



IMPLEMENTING > CUSTOMIZING > UPGRADING YOUR ORACLE RETAIL

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„ORACLE PROJECTS ARE ALWAYS CHALLENGING FOR RETAILERS.

OUR JOB IS TO MAKE SURE THAT OUR CLIENTS' ORACLE PROJECTS ARE CARRIED OUT ON-TIME AND ON-BUDGET, CAUSING THE LEAST DISRUPTION POSSIBLE IN THEIR DAILY OPERATIONS.”

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**ORACLE**<sup>®</sup>  
RETAIL

ALLRETAIL CONSULTING WAS FOUNDED BY THREE TALENTED HUNGARIAN ORACLE RETAIL EXPERTS WITH SEVERAL YEARS OF BUSINESS EXPERIENCE, TECHNICAL EXPERTISE AND A PASSION FOR HELPING CLIENTS OPTIMIZE THEIR ORACLE INVESTMENTS.

IN THE FOLLOWING INTERVIEW THE FOUNDING MEMBERS EXPLAIN WHAT SETS THEM APART FROM CONSULTING GIANTS AND HOW THEY TURNED THEIR STRENGTHS INTO CLIENT BENEFITS. THEY ALSO GIVE ADVICE ON HOW TO REDUCE THE RISKS OF ORACLE PROJECTS.

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• *The way retailers do business has changed forever.*

2009 was a year of unpredictable and unstable economic environment for all industries and it certainly had an enormous impact on retailers.

The positive effect of the crisis was that it has changed how retailers do business forever. Striving for better efficiency, many enterprises have turned to integrated IT systems—such as Oracle Retail—to enhance performance at all levels of their operations.

The implementation of Oracle however, is a challenging and risky venture filled with unforeseen problems and costly pitfalls, most of which can be avoided if the installation is in expert hands.

**Question:** *There are plenty of fish in the sea of Oracle consulting services. What sets AllRetail apart and what was the initial idea behind the decision to launch a consulting service?*

**János Diós, co-owner:** It is true that this is a highly competitive environment: there are countless big firms who—among other services—provide Oracle consultation. Yet, there is an increasing demand for smaller, cost-efficient, flexible and experienced teams of consultants with strong industry backgrounds, who deliver extremely high quality end-to-end solutions. I refer to “team” as group of technical and business specialist who have worked together on numerous successful projects and can collaborate in the most efficient manner possible, aligning their resources according to best fit. Such a team can

deliver unparalleled solutions in the most complicated projects in less time. This is the form of service we had in envisioned for AllRetail Consulting.

After several years of retail consulting, and with excessive technical and industry practice under our belts, we decided to establish a company that couples top notch expertise with the efficiency of a small organization. We also had a totally new idea about what clients really wanted and decided to launch our operations on a whole new level of service.

This is the basic concept of AllRetail.

**Gábor Tatár, co-owner:**

Since AllRetail does not have the classic pyramid shaped consulting team like most of the big consulting companies we do not have “middlemen” who oversee the project and charge outrageous rates, but actually rarely contribute significantly to the project. Our flat structure enables us to provide better rates for our clients and to be considerably faster in delivering solutions than most key players in the industry

**Róbert Csákány, co-owner:** Before establishing AllRetail, the three of us were engaged in several projects with department store giant Galeries Lafayette and Arnotts. Through these collaborations we recognized what a valuable asset our industry and software specialization is to clients. We understood what they wanted and how they wanted it right from



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## “YOUR BENEFIT IN WORKING WITH US:

- WE OFFER TOP-NOTCH CONSULTATION WITH COST-EFFICIENT RATES

- ALLRETAIL PROVIDES IN-HOUSE AND REMOTE SERVICES WORKING IN CLOSE CO-OPERATION WITH YOUR BUSINESS AND IT TEAM.

- WE MANAGE END-TO-END SOLUTIONS, BUT CAN ALSO EASILY TAKE OVER ONGOING PROJECTS AT ANY STAGE”

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## ALLRETAIL EXCELS IN:

- RETAIL MERCHANDISING SYSTEM
- RETAIL STORE MANAGEMENT
- POINT OF SALE
- RETAIL INVOICE MATCHING
- RETAIL PRICE MANAGEMENT
- RETAIL ALLOCATIONS
- RETAIL INTEGRATION BUS

the beginning, and did not need countless meetings to familiarize with their business. Oracle Retail focus is one of our key strengths: we know everything about Oracle Retail software, middleware and database application tools. That is why we are so good at installing, customizing, supporting and upgrading it.

**Q:** *How do you work together with client side IT and business managers? How do you win their trust as consultants?*

**J.D.:** Due to our in-depth understanding of retail business operations and our technical expertise, we find it easy to form partnerships with clients based on mutual professional respect. During the years spent in this industry we also learned how to translate business goals into IT solutions. Our communication with IT and business professionals is extremely good thus we eliminate all risks related to information loss.

We always start out by demonstrating that we fully understand business goals and can provide the best technical solution to achieve them. Whether a given project is end-to-end or we have to take over midway, we guarantee that our clients will be satisfied. Naturally, we have several happy clients and successful projects behind our backs to prove this

**G.T.:** Oracle implementation is probably one of the most stressful and risky challenges for enterprises. Retailers are mostly unable to align an adequate number of IT personnel to manage such huge projects and that is where we come into the picture. IT managers and business managers alike are very relieved when we get involved in their projects and they can focus on their daily tasks again. They rest assured because they know we will deliver a successful go-live and seamless integration with any Oracle solution.

**R.Cs.:** We always strive to build long-term win-win business relationships with clients. Those organizations who have worked with János, Gábor or me are actually our greatest sales advocates. We have all been invited back several times to our French, German and Irish clients as they were very satisfied with the services and consulting expertise we provided.

AllRetail also understands that flexibility and mobility are a must for small consulting businesses. Although we reside in Hungary—in the heart of Europe—we regularly travel to client locations. Whether the project demands on-site presence or can be executed as favourably priced remote service, AllRetail quality is something that cannot be compromised.

If I might add, Hungarian Oracle professionals are globally recognized for their outstanding skills and strong educational

background and are frequently in demand for IT projects.

**Q:** *What versions of Oracle Retail do you have experience with?*

**J.D.:** We primarily work with versions 11, 12 and conduct upgrade projects to 13, which is the latest version of Oracle Retail. I encourage upgrades to release 13 because it has several functional and technological enhancements which can reduce IT costs while obtaining immediate business benefits. AllRetail offers full service system upgrade solutions to clients who would like to take advantage of version 13's improved capabilities.

**Q:** *How can retailers reduce costs and risks when installing and operating Oracle?*

**G.T.:** To exploit the full potential and accelerating power of Oracle applications you have to make sure that the installation is fast and effective. A perfect first step can save a lot of money for any retailer and prevents very costly post go-live fixes as well as excessive testing. Implementation is preceded by a very complex analysis and a system design plan. In this phase, my task as a business consultant is to try to find the best possible way to balance client business needs and out-of-the-box Oracle solutions. It is commonly known that higher levels of customization are budget increasing factors, thus one of the biggest cost-saving opportunities is an accurate assessment of the business requirements and a pragmatic comparison with default software solutions. Our clients are given a detailed execution plan which contains only the really necessary adaptations and adjustments.

Optimum solutions require skilled consultants who oversee your business processes and have sufficient technical knowledge and industry experience to identify crucial factors. The quality of the implementation and configuration has direct impact on how much return you will get from your Oracle investment and it influences operational costs too. For this reason, retailers must make sure they select a professional consulting partner with proven industry reference. It is always a good idea to check the consultants' Oracle software, middleware and module knowledge as well as their Java expertise. They should also be able to integrate Oracle with 3rd party applications if necessary.

**J.D.:** Once you have successfully installed and customized your Oracle, you need to keep the system running smoothly. You should rely on excellent support services to keep your data consistent and operations intact. At AllRetail we understand that the key to long-term client satisfaction is first-rate support. Before launching

AllRetail, Gábor, Róbert and I worked as employees for other consulting companies and we frequently experienced what tremendous losses retailers may suffer if their support functions are not top-notch. That is why we decided that at AllRetail we will pay special attention to providing exceptional support for our clients.

**Cs.R.:** If your Oracles system is already running you can perform regular health checks to monitor that you are receiving the best possible performance. Fine-tuning the system or redesigning certain elements can also result in considerable savings.

*CONTACT ALLRETAIL CONSULTANTS FOR FURTHER INFORMATION ON ORACLE RETAIL. LET THEM HELP YOU OPTIMISE YOUR ORACLE RETAIL SOLUTIONS.*



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## ALLRETAIL BUSINESS AND TECHNICAL CONSULTANTS AT YOUR SERVICE

### JÁNOS DIÓS, CO-OWNER



**Expertise** Technical and business consultant  
Oracle Retail expert (RPM, ReIM, Allocations, SIM)

**Oracle experience** + 8 years

**Other skills** Java expert, PL /SQL, Delphi 5,6,7.

**Reference projects** Lead technical and business consultant  
Galeries Lafayette, Arnotts

**Previous employment** Quickborn Consulting LLC.

**Personal** Massive BMW fan

**Contact** janos.dios@allretailconsulting.com

### GÁBOR TATÁR, CO-OWNER



**Expertise** Oracle Retail, Mission Critical Projects,  
Project Management, Professional Consulting

**Oracle experience** + 10 years

**Other skills** Java, data warehousing,  
software development

**Reference projects** Galeries Lafayette, Arnotts, Benetton

**Previous employment** Quickborn Consulting LLC.

**Personal** Computer game developer geek

**Contact** gabor.tatar@allretailconsulting.com

### RÓBERT CSÁKÁNY, CO-OWNER



**Expertise** Technical consultant, retail systems  
development

**Oracle experience** + 11 years

**Other skills** Java, data warehousing, Oracle PL /  
SQL, web shop module development

**Reference projects** Galeries Lafayette, Arnotts, T-Com,  
Vodafone

**Previous employment** Quickborn Consulting LLC. / ITLine Co.

**Personal** Gadget guru

**Contact** robert.csakany@allretailconsulting.com

## RELEASE 13

WOULD YOU LIKE TO KNOW WHETHER ORACLE RETAIL 13 OFFERS ALL THE FEATURES YOU NEED, OR HOW IT WILL INTEGRATE WITH YOUR EXISTING APPLICATIONS?

ARE YOU INTERESTED IN THE ADDITIONAL BENEFITS THAT IT PROVIDES? DO YOU NEED INFORMATION ABOUT THE TECHNICAL REQUIREMENTS? WE CAN ANSWER YOUR QUESTIONS:

**+36 30 248-5977**

ALLRETAIL CONSULTANTS ARE ORACLE RETAIL SPECIALISTS – IT IS NOT JUST ONE OF OUR MULTIPLE PRACTICES.

THAT IS WHY WE ARE SO GOOD AT IT.

# ALLRETAIL CONSULTING

implementing > customizing > upgrading your Oracle Retail

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## ALLRETAIL CONSULTING SERVICES AT A GLANCE

Maximize your investments in Oracle Retail with our services:

### Assessment of your IT infrastructure

- how does Oracle best fit your retail environment ?



### Optimum system design

- planning your Oracle system based on industry best practices



### Implementation to your business

- getting your Oracle up and running, on-time and on-budget  
- full technical documentation, staff training.



### Customization

- ...because there are always things your company does differently  
- additional developments



### Support

- keeping your data consistent and maximizing uptime



### Upgrades, performance tuning

- managing smooth transition to enhanced versions  
- Oracle health-checks, increasing system value via redesigns

“YOU BENEFIT FROM OUR  
**REAL LIFE EXPERIENCE :**

IN-DEPTH RETAIL INDUS-  
TRY KNOWLEDGE,

ORACLE RETAIL SOFTWARE  
SPECIALIZATION,

PROVEN SUCCESSFUL  
PROJECTS IN DEVELOPING  
RETAIL SYSTEMS.”

AllRetail consultants truly understand your diverse retail business needs, your processes and your drive for ultimate customer satisfaction.

We can help you meet everyday challenges as well as future plans by leveraging your competitive advantage with integrated, innovative IT technologies and industry best practices.

**CONTACT US TODAY TO SEE  
HOW WE CAN MAKE A DIF-  
FERENCE FOR YOUR RETAIL  
BUSINESS**

