

Oracle® Retail Promotion Intelligence and Promotion Planning and Optimization Release Notes

Release 12.0.1

October 2006

These release notes contain the following information:

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- [What's New in Oracle Retail Promotion Planning and Optimization 12.0.1](#)
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What's New in Oracle Retail Promotion Intelligence 12.0.1

- This release supports MicroStrategy 8
- Promotion Intelligence can now be launched directly from Promotion Planning and Optimization through the navigator

What's New in Oracle Retail Promotion Planning and Optimization 12.0.1

This release introduces several new features, including forecasting and analytics enhancements, improved ad planning process, and enhanced workflow.

Forecasting and Analytics

- Predictive forecasting now includes halo and cannibalization effects for a more accurate promotion forecast. In addition to the sales metrics that describe the impact the promotion will have on the items included in the promotion, new metrics describe the positive or negative affinity effect that promoting the focus item has on other categories.
- Enhanced What if capabilities let merchants simulate the impact of multi-item offers and changing marketing variables such as page position and other vehicle types.
- This release provides new forecast metrics including Promo lift %, Base, incremental, total sales units, page, category, and promotion-level summary metrics for greater visibility of performance at different levels of the promotion.
- A new forecast status lets users know how up-to-date their forecast metrics are, and whether they need to re-forecast based on new data.

Improved Ad Planning Process

- This release lets users navigate directly to Promotion Intelligence reports for quicker access to historical ad effectiveness analysis using the Navigator Reporting tab.
- Vehicle design enhancements provide greater flexibility during the ad design and layout process, including the ability to change vehicle and page template, add/delete pages, and cut and paste offers between pages.
- A new thumbnail and list view all pages of vehicle provides an overall view of the promotion at a glance.
- Defined promotion, vehicle, and page templates are now displayed from the Navigator Setup tab.
- Promotions can now reference a campaign event for planning purposes.
- Promotions now support multiple items per offer by selecting a merchandise category.
- A new Merchandise selector offer view lets users drag and drop pre-defined offers to vehicle positions.
- A new Target Allocation view displays the target and actual space allocation for categories on a promotion so a merchant can quickly assess their progress in meeting objectives.
- This release supports the export of promotions in XML and txt format for consumption by downstream execution systems.
- A number of usability enhancements to date defaulting, legibility, and dialogs improve data entry efficiency.

Enhanced Workflow

- A new promotion status displays a traffic light cue to let users quickly see the overall status of their promotions and highlight those that need attention.
- Users can centrally manage their promotion-related activities by navigating directly to their uncompleted tasks and approvals where they can start and complete tasks, and approve or deny tasks.
- Multiple users can now be assigned to a task and the progress of each assigned user is tracked.
- This release supports the backward scheduling of dates based on offsets and task durations.

Known Issues

The following are known issues with this release:

- Some users on slow connections will experience problems if they update their promotions faster than the network can support. To avoid any problems, it is best to wait for the application to validate entries before making more changes to the promotion. To do this, users should wait for the "busy-wait" cursor to disappear between steps. (18324)
- When uploading the results of TAE multiple times, the analyst must manually clear the TAE staging table between each attempt. (20566)

- If a model is re-run, the first model accuracy report must be deleted before the updated one is uploaded to the database. This can be done by clearing the table PR_MODEL_ACCURACY_MTRC of its data. (20568)
- A issue exists where the application will, in some specific cases, automatically correct the start and stop date to ensure they are ordered correctly (start date is before stop date). When changing the dates, users should ensure that the begin date is before (or equal to) the end date. (20750)
- Historical promotions loaded into the system to prime the analytics cannot be displayed in the PPO UI. The workaround is to use the reporting system in Promotion Intelligence to recall the promotion history. (19896)
- When a what-if analysis is performed, there are some cases where the calculations take an exceedingly long time. This happens when an attempt is made to promote merchandise on a vehicle that has never been used before and no sales history exists. The workaround is to avoid attempting to model vehicles that have no promotion history. (20837)
- There are situations where the product displays a change confirmation dialog when users access the Apply function on the what-if page even though the changes made cannot be applied. Users should ignore this message. (20838)
- When campaigns are deleted that are being referenced by existing promotions, the user interface is sometimes inconsistent in how it shows the retired campaigns. To avoid this issue, if a campaign needs to be deleted, users should make sure that no promotions are linked to that campaign first. (19788)

