

Oracle® Retail Analytic Parameter Calculator for Regular Price Optimization

Release Notes

Release 13.2.2.4

April 2011

This document describes an addition to the end user documents for Oracle Retail Analytic Parameter Calculator for Regular Price Optimization.

Documentation Only Release

Note: The Oracle Retail Analytic Parameter Calculator for Regular Price Optimization 13.2.2.4 release is a documentation-only release. This Release Notes document announces an integration enhancement that does not require an update to your code.

There is no code associated with this release identifier. APC-RPO 13.2.2 remains the current version of the code.

Integration Enhancement

APC-RPO 13.2.2.4 includes the following integration enhancement.

Integration with RDF

With the 13.2.2.4 release of Oracle Retail Demand Forecasting (RDF), APC-RPO now integrates with RDF. APC-RPO sends RDF the following data:

- Regular price item elasticities. These item elasticities, together with the price plan, allow RDF to calculate the item elasticity lift.
- Regular price cross-item elasticities. There are two types of cross-item elasticities: halo and cannibalization. These cross-item elasticities, together with the price plan, allow RDF to calculate the cross-item lift for both halo and cannibalization effects related to the corresponding elasticities.
- Anchor prices for reference purposes.
- Historical prices. RDF uses these to calculate the regular price lifts.

The APC-RPO to RDF integration can be implemented either with Retail Enabled Oracle Data Integrator (ODI) integration or with script integration. These integration options are documented in the *Analytic Parameter Calculator for Regular Price Optimization Implementation Guide* and the *Retail Enabled ODI Integration Implementation Guide*.

Related Documentation

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator for Regular Price Optimization 13.2.2.4 documentation set:

- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Implementation Guide*

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Oracle Retail Documentation on the Oracle Technology Network

Documentation is packaged with each Oracle Retail product release. Oracle Retail product documentation is also available on the following Web site:

http://www.oracle.com/technology/documentation/oracle_retail.html

(Data Model documents are not available through Oracle Technology Network. These documents are packaged with released code, or you can obtain them through My Oracle Support.)

Documentation should be available on this Web site within a month after a product release.

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