



## **PRESS RELEASE**

### **UNIEURO IMPROVES SUPPLY CHAIN EFFICIENCY THANKS TO ORACLE RETAIL**

*Demand anticipation and operations simplification through a unified stock view will get the Retailer's logistics better further*

Forlì, 27 June 2017 - Unieuro S.p.A., the largest omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy, purchased Oracle Retail Demand Forecasting and Oracle Retail Allocation & Replenishment solutions to optimize stock levels, increase profitability and improve cash flow.

Unieuro aims at improving its centralized supply chain organization in order to support effective omnichannel replenishment processes including DOS, affiliate and online channels. Through this initiative, Unieuro gets in a stronger position to optimize the cross-channel opportunity to minimize stock, reduce obsolescence and streamline organizational costs. This way, the supply chain organization will be granted the right visibility into demand coming from all touch points and to ultimately coordinate the supply, reduce lost sales and increase customer satisfaction.

"Oracle Retail provides a distinctive replenishment approach for short lifecycle products which includes attribute based forecasting." Luigi Fusco, COO, Unieuro SpA, said. "We believe the optimized orchestration of the stock across channels will help improve our fulfillment rate to raise customer satisfaction and reduce obsolescence to eliminate costs."

"After conducting a proof of concept with our data, Oracle Retail gained our confidence to move forward with the project. We validated our choice with customer references in the consumer electronics and hardlines businesses," Luca Girotti, IT Director, Unieuro SpA, said. "We are thankful to the Sopra Steria team who helped us evaluate the market offerings and ultimately decide to move forward with the Oracle Retail solution."

"Retailers like Unieuro can proactively position inventory in the right place in the right quantity by using analytic algorithms to drive accuracy and visibility. The visibility of this new supply chain organization will help Unieuro inspire consumer loyalty with a better in-stock position wherever they are inspired to shop," said Ray Carlin, Senior Vice President and General Manager, Oracle Retail.

**About Unieuro S.p.A.**

*Unieuro S.p.A. – with a widespread network of 460 outlets throughout the country, including direct stores (180) and affiliated stores (280), and its digital platform unieuro.it– is now the largest omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy. Unieuro is headquartered in Forlì and has a logistics hub in Piacenza. It has more than 3,900 employees and revenues that exceeded € 1.6 billion for the year ending 28 February 2017.*

**About Oracle Retail:**

*Oracle provides retailers with a complete, open, and integrated suite of best-of-breed business applications, cloud services, and hardware that are engineered to work together and empower commerce. Leading fashion, grocery, and specialty retailers use Oracle solutions to anticipate market changes, simplify operations and inspire authentic brand interactions. For more information, visit our website at [www.oracle.com/retail](http://www.oracle.com/retail).*

**About Oracle**

*The Oracle Cloud delivers hundreds of SaaS applications and enterprise-class PaaS and IaaS services to customers in more than 195 countries and territories while processing 55 billion transactions a day. For more information about Oracle (NYSE:ORCL), please visit us at [oracle.com](http://oracle.com).*

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**For further information:**

*First Class PR*

*Tel. 02 92871588*

*[unieuro@firstclasspr.it](mailto:unieuro@firstclasspr.it)*

***[simona.dondina@firstclasspr.it](mailto:simona.dondina@firstclasspr.it)***