

# Oracle® Retail Analytic Parameter Calculator for Regular Price Optimization

Release Notes

Release 13.2.2

January 2011

---

Welcome to Oracle Retail Analytic Parameter Calculator for Regular Price Optimization (APC-RPO). This document introduces you to the APC-RPO application and highlights the key features, packaging considerations, and integration points. It includes the following sections:

- [Packaging Considerations](#)
- [Hardware and Software Requirements](#)
- [About APC-RPO](#)
- [APC-RPO on the RPAS Fusion Client](#)
- [Retail Enabled ODI Integration](#)
- [Related Documentation](#)
- [Customer Support](#)
- [Oracle Retail Documentation on the Oracle Technology Network](#)
- [Documentation Accessibility](#)

## Packaging Considerations

This section addresses the unique characteristics of the APC-RPO 13.2.2 release.

APC-RPO Release 13.2.2 is a new application introduced to generate price elasticities for Oracle Retail Regular Price Optimization. Although APC-RPO is an application by itself with a separate installer, it is packaged in the Oracle Retail Regular Price Optimization Release 13.2.2 installation media pack.

Although this is the first release of APC-RPO and is a base release, it has a patch release number and is available for download only on My Oracle Support at <http://support.oracle.com>.

## 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

---

---

**Note:** After the 13.2.2 release, MKS will no longer be supported as a requirement for operating demonstration configurations on all versions of Windows operating systems. Use of Cygwin is in development as a replacement.

---

---

## About APC-RPO

APC-RPO is an analytic application that enables you to generate price elasticities that are necessary for the Oracle Retail Regular Price Optimization application. Price elasticities include self elasticities, HALO cross elasticities, and cannibalization cross elasticities.

---

---

**Note:** The price elasticities generated by APC-RPO can also be used by other Oracle Retail applications, such as Oracle Retail Demand Forecasting. You may need to make additional customizations or configurations to get such applications to accept and use the price elasticities.

---

---

APC-RPO is an Oracle Retail Predictive Application Server (RPAS) based analytic application. To access the application, you must log on to one of the following RPAS Clients:

- RPAS Classic Client
- RPAS Fusion Client

## Key Features

At a high level, the APC-RPO solution includes the following:

- [Batch Scripts](#)
- [Workbooks](#)

### Batch Scripts

The APC-RPO solution includes batch scripts that automate the calculations required to generate the necessary price elasticities. Once all the relevant information is set up in the Administration and Maintenance workbooks, the batch program must be run. For more information on the APC-RPO batch scripts, refer to the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Implementation Guide*.

### Workbooks

The APC-RPO solution includes the following workbooks:

- The Administration workbook enables you to set up default parameters and threshold values.
- The Maintenance workbook enables you to override the default parameters and threshold values at a specific item and location intersection.
- Once the APC-RPO batch program is run and price elasticities are calculated, the Analysis and Approval workbook enables you to review and approve the calculated results.

These workbooks can be accessed using the RPAS Classic Client or RPAS Fusion Client. For more information on accessing these workbooks and the measures included in each workbook, refer to the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Fusion Client* or *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Classic Client*.

## APC-RPO on the RPAS Fusion Client

With the introduction of the Oracle Retail Predictive Application Server (RPAS) Fusion Client, customers have a choice to use APC-RPO with either the RPAS Fusion Client or the RPAS Classic Client.

For details on the features of the RPAS Fusion Client, see the Release 13.2.2 *Oracle Retail Predictive Application Server User Guide for the RPAS Fusion Client*. APC-RPO has been preconfigured to contain a default taskflow.

When using the Fusion Client for APC-RPO, the users can utilize the new taskflow feature to understand and follow the APC-RPO business process. This taskflow shows the overall business process and allows the users to understand the tasks they must complete in order to finish the business process.

The taskflow components are described in the table below.

Name	Description
Activity	High level business process or solution. An activity provides visibility to the full business process, supports application navigation, and drives end user activities. Tasks and steps are assigned to an activity to further describe the business flow.
Task	The second level of an activity flow. A task is associated with a single RPAS workbook template. Steps are assigned to a task.
Step	The lowest level of an activity flow. A step is associated with an RPAS worksheet or set of worksheets to achieve a specific action.

The setup of the taskflow is accomplished within the RPAS Configuration Tools. Workbook information is mapped to activities, tasks, and steps. For additional details on this process, see the taskflow section of the Configuration Manager chapter of the *RPAS Configuration Tools User Guide*.

## Retail Enabled ODI Integration

Oracle Retail Enabled ODI Integration is a set of packages that allows users to easily execute data transfers among select RPAS applications.

Oracle Retail Enabled ODI Integration leverages Oracle Data Integrator (ODI) to store information about data interfaces among RPAS applications. ODI presents a user-friendly graphical interface for user-initiated data transfers and runtime monitoring. It also provides the ability to host application domains on different machines on a network, an ability not available with prior non-ODI integration strategies.

Retail Enabled ODI Integration can be used to integrate Regular Price Optimization (RPO) and Analytic Parameter Calculator for Regular Price Optimization (APC-RPO).

For more information on the version of ODI compatible with the Oracle Retail Enabled ODI Integration, see the *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide*.

## Related Documentation

For more information, see the following documents in the Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Release 13.2.2 documentation set:

- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Installation Guide*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Classic Client*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization User Guide for the RPAS Fusion Client*
- *Oracle Retail Analytic Parameter Calculator for Regular Price Optimization Implementation Guide*

For more information about the Regular Price Optimization (RPO) application, see the Oracle Retail Regular Price Optimization documentation set.

For more information about the RPAS Fusion Client, see the Oracle Retail Predictive Application Server documentation set.

For more information about RPAS and the ODI Enabled Integration, see the following documentation sets:

- Oracle Retail Enabled ODI Integration documentation
- Oracle Data Integrator documentation
- Oracle Retail Predictive Application Server documentation

## Customer Support

To contact Oracle Customer Support, access My Oracle Support at the following URL:

<https://support.oracle.com>

When contacting Customer Support, please provide the following:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to re-create
- 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.

## Documentation Accessibility

Our goal is to make Oracle products, services, and supporting documentation accessible to all users, including users that are disabled. To that end, our documentation includes features that make information available to users of assistive technology. This documentation is available in HTML format, and contains markup to facilitate access by the disabled community. Accessibility standards will continue to evolve over time, and Oracle is actively engaged with other market-leading technology vendors to address technical obstacles so that our documentation can be accessible to all of our customers. For more information, visit the Oracle Accessibility Program Web site at <http://www.oracle.com/accessibility/>.

### Accessibility of Code Examples in Documentation

Screen readers may not always correctly read the code examples in this document. The conventions for writing code require that closing braces should appear on an otherwise empty line; however, some screen readers may not always read a line of text that consists solely of a bracket or brace.

### Accessibility of Links to External Web Sites in Documentation

This documentation may contain links to Web sites of other companies or organizations that Oracle does not own or control. Oracle neither evaluates nor makes any representations regarding the accessibility of these Web sites.

### Access to Oracle Support

Oracle customers have access to electronic support through My Oracle Support. For information, visit <http://www.oracle.com/support/contact.html> or visit <http://www.oracle.com/accessibility/support.html> if you are hearing impaired.

Copyright © 2011, Oracle and/or its affiliates. All rights reserved.

This software and related documentation are provided under a license agreement containing restrictions on use and disclosure and are protected by intellectual property laws. Except as expressly permitted in your license agreement or allowed by law, you may not use, copy, reproduce, translate, broadcast, modify, license, transmit, distribute, exhibit, perform, publish, or display any part, in any form, or by any means. Reverse engineering, disassembly, or decompilation of this software, unless required by law for interoperability, is prohibited.

The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

If this software or related documentation is delivered to the U.S. Government or anyone licensing it on behalf of the U.S. Government, the following notice is applicable:

U.S. GOVERNMENT RIGHTS Programs, software, databases, and related documentation and technical data delivered to U.S. Government customers are "commercial computer software" or "commercial technical data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, the use, duplication, disclosure, modification, and adaptation shall be subject to the restrictions and license terms set forth in the applicable Government contract, and, to the extent applicable by the terms of the Government contract, the additional rights set forth in FAR 52.227-19, Commercial Computer Software License (December 2007). Oracle USA, Inc., 500 Oracle Parkway, Redwood City, CA 94065.

This software is developed for general use in a variety of information management applications. It is not developed or intended for use in any inherently dangerous applications, including applications which may create a risk of personal injury. If you use this software in dangerous applications, then you shall be responsible to take all appropriate fail-safe, backup, redundancy, and other measures to ensure the safe use of this software. Oracle Corporation and its affiliates disclaim any liability for any damages caused by use of this software in dangerous applications.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

This software and documentation may provide access to or information on content, products, and services from third parties. Oracle Corporation and its affiliates are not responsible for and expressly disclaim all warranties of any kind with respect to third-party content, products, and services. Oracle Corporation and its affiliates will not be responsible for any loss, costs, or damages incurred due to your access to or use of third-party content, products, or services.

**Licensing Note:** This media pack includes a Restricted Use license for Oracle Retail Predictive Application Server (RPAS) - Enterprise Engine to support Oracle® Retail Analytic Parameter Calculator for Regular Price Optimization only.

#### **Value-Added Reseller (VAR) Language**

##### **Oracle Retail VAR Applications**

The following restrictions and provisions only apply to the programs referred to in this section and licensed to you. You acknowledge that the programs may contain third party software (VAR applications) licensed to Oracle. Depending upon your product and its version number, the VAR applications may include:

(i) the **MicroStrategy** Components developed and licensed by MicroStrategy Services Corporation (MicroStrategy) of McLean, Virginia to Oracle and imbedded in the MicroStrategy for Oracle Retail Data Warehouse and MicroStrategy for Oracle Retail Planning & Optimization applications.

(ii) the **Wavelink** component developed and licensed by Wavelink Corporation (Wavelink) of Kirkland, Washington, to Oracle and imbedded in Oracle Retail Mobile Store Inventory Management.

(iii) the software component known as **Access Via™** licensed by Access Via of Seattle, Washington, and imbedded in Oracle Retail Signs and Oracle Retail Labels and Tags.

(iv) the software component known as **Adobe Flex™** licensed by Adobe Systems Incorporated of San Jose, California, and imbedded in Oracle Retail Promotion Planning & Optimization application.

You acknowledge and confirm that Oracle grants you use of only the object code of the VAR Applications. Oracle will not deliver source code to the VAR Applications to you. Notwithstanding any other term or condition of the agreement and this ordering document, you shall not cause or permit alteration of any VAR Applications. For purposes of this section, "alteration" refers to all alterations, translations, upgrades, enhancements, customizations or modifications of all or any portion of the VAR Applications including all reconfigurations, reassembly or reverse assembly, re-engineering or reverse engineering and recompilations or reverse compilations of the VAR Applications or any derivatives of the VAR Applications. You acknowledge that it shall be a breach of the agreement to utilize the relationship, and/or confidential information of the VAR Applications for purposes of competitive discovery.

The VAR Applications contain trade secrets of Oracle and Oracle's licensors and Customer shall not attempt, cause, or permit the alteration, decompilation, reverse engineering, disassembly or other reduction of the VAR Applications to a human perceivable form. Oracle reserves the right to replace, with functional equivalent software, any of the VAR Applications in future releases of the applicable program.