

# Oracle® Retail Analytic Parameter Calculator for Regular Price Optimization

Release Notes

Release 13.3.1

June 2012

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Oracle Retail Analytic Parameter Calculator for Regular Price Optimization (APC-RPO) works in conjunction with Regular Price Optimization (RPO). It generates values for price elasticities, including self elasticities and halo and cannibalization cross elasticities. RPO uses this information to optimize item prices and reach desired goals such as gross margin and revenue.

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**Note:** Because APC-RPO uses the Oracle Retail Predictive Application Server (RPAS) platform, Oracle Retail recommends that you review the *Oracle Retail Predictive Application Server Release Notes* for fixed and known issues that may affect APC-RPO.

In addition, RPAS 13.3 and later releases have significant technical enhancements related to hierarchy management (such as integer indexing) that have an effect on the configuration and maintenance of APC-RPO. You must upgrade to key RPAS versions and complete the upgrade process as described in the chapter, "Patch Installation", in the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide* before upgrading to a 13.3.1 APC-RPO domain.

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## Upgrade Note

While not directly related to APC-RPO, the 13.3 Release of Oracle Retail Predictive Application Server (RPAS) has undergone a major change to simplify hierarchy administration. Full details of these changes are outlined in the 13.3 *Oracle Retail Predictive Application Server Release Notes*. Due to these changes, configuration updates have been made to APC-RPO, and you will need to perform additional steps to upgrade your APC-RPO domain, such as setting dimension sizes. The upgrade to RPAS 13.3 or later for this application includes a conversion process in addition to the normal upgrade process. Details are provided in the chapter, "Patch Installation" in the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide*.

## Hardware and Software Requirements

See the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide* for information about the following:

- Hardware and software requirements
- Oracle Retail application software compatibility information

## Integration Enhancement

APC-RPO Release 13.3.1 includes the following integration enhancement.

### Export Measures to RPO

APC-RPO was enhanced to export the following measures to Oracle Retail Regular Price Optimization (RPO) using Oracle Data Integrator (ODI) technology:

- Maximum Price Increase Percentage Change
- Maximum Price Decrease Percentage Change
- Self Elasticity Standard Error
- Self Elasticity T-Statistics

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**Note:** Prior to this release, these measures were exported through integration scripts only.

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## Performance Enhancement

APC-RPO Release 13.3.1 includes the following performance enhancements:

### Measure Export

The processing of measure export from APC-RPO was poor, and it consumed 100% of the CPU resources. This issue was addressed by speeding up the export and making it less resource intensive.

### Calculation Processing

The cannibalization calculation was slow in processing. The code was rewritten and the calculation completes significantly faster.

## Noteworthy Defect Fixes

The following noteworthy defect fixes and enhancements are included in APC-RPO Release 13.3.1:

Fixed Issue/Defect	Defect Number
APC-RPO is missing translation files. This issue has been corrected.	12737277
When elasticity calculates at a level higher than item/price zone, then the standard error is not generated. This issue has been corrected by providing a standard error at any level.	13486338
In the data filtering stage of APC-RPO, the cumulative sales filter gets its input from an incorrect stage, effectively bypassing the Stockouts filter. This issue has been corrected.	13586716
When calculating the moving averages of price and sales in APC-RPO, the previous values are not always removed, leading to incorrect results. This issue has been corrected.	13613911

Fixed Issue/Defect	Defect Number
There are errors in the anchor price calculations in APC-RPO. Currently, item/locations are not included in the calculations if they do not pass the preprocessing stage. This has been fixed by not applying the data filtering check for the anchor price calculation. The anchor price calculation applies for all item/locations. This issue has been corrected.	13743389
The calculation of the min/max price % change is incorrect. This issue has been corrected.	14054254

## Related Documentation

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Release 13.3.1 documentation set:

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

For more information on RPAS, see the Oracle Retail Predictive Application Server Release 13.3.1 documentation set.

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- Exact error message received
- Screen shots of each step you take

## 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](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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