



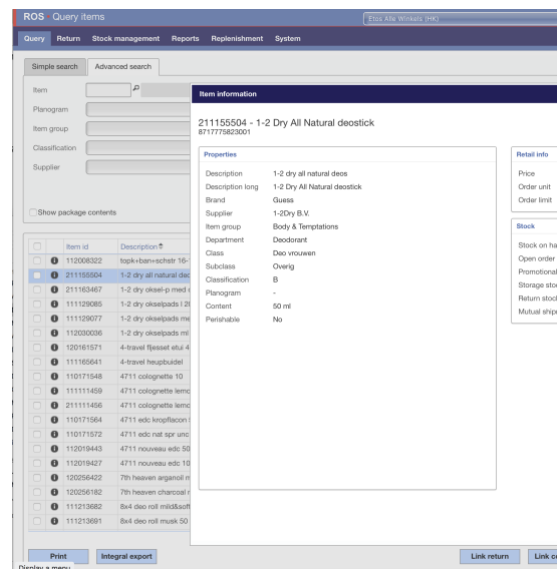
Retail Operations Support (ROS) for Etos

The case

As part of its IT program Iris, Ahold-Delhaize started implementing the application suite Oracle Retail (formerly known as Retek) in 2010 as a replacement for a large number of custom-built applications, developed for Etos over the years. This major operation experienced several setbacks and, although the implementation in the distribution center was successful, the roll out stopped after only 3 stores. The functionality of the store module of Oracle Retail (SIM) was considered insufficient and the user friendliness was inadequate.

In 2014, Orcado was hired to replace the Oracle Retail store module by a user friendly custom-built application with adequate functionality. The new application had to integrate seamlessly into the remaining modules of Oracle retail (WMS, Price Manager and RMS). Apart from that, the assignment also included the design and development of automated store replenishment functionality, based on a forecasting and calculation module, which had to be adapted to Etos' specific situation.

The implementation of the Oracle Retail suite depended on the delivery of both the new module and the automated store replenishment functionality. Therefore, the project stood under high pressure and had the attention of Ahold Delhaize's top management.



The approach

For this assignment, Orcado lined up a dedicated and multi-disciplinary team which worked in close cooperation with Etos' business experts. The project was carried out according to the Orcado Controlled Agile method, meaning that clear commitments were made upfront about the planning and general requirements while agility was maintained in the realization of the software and the detailing of the functionality. In this process, the business experts and end users of both Etos' headquarter and its stores were involved. Prototypes and intermediate versions of the final product were presented to as many potential users as possible. Remarks and findings were incorporated in the final version of the application. At the annual Etos Employee Day, for example, a hands-on prototype of the application was presented to hundreds of shop employees. Their reactions served as input for the final product.

The result

All 550 Etos stores (both franchise and own) and Etos' headquarter now use the Retail Operations Support application (ROS). This centrally hosted system, built in Oracle APEX, consists of a desktop and a PDA variant. The PDA version of ROS makes use of the function keys belonging to the PDA, thereby attaining the look-and-feel of a native scanner-application, even though it is actually a web-based application.

ROS communicates in real-time with Oracle Retail and with the cash registers. This is realized through the development of more than 20 interfaces that exchange data via Oracle Fusion Middleware.

ROS calculates both regular and promotional orders. The order calculation takes into account stock levels, sales history and seasonal influences and can be adapted by specialized employees from Etos for whom a large set of parameters has been developed.

By using the physical shelf lay outs for the Etos assortment (planograms), ROS supports so called guided counts. This helps store employees count the stock. Headquarter employees can schedule stock counts for stores in a very flexible way. ROS ensures that employees are optimally guided along the shelves without having to needlessly walk back-and-forth.

“ROS was the missing link to successfully complete the implementation of the Oracle Retail Suite.

The best of both worlds: the power of a major platform and the perfect fit of the custom made solution by Orcado.”



Apart from the functionality already mentioned, ROS also supports the processes of receiving goods in stores, returning goods to the warehouse, mutual shipments between stores, maintenance of local assortment and local prices and the printing of shelf labels. It also contains powerful reporting tools to support store management as well as the headquarter.

When ROS was put into operation, nothing stood the successful completion of the implementation of Oracle Retail in the way anymore.

Follow-up assignment

Orcado was involved in the migration of all 550 Etos stores to the new platform. From the moment the first stores started using ROS, application maintenance (2nd line and beyond) was covered by Orcado. Orcado carried out this task in close cooperation with other suppliers responsible for linked applications, infrastructure and helpdesk.

More information about this case study?

Please, contact us. We would be happy to provide you with more information about this assignment and others which have been carried out successfully by Orcado. A demonstration of the application built by us would certainly be possible.

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Specifications

- Oracle APEX for both desktop and PDA
- Oracle database
- Oracle Fusion Middleware
- Vanilla realtime interfacing to Oracle RMS, RPM, WMS
- Interfacing to JDA
- Interfacing to Fujitsu Storecentre
- Batch scheduling using IBM Control-M
- Support for any language (Dutch and English deployed)
- 550 stores
- 1150 PDA's
- 600 Desktops
- 4966 users
- 20 real time interfaces
- 700.000 calculated order lines per day