starts online.

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