

# Oracle® Retail Promotion Intelligence and Promotion Planning and Optimization

Release Notes

Release 12.0.2

February 2007

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Welcome to Oracle Retail Promotion Intelligence and Promotion Planning and Optimization 12.0.2. The following documentation set is available with release 12.0.2:

- Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Installation Guide
- Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Configuration Guide
- Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Operations Guide
- Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Dataset Guide
- Oracle Retail Promotion Intelligence User Guide
- Oracle Retail Promotion Planning and Optimization User Guide

The release notes contain information on new features and issues that have been fixed as well as known issues that exist in this release.

## What's New in Oracle Retail Promotion Intelligence 12.0.2

This release of Promotion Intelligence introduces the following enhancements.

### Operational Enhancements

Promotion Intelligence now includes an expanded API for managing the analytics processes. Also included are additional reports to aid the analyst developing promotional lift parameters.

### New Baseline Estimation Algorithm

Promotion Intelligence now has an enhanced baseline analysis algorithm making it easier to generate a picture of non-promoted sales for frequently promoted items.



# What's New in Oracle Retail Promotion Planning and Optimization 12.0.2

This release of Promotion Planning and Optimization introduces the following enhancements.

## Support for Additional Offer Types

This release of Promotion Planning and Optimization is capable of supporting the following general offer types.

- Buy One Get One
- Discount Price
- Everyday Low Price
- Free Gift with Purchase
- Volume Purchase Percent Off
- Volume Purchase Monetary Amount Off
- Instant Rebate

## Improved Like Item and Like Store Management

Like items and stores can now be imported through customer data feeds. Like items can be managed individually with an enhanced user interface in the Promotion Manager.

## Improved Template Creation and Maintenance

Promotion Planning and Optimization now includes the ability to add and modify page, vehicle, and promotion templates within the user interface.

## General Finder

Promotion Planning and Optimization now includes general finders that would enable users to pick item(s) from a filtered list. The finder is available for campaigns, store sets, images, merchandise, and user assignments.

## Export API

Promotion Planning and Optimization now includes an Export API which allows promotion planning data to be extracted as part of batch-oriented integrations. The API is accessible from the outside of a J2EE container (through an HTTP call). In addition, a scripting-accessible client will be able to contact the API, answer to a retrieving mode, and return the data back to the caller (such as a scheduler and/or UI client).

## Fixed Issues

The following issues are fixed with this release:

- Edit Offer Name in What-if
- Ability to cancel a new offer or changes to an offer.

## Known Issues

The following are known issues with this release:

- There is a known issue which prevents generating forecasts for promotions which end on the last day of the predicted baseline database. To work around this issue, create predicted baselines for all products at least one week past the last promotion to be planned (21910).
- The what-if window currently supports scenarios that included alternate vehicles (vehicles different than the primary one on the promotion). Currently, choosing alternate vehicles will result in a failed forecast. Users should use the “what-if” functionality on the primary vehicle only (e.g. circular). (20837).
- The application does not currently support the Store Sets UI. To work around this issue, administrators should edit store sets using the data feed as described in the Operations Guide. (21946)
- The Configuration Guide describes a setting which lets the analyst change the analysis levels for the Promote analytics. This feature is not operational. The workaround is to limit the location and merchandise hierarchies such that their lowest levels match the desired level of analysis. (21809)
- When adding tasks to phases without first selecting a phase an issue exists which orders the new tasks incorrectly. The workaround for this issue is to first select the desired phase, then use the add button to add tasks to that phase. (21921)
- On the what-if screen it is possible to run a scenario with a custom position, rather than the default. When doing this and using the Apply function, the user is notified that their changes were applied. In actuality, the custom position isn’t applied although other variables, such as the offer type, are. (20838)
- Drag and drop does not work correctly on the list view of the vehicle designer. It performs correctly when looking at thumbnails. (21922)
- Promotions created from promotion templates that were never assigned a vehicle are not supported in this release. All promotion templates should have assigned vehicle templates. (21881)
- An issue exists where the Offer dialog can be dismissed (using the Ok button) even though the offer name is not provided. Instead, the error dialog appears after the offer dialog is dismissed, not before. To clear the error, the user needs to open the offer dialog, and enter the name. (21959)

