

Retail Customer Success

Case Study: A Leading Retailer Unifies Product and Location Data for Omnichannel Operations with Oracle Cloud EDM

This success story illustrates how a major retail company, operating a complex network of physical stores and e-commerce platforms, solved its data fragmentation problem by implementing Oracle Cloud Enterprise Data Management.

Business Pain and Need

The client, a prominent retail chain with a significant omnichannel presence, was struggling to manage its data across a fragmented environment. Its physical stores, e-commerce site, and mobile app all operated on different systems, each with its own way of defining key data elements like product SKUs, store locations, and sales channels. This inconsistency was a major pain point for both finance and operations. The finance team couldn't get an accurate, consolidated view of profitability by product or region, as data reconciliation was a manual and error-prone process. The operations team struggled with inventory management and fulfillment, as they couldn't trust the data on where products were located. The need was clear: they required a single source of truth to manage their most critical data and enable a true omnichannel experience for their customers.

The Solution

The company implemented Oracle Cloud EDM as a centralized master data hub. The solution was designed to:

Establish a "Single Source of Truth" for Product Data: They used EDM to create a single, governed master list of all product SKUs, with consistent attributes and hierarchies. This ensured that all downstream systems—from the inventory management and point-of-sale systems to the financial reporting applications—used the same, accurate product data.

Align Location Hierarchies: EDM was used to create and maintain a unified hierarchy for all store locations, regions, and sales channels. This allowed the company to consistently report on sales and profitability from a single, accurate perspective.

Enable Multichannel Reporting: By providing a consistent data foundation, EDM allowed the company to finally gain a unified view of its customers and sales across all channels. This enabled leadership to make better strategic decisions about where to invest and how to optimize their omnichannel strategy.

Automated Data Governance Workflows: The firm configured EDM's workflow to automate the process of creating new products or store locations, ensuring all changes were reviewed, approved, and automatically published to all subscribed applications.

Implementation Timeline

The project was completed in approximately six months. This included the initial discovery and design phase, the configuration of EDM, the integration with their existing ERP, EPM, and retail management systems, and the training of their business teams. The phased approach allowed the company to begin with a critical business unit and then scale the solution to others, including newly acquired entities.

ROI and Business Value

The implementation of Oracle Cloud EDM provided a clear and compelling return on investment, with a payback period of under a year. The key business values and ROI metrics included:

Faster Financial Reporting: The company reduced its financial reporting cycle by 50% by eliminating manual data reconciliation and validation.

Improved Inventory Management: By ensuring consistent product and location data, the company significantly reduced its inventory discrepancies by 30%, leading to better fulfillment and less lost sales.

Enhanced Strategic Decision-Making: For the first time, leadership had a unified, accurate view of profitability by product, store, and channel, enabling them to make better-informed decisions about their omnichannel strategy.

Increased Productivity: By empowering business users with a self-service EDM platform, the company freed up its IT team to focus on more strategic, high-value projects rather than day-to-day data management.

This video provides an overview of how Oracle Cloud ERP can help retailers with their financials and operations. Unicorn goPuff supports explosive growth by standardizing on Oracle Cloud.