Oracle Site Hub Use Cases and Roadmap

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Oracle MDM
May 19, 2015
Safe Harbor Statement

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Program Agenda

1. Current Market Trends
2. Site Hub Use Cases
3. Customer Examples
4. Roadmap
Current Operational and Marketing Trends

Internal Factors

**Shrinking Operations Budget**
Shift towards lean operations have reduced operating budgets.

**Supply Chain Complexities**
Outsourced manufacturing, distribution and logistics, excess capacity, and constant pressure to drive down costs makes operations more complex and difficult to manage.

**Increasing Customer Demands**
From customers standpoint, everything has to be done much faster and more effectively than ever before.

External Issues

**Demand for more locations**
Increasing number of mergers and acquisitions and new site acquisitions leads to large amount of location data consolidations and subsequent data governance challenges.
Site Hub Use Cases

Retail Store Management
- Consolidating location information
- Managing franchise vs own locations

Location Based Services
- Managing services available per location
- Mapping service areas

Location Based Application
- Using Site Hub as the location master Site Selection application combines internal and 3rd party location data to manage location based processes

Route Master
- Centralized location master to maintain locations and routes
Challenges in Retail Store Management

Fragmented Site Information

What is tracked and how is it used
- Basic address/physical information
- Site/Store configuration
- Store technology installed
- Operating hours
- Organizational hierarchy (operational alignment)
- Responsible parties
- Historic data

Challenges
- Changes to UI or data model are complex and time consuming
- Hierarchy Management is difficult
- Legacy type integration
- Highly complex over engineered technology solution

Sources: 1- Ventana Research
Costco Wholesale
Costco Wholesale Corporation is a membership-only retail warehouse club that provides a wide selection of merchandise. Costco has around 650 stores worldwide with majority of stores in US, Canada, Mexico and UK.

**Challenge**
- Legacy location management solution that lacked consolidation capability, real time update and data model extension
- Manage store lifecycle by mastering all store level data in a single location
- Facilitate site selection and market planning solution with consolidated enterprise site data

**Solution**
- Oracle Site Hub - Hosted Service
- Site Selection & Market planning solution (partner solution)

**Result**
- Streamline site lifecycle and site maintenance operations process
- Reduce maintenance costs by subscribing to a hosted site management solution
- Improved site data quality that helped to better plan site selection and marketing decisions

Costco Wholesale is a membership-only retail warehouse club that provides a wide selection of merchandise. Costco has around 650 stores worldwide with majority of stores in US, Canada, Mexico and UK.
Wendy’s
Wendy’s is a quick service Hamburger restaurant food chain primarily in US. Enterprise wide there are around 10,000 restaurants

**Challenge**
- Initiative started with the objective to decommission and retire the Wendy’s IBM mainframe
- Needed to find a replacement for to manage store hierarchies with multi branded capabilities
- Had a need to create a database of all stores that will be shared with many operational applications

**Solution**
- Oracle Site Hub

**Result**
- Centralized and managed site information for the enterprise
- A single view of site data that can be leveraged across all functional departments and Brands
- Capability to accelerate business expansion i.e. mergers and acquisitions
- Improve fragmented or incomplete site data into a central repository
TJX Companies
The TJX Companies, Inc. (NYSE: TJX), is an apparel and home goods company based in Framingham, Massachusetts. It is the largest international apparel and home fashions off-price department store chain in the United States.

**Challenge**
- Manage all store level planning attributes in one location including core, global and department level attributes
- A platform to perform initial data conversion for store planning attributes
- Master store lifecycle in the same platform as store planning master

**Solution**
- Oracle Site Hub
- Real-time integrations with IBM Websphere

**Result**
- Broad Store lifecycle management in one application - from site selection to store merchandise planning to store opening
- Automated Workflows that removes multiple manual touch points
- Enriched Site Master including data such as store layout, photographs

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Location Based Services

**Use cases**

- Mapping all available location based services based on geo-code boundary
- Relating services to customer addresses
- Identify services available/not available to new customers
- Calculating spatial distance to nearest available services

**Targeted Industries**

- Services – for providing services based on service boundaries
- Insurance - for more detailed actuarial evaluations by area
- Property management – sell, managing, leasing by region
- Healthcare Provider – health care analysis, locating resources and services
- Travel services – to identify unique to the provider benefits
Suggest Near-By business partner when coverage is not available

1. New customer address has no coverage
2. Show me all available coverage within 10 miles of the new customer address
3. Shows the nearest address where service is available
TMC Analytics – Location Intelligence Solution

- Map based location optimization software for customers seeking higher returns on invested capital
  - New Store Development
  - Portfolio Rationalization

- Platform for Location Analytics including Sales Forecasting and Cannibalization Analysis

- Manage deal pipeline and approval process

- Works with Oracle E-Business Suite and PeopleSoft

- Global solution

View sites on the map

Sites with associated trade areas and demographics
Create New Service Areas, locate customer within coverage

1. New customer address shows up in the Map
2. Overlapping areas shows the different types of coverage
Posten Norge

Posten Norge (Postal department of Norway) is a leading company within postal, communication and express/logistics in the Nordic countries. Its key business is development and operation of physical network for letters and parcel.

**Challenge**
- Old legacy system that was their site master based on mainframe platform with high operating and maintenance cost and difficult to change when needed.
- Ease of integration with eBusiness Suite (eBS) including Customer master
- Flexible and configurable data model with good fit for route modeling.

**Solution**
- Oracle Site Hub
- Oracle Customer Hub

**Result**
- Helped streamline operations with easy route building and management for postal delivery
- Lower operation and maintenance cost retiring legacy application
- Platform for accommodating future business growth with scalable application and data model
**Use Case – Route modeled as a hierarchy**

<table>
<thead>
<tr>
<th>Facts Route Management system</th>
<th>Organizational units - Mapped as Site and Hierarchy UDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Routes - Mapped as Hierarchy</td>
<td>468 distribution units and satellites (changing with the new sorting centre)</td>
</tr>
<tr>
<td>■ Approx. 6500 routes</td>
<td>■ 1434 sales offices (post offices and post in shops)</td>
</tr>
<tr>
<td>Stops – Mapped as Sites</td>
<td>Number of users – Ordinary Site Hub User</td>
</tr>
<tr>
<td>■ Approx. 810 000</td>
<td>■ Approx 6-700</td>
</tr>
<tr>
<td>Mailboxes – Mapped as Sites</td>
<td>Other facts</td>
</tr>
<tr>
<td>■ Approx. 2 730 000</td>
<td>■ A postman serves between 500 and 1000 mailboxes each day.</td>
</tr>
<tr>
<td>Mail recipients – Mapped as Parties (Connected as site multirow</td>
<td>■ Approximately 7.5 billion mail forwarding per day</td>
</tr>
<tr>
<td>attribute)</td>
<td></td>
</tr>
<tr>
<td>■ Approx. 5 500 000</td>
<td></td>
</tr>
<tr>
<td>Racks – Mapped as Site UDA</td>
<td></td>
</tr>
<tr>
<td>■ Approx. 6000 racks</td>
<td></td>
</tr>
<tr>
<td>Rooms – Mapped as Site UDA</td>
<td></td>
</tr>
<tr>
<td>■ Approx. 360 000</td>
<td></td>
</tr>
</tbody>
</table>
Use Case – Route modeled as a hierarchy
Site Hub Customers

MISCELLANEOUS

- Johnson Controls
- Specsavers
- NBNCo Limited
- Weatherford

COMMUNICATIONS

- H3G
- MTS
- vodafone
- voda.com
- mobily

PUBLIC SECTOR

- posten
- NYC
- Ministry of Foreign Affairs
- Rijksgebouwendienst
- Ministerie van Binnenlandse Zaken en Koninkrijksrelaties
- General Authority of Civil Aviation

RETAIL

- Costco Wholesale
- TJX
- Wendy's
- 7 Eleven
- Jack in the Box
- Safeway
- Ahold
- EZ Pawn
- Payless ShoeSource
- Bob Evans Farms
- Sherwin-Williams
- Sonae

Oracle
Site Hub: Current Release and Roadmap

**Release 12.2.4**
August 2014

- Google API Upgrades: Street View, Nearby Search
- Polygon Geometry Site visualization in maps
- Enhanced Spatial Queries and Driving Directions

**What’s Next 12.2.5**

- Trade Area Enhancements with free hand polygons
- Web services (CRUD services) for Trade Areas
- Source system management and cross referencing
- Mobile Application

**Future Directions**
Post 12 month planning cycle

- Integrated Data Quality with Oracle EDQ
- Enhanced Integration with Asset & Property Mgr
- Site Workflow Support
- Front end with Endeca
Site Hub - Mobile Site Management

[Images of mobile devices showing different views of a mobile application for site management.

- Site Search
- Costco Wholesale Corp
- Costco Forster City
- Costco Redwood City
- Costco South SF

- Costco Wholesale Corp
  - COSTCO001
  - Overview
  - Attributes
  - Contacts

- Primary Address
  - 999 Lake Drive
  - Issaquah, WA 98027
  - USA

- Type: Internal
- Calendar: Monthly calendar
- Legal Entity: Costco USA
- Purpose: Headquarters

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Hardware and Software
Engineered to Work Together
Appendix
Additional Slides