

# **Proxima**<sup>360</sup>

Simplifying Retail

A Division of Dotcom Team, LLC



# What to Expect

- 1 About Us (Our Team History, Our Capabilities, & How Can We Help? )
- 2 Oracle Retail Experts
- 3 System Roadmap & Blueprint
- 4 Star Solution COE - Assistance with selecting best of breed solution
- 5 Assessments Services (Application & Testing)
- 6 Implementation Services
- 7 Integration Services – Pre-built Cartridges with best of breed solutions in the retail enterprise
- 8 Master Data Management (PIM & Planning COE)
- 9 Business Analytics – Retail Analytics Data Lake with Dashboards & Core Retail KPIs
- 10 Proxima 360 Solutions



Proxima360 is an IT consulting company comprised of **retail experts**, who can envision a product, implement a solution or blueprint your retail roadmap. Our team is composed of CIOs, Vice Presidents, Directors in Store Operations, POS Systems and E-Commerce along with Enterprise Architects, Implementation & Integration DevOps Engineers.



Retail Division of Dotcom Team LLC, offering **services nationwide for 21 years** across the retail information technology ecosystem. We employ over 300+ highly skilled IT professionals. Annual revenue of approximately USD 35M.



We get the Retail ERP and POS implementations or enhancements right the first time even when others may have failed. **Retail Integration Center Of Excellence (COE)** with professionals worldwide. We bring the best of the best talent in the industry.



Key focus areas are - **ERP Solutions** for Retail, Machine Learning for Finance, Digital Transformation and Supply Chain Optimization, and POS systems.

## First automated retail DC in Canada.

- ❖ Custom developed Warehouse Management, Merchandising, Allocation systems while automating two large distribution centers.

## World's first global ERP rollout on a single instance platform.

- ❖ Successfully executed worldwide expansion to support 1000+ stores, domestic and international DC's across 27 countries in 20 different currencies.

## Supply chain initiative wins RILA Award.

- ❖ Implemented a Style/Color Allocation & Algo Replenishment system to ensure the Right Inventory in the Right Size based on Customer Demographics.

1985

1997

2008

2016

2019

2021

## First Oracle(Retek) implementation in North America

- ❖ By implementing ERP Solution, successfully restructured the organization which consisted of 6 independent divisions with 675 stores across Canada.

## Iconic Department Store ERP Transformation

- ❖ Executed a complex Oracle Retail ERP implementation by consolidating and integrating 650+ applications under ERP. Also created a BI Analytics platform by integrating Merchandise, Finance & HR systems onto a single Platform.

## Developed **adivino** (Machine Learning Forecasting Tool)

- ❖ Launched Innovative Machine Learning forecasting tool for finance developed with MIT scientist.



## Merchandise Planning

Assortment Planning, Item Planning, Merchandise Financial Planning – Setting up Planning KPSs to support the new normal (BOPIS Calculation, Loss of Sale Calculation, etc.)



## Merchandise Operations

Foundational Data, Master Data Management & Item Master, Purchase Order Management, Allocation & Replenishment



## Merchandise Finance

Inventory Management, Stock Ledger, Sales Audit, Landed Cost Management, Sub-Ledger Setup for top level adjustments, Invoice Matching & Payments



## Finance

GL Setup & Configurations, Chart of Accounts optimization, Cash Forecasting for FP&A



## Supply Chain

Warehouse Management (Manual Setup, Automated Setup), Yard Management, Transportation Management, eCom Operations, Store Fulfillment, Last Mile Delivery



## Store Operations

POS Configuration, POS Integrations with Payment Providers, Store Inventory Management



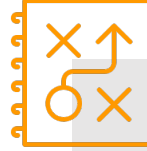
## eCommerce Operations

OMS Implementations (Sterling, TOMS), Site Implementations (Shopify, Square Weebly), integrations with providers for Tax, Payments, Address Validations, returns Management etc.)



## Business Planning & Operations

- ❖ Establish the Strategic objectives for the initiative
- ❖ Clarify and confirm critical business requirements
- ❖ Identify business champions and key contributors
- ❖ Refine the Governance Model to ensure it's fit for purpose
- ❖ Ensure the change management program to prepare the business for future changes to systems and business processes
- ❖ Establish a plan to improve communication within the Development Team and across the Business Teams



## Implementation

- ❖ Refine the project plan to ensure that it accurately reflects the scope and complexity of work required to complete the implementation
- ❖ Identify the strengths and weaknesses of the existing design work: across application screens, business processes, database structures, data migration and system integrations
- ❖ Define work streams to drive all necessary improvements in design
- ❖ Clarify and confirm the “End State” architecture and the “Transitional” architecture
- ❖ Verify that the system infrastructure is sized and configured correctly
- ❖ Accurately estimate the timescale, resource requirements and budget required to complete the implementation
- ❖ Propose needed changes to ensure key architecture, design and development roles are resourced with appropriately skilled staff



- ❖ One of the very few technology leadership to have implemented every version of Oracle Retail v4.0 - v15.0 successfully.
- ❖ Domain expertise range from Fashion Retail, Hard goods & Grocery.
- ❖ Solution Expertise on Enterprise Applications, Supply Chain, Digital and Store Operations.
- ❖ Established competencies in Oracle Niche/Edge Products.

1<sup>st</sup>

- ✓ First Retek (now Oracle Retail) implementation in North America
- ✓ World's First Single Instance Oracle Retail Implementation

## Apparel & Footwear Specialty Practice

- ❖ Experience team which was part of complex Oracle Retail for Apparel & Footwear Implementations
- ❖ Team brings in domain knowledge by working in apparel and footwear chains like Aldo Shoes, JC Penney, Academy Sports, A'GACI, Armani, Gap, Abercrombie, Nordstrom & Walmart



## Oracle Technology & Retail Solution Architecture Expertise



Oracle Retail – Pedigree of Success since 1993



provides



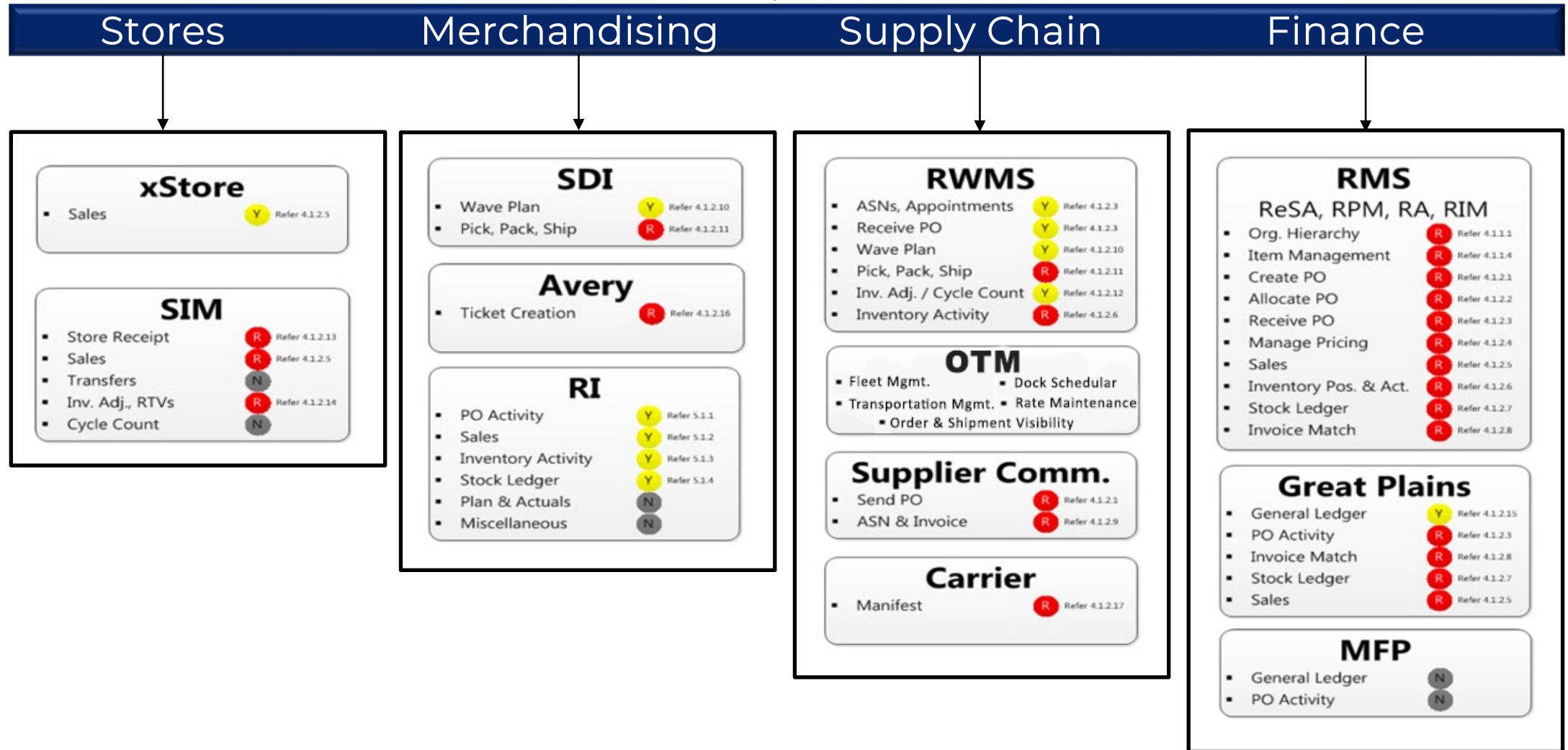
We offer Value Additions to fill gaps in above system with our **Accelerators & Frameworks**



- Worldwide Single Instance Capability
- Seamless integration with third party catalogs and internal product catalog
- Omni Channel Inventory Grid
- International Merchandise Restrictions
- Stock Processors tracking
- Multi Legged Allocations with 3PL support
- Master PO Concept and Factory Commitments
- Upload Capability to support quick item entry, PO and Inventory transactions



# ORACLE MODULES



## Programs

Gift Cards | Loyalty | Entitlement | Awards

## Promotions

- Buy One Get One
- Buy X Get Y
- Tier Discounts
- Coupon Code
- Award (Loyalty Program)
- Coupon with Bounceback
- Product with Bounceback
- Message Promotions for Email or Text Campaigns
- Entitlement Promotions
- Store Specific Promotions

## Discounts

Transaction Discounts

Line-Item Discounts

Group Discounts

- % Discounts
- \$ Discounts

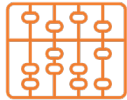
## Reporting

- Reports by Campaign Programs
- Reports on Promotion Scorecard
- Reports by Discount Type
- Reports by Customer Purchase Trends
- Reports on Tender
- Reports by Location



## Planning

- ❖ Evaluate the feasibility of simplifying technology landscape
- ❖ Create a system impact document for Key Compliance Conformance (CCPA, SOX, Out of Support (e.g., Windows, Oracle) etc.)
- ❖ Create an impact document for various functional & application areas for planned next year initiatives
- ❖ Create a test bed to improve the predictability of upcoming deployments



## Execution

- ❖ Focused sessions with Business and IT SMEs
- ❖ Review Birth-to-Death lifecycle of a transaction
- ❖ Minimal disruption to the business



## Outcome

- ❖ Change Impact Document, Future Year initiatives, Compliance
- ❖ Test Bed for the Organization
- ❖ High-level Proposal for instance consolidation, Application Capability Enhancements, Process Optimization, System Performance Optimization

3-6 weeks



## Discovery & Evaluation (4-8 Weeks)

- ❖ Discovery to identify the overall scope & growth strategies
- ❖ Perform Cost/Benefit Analysis (ROI opportunities)
- ❖ Potential packages are selected based on
  - ❖ research done by Proxima360 Retail Experts.
  - ❖ industry POVs from our retail partners
  - ❖ Gartner & Forester studies
- ❖ RFI sent for initial vendor selection
- ❖ Finalize Evaluation Criteria
- ❖ Based on RFP responses, top vendors are selected for further deep dive



## Product Selection (3-6 Weeks)

- ❖ Deep dives with top software packages leveraging business use cases
- ❖ Product demonstration and technical capability demonstration to the business and technical community
- ❖ Vendors evaluated based on Deep Dive Sessions by the Evaluation Team (Score carding)
- ❖ Recommendation made to Initiative Stakeholders



## Contract (2-5 Weeks)

- ❖ Review and evaluate final software package contract
- ❖ Review and evaluate final implementation cost inclusive of Enterprise Systems
- ❖ Procurement and Legal review (assistance available)
- ❖ Identify impacted teams and roadmaps
- ❖ Select implementation vendor using Proxima360's tools and accelerators



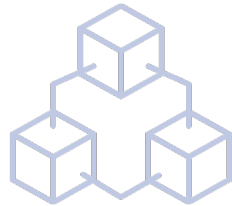
## Implementation (6-18 months)

- ❖ Design implementation roadmap
- ❖ Create transitional architecture for modular implementation
- ❖ Architect design of the integration platform
- ❖ Define minimum viable solution for the initial implementation
- ❖ Define checks and balances to ensure business continuity
- ❖ Potential data migrations
- ❖ Implementation
- ❖ Retire the current systems

## Key Application Assessments

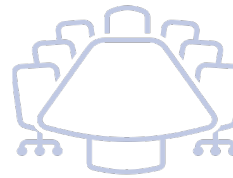
- ❖ Implementation Readiness Assessment
- ❖ Application Capability
- ❖ Health for business growth
- ❖ Business-oriented Quality Assurance Services

### Area & Parameters



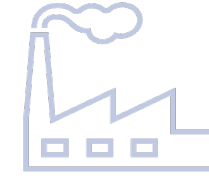
#### Application Readiness

- ❖ Code Management
- ❖ Core Data Integrity
- ❖ Application Setup
- ❖ Batch Health
- ❖ Database Health
- ❖ Security Setup



#### Business Readiness

- ❖ User Training
- ❖ Reporting
- ❖ Go Live Readiness

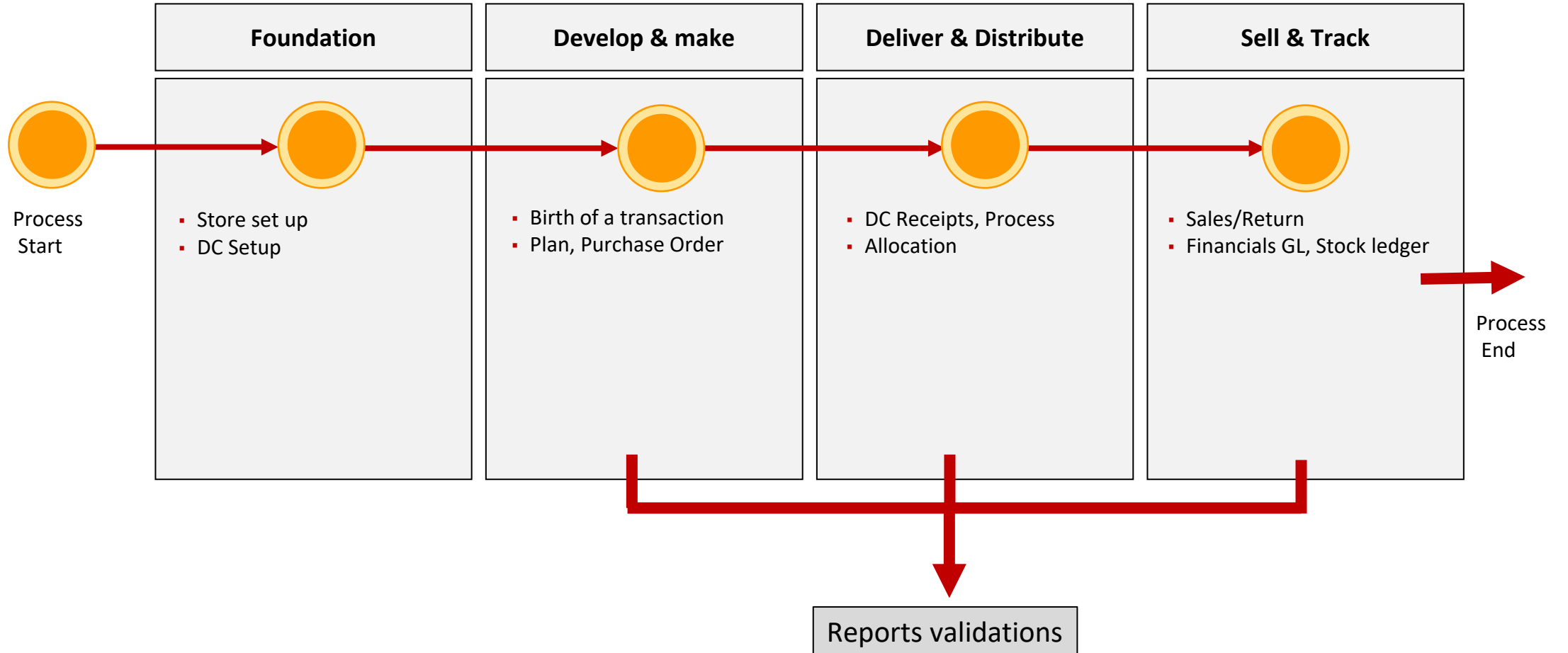


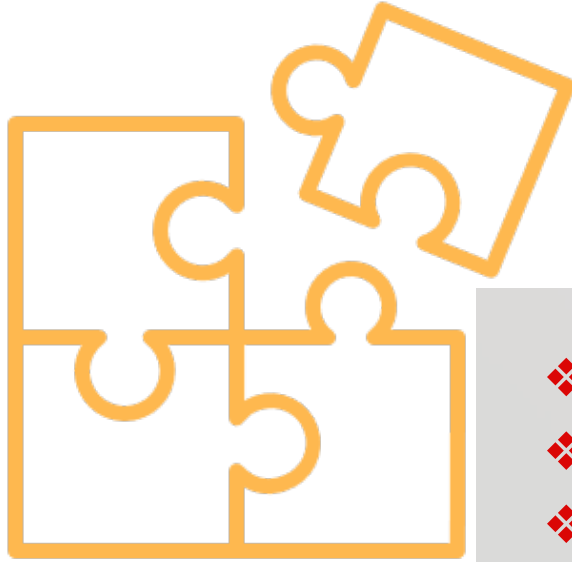
#### Production Readiness

- ❖ End-to-End Testing
- ❖ Environment Setup
- ❖ Data Conversion
- ❖ Cutover Readiness

# End-to-End Testing

Tracking Birth-to-Death Lifecycle of a Transaction (Set-up to Order to Receipt to Sale),  
Prebuilt Business Scenarios - Testing Accelerator





- ❖ Implementation Accelerators
- ❖ Data Migration Tools & Strategy
- ❖ Balancing Reports for Data Validations
- ❖ Design Templates & Design Workshops
- ❖ Templates for Training & Rollout
- ❖ Stabilization & System Retirement
- ❖ Benefit Analysis
- ❖ Health Review



## Application Integration & Business Process Re-engineering

- ❖ Integration of cross functional best-of-breed applications part of technology transformations
- ❖ Experience with business process mapping, data mapping, integration development, batch scheduling, integration testing, test automation & end-to-end testing (User Acceptance and System Integration)

### Store Operations - POS & Payments



### Finance & Inventory



### Merchandise Operations



### Supply Chain



Pre-built Cartridges with best of breed solutions

## Application Integration & Business Process Re-engineering (contd.)

### Unified Commerce & Customer Engagement



### Enterprise Reporting & Analytics



### Infrastructure, Network & Monitoring



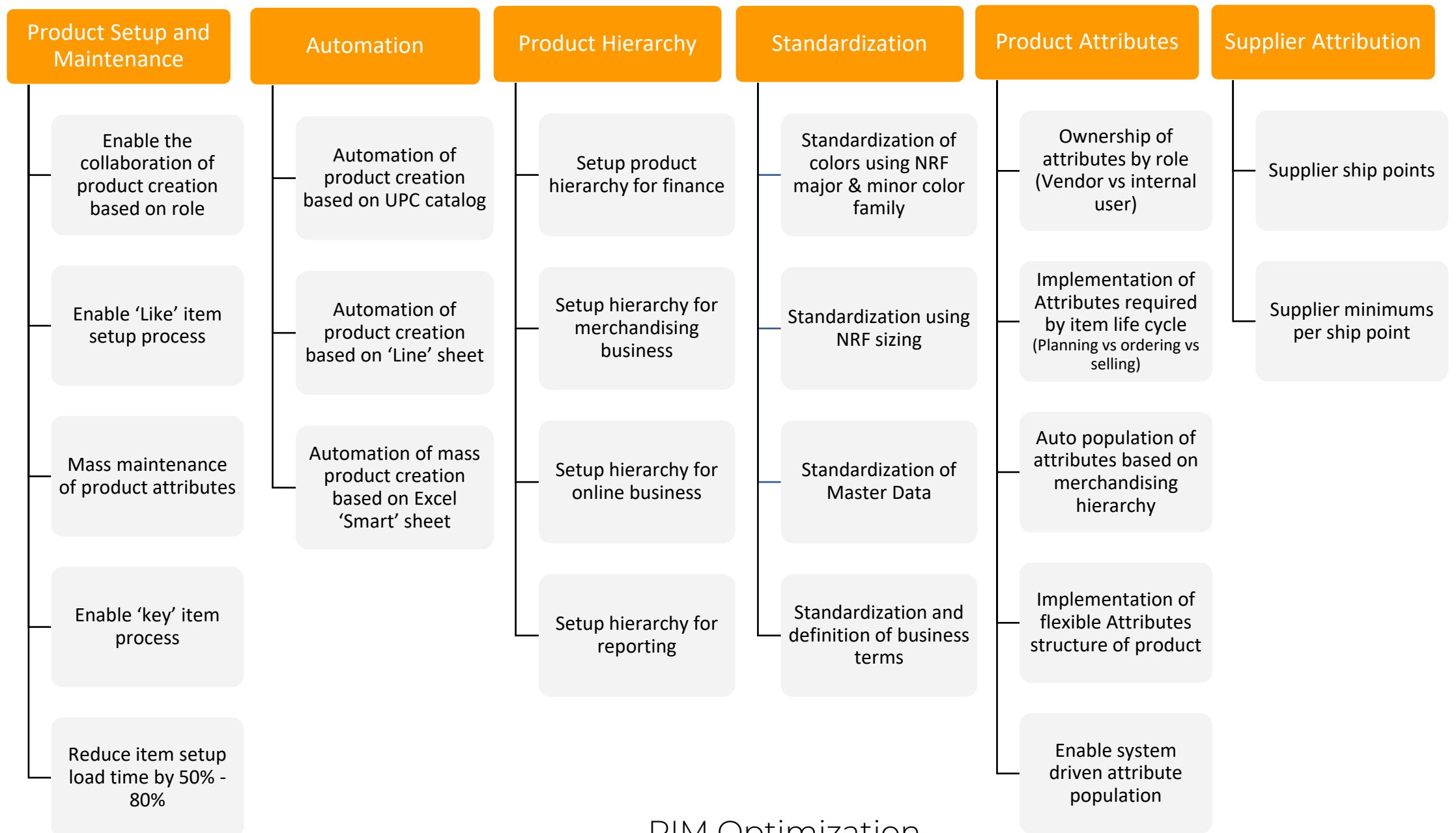
### Integration Tools



### HR & Payroll



Pre-built Cartridges with best of breed solutions



PIM Optimization

## SKU Level Stock Ledger

- Planning KPIs are aggregated at the SKU/Location level and integrated into Assortment Item Planning Platform (AP/IP). Eliminates the need of real-time data aggregation required in the AP/IP platform. This improves AP/IP performance heavily when it comes to the user experience.
- Solution calculates BOP and EOP for Retail and Cost Method of Accounting.
- The solution helps the performance of Assortment and Item Planning

## Introduction of Omni Channel Planning Lines

- Captures the following metrics while calculating the actuals. This allows the lines to be planned so that there are no inventory stock outs while supporting omni channel capabilities
  - Buy Online Return at Store (planning part of store returns)
  - Buy Online Pickup in Store (planning part of store needs)
  - Ship from Store (planning part of store sales)
  - eCom-only promotions fulfilled by store (planning in the store promotional sales)

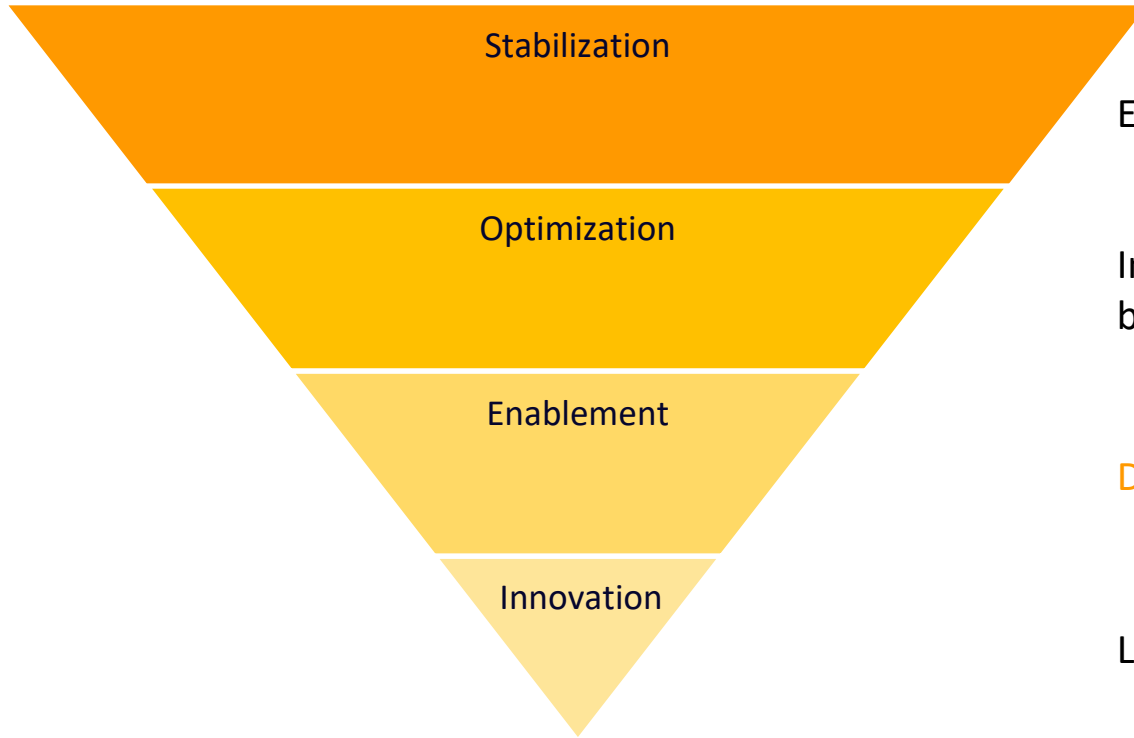
## Supporting Wholesale Metrics

- Planning of sales where the product is carried. For e.g., adidas shoes sold in Macys, Kohls, Dick's Sporting Goods, Academy Sports, Amazon by leveraging the EDI models.
- Solution can interface with the replenishment systems to support automated replenishment based on sales.

## Support for Programs in AP/IP Solutions

- Traditional Item/Assortment planning is done at a Key Item Level (Style)
- This solution assists in planning for specific programs that can be based on a market event, associated advertisement such as:
  - Back to School
  - World Cup Football
  - internal promotions like Friends & Family

Unique Solutions



Enhance both your **data accuracy** and **data availability**

Improve **overall predictability** of your data to optimize business decisions

**Data and Data KPIs** facilitate key strategic initiatives

Leading a Data Culture with the help of **Algo Retailing**

3 – 9 months



## Retail Foundation Optimization

- Templates for best practices around retail reference data
- NRF Color Major & Minor Family
- Merchandise & Organizational Hierarchy Optimization for future capabilities



## Clienteling

- Price Analytics to categorize Merchandise by Traffic Drivers vs Cross Sell, Price & Promotional merchandise, etc.
- Customer Analytics based on Merchandise – personalized service based on New Assortment & Customer Preference



## Shoe Count Solution

- Solution ensures all the shoe Styles/Colors are on display to present the full assortment to the customer



## Optimize Prepack Buys

- Buy and allocate in packs
- Vendor ships in packs
- Store receives in Packs



## Style-Color Allocation with Size Optimization

- Ensuring that customer demographics are considered while determining the most correct size curve for allocation



## Unified Commerce Capabilities

- BOPIS
- ROPIS
- Ship from Store
- Curbside Pickup
- Last Mile Delivery
- Route Optimizations



## Cash Flow Forecasting

Human-assisted Machine Learning for Finance (Fully configurable solution to assist FP&A developed in partnership with MIT trained data Scientists)



## Private Label Enablers

- Duty Configuration
- Duty Drawback
- Duty Deferral
- Factory Commitments
- Vendor Deals
- Freight Components
- Landed Cost
- Merchandise Restrictions



## Store Optimizer

- Payroll % to Sale Plan & Monitor
- Store Receipts forecaster for labor
- Replacement of Verifone-Fipay with SQUARE



## Master PO & Multi DC Allocations

Capability to allocate from a major DC to Store that is fulfilled by smaller DCs without having do multiple allocations. Savings in supply chain /logistics



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