Oracle Unveils New Retail Allocation Capabilities with New Release of Oracle Retail Allocation

KUALA LUMPUR, 12 Aug 2013 – Oracle Corporation (NASDAQ: ORCL), the world's leading IT solution provider, today launches Oracle Retail Allocation to help retailers improve customer experience and increase inventory sell-through.

The new release of Oracle Retail Solution enables retailers to deliver the right product, in the best assortment, for each location using real-time inventory levels along with sales and planning information.

"Smarter allocation is the last mile to improving customer experience and protecting margins," said Mike Webster, Senior Vice President and General Manager, Oracle Retail. "The latest update to Oracle Retail Allocation delivers deep retail functionality, actionable insight, and a user interface that makes sense for today's users."

Overlaying science with the art of merchandising, Oracle Retail Allocation 13.3 provides dashboard reports and recommendations consider the entire lifecycle of a product and optimize allocations to speed inventory turn and protect margins.

Oracle Retail Allocation 13.3 adopts a modern Java interface that employs product images rather than just the SKU number or product name, which helps accelerate the allocation process while encouraging better visibility and control over inventory allocation to stores.

By integrating with the broader suite of Oracle Retail solutions including Oracle Retail Merchandising System and Oracle Retail Assortment Planning and Size Profile Optimization, the allocation solution promotes shared visibility across key retail business teams and creates more fluid and efficient merchandising, supply chain, marketing and inventory management decisions.

About Oracle Retail

Oracle provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business. 20 of the top 20 retailers worldwide - including fashion, hardlines, grocery and specialty retailers - use Oracle solutions to drive performance, deliver critical insights and fuel growth across traditional, mobile and commerce channels. For more information, visit our Web site at http://www.oracle.com/goto/retail

About Oracle

Oracle engineers hardware and software to work together in the cloud and in your data center. For more information about Oracle (NYSE:ORCL), visit www.oracle.com.

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