Oracle Retail™ Value Proposition

What we focus on with Retail Industry Executives (GMM)

What we focus on with IT Executives (CIO)

Guaranteed Advantage

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Rapid Results

- Bottom Line Driven
- Speed to benefit
- Benefits realization focus
- Partnership
- How we define success
- Enables collaboration

Proactive Decision-Making

- Proactive vs. reactive
- Drives growth
- Realize your full potential
- Fully utilize all assets
- Insight to succeed

Proven Advantage

- Most installed retail c/s base
- Most experience and expertise
- Proven
- Works for some of the world's best retailers
- Solid, dependable & proven backbone (architecture)

Architected Best-In-Class™

- Right tool for the right job
- Single point of support
- Breadth and depth
- Single vision
- Fully Integrated
- Modular, configurable and flexible
- Web enabled

How we articulate the benefits of choosing Oracle Retail™