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Oracle Press Release

Disney Store Completes International Implementation of Oracle® Retail Point of Service

Disney Store Deploys POS in 330 Stores and Seven Countries

NATIONAL RETAIL FEDERATION ANNUAL, New York – Jan. 10, 2011 --

News Facts

- Disney Store is using Oracle Retail Stores Solutions to better serve customers at its 330 stores in seven countries. Disney Store is now equipped to handle high volumes of transactions, helping customers move more quickly through checkout and giving the company a clear and accurate view of item performance in locations worldwide.
- Oracle PartnerNetwork (OPN) partner and systems integration company [SkillNet](#) helped to complete the global rollout of Oracle Retail Point of Sale in all 330 stores in November 2010, to coincide with the [grand opening](#) of Disney's highly-acclaimed 20,000-square-foot store in New York's Times Square.
- Disney Store has teamed with [Oracle Retail](#) and OPN partner [InfoGain](#) to implement a mobile point of service solution in more than 40 stores which leverages the flexibility and functional richness of Oracle Retail Point of Service (POS) and enables Disney cast members to complete transactions anywhere in the store.
- During the National Retail Federation Big Show 2011, from January 9 – 11 in New York, Steve Finney, senior vice president of global retail operations for Disney Stores Worldwide, will conduct a Super Session presentation about the company's global program to create and open its new technology-fueled stores.
- The company is using Oracle Retail Point of Service, [Oracle Retail Central Office](#) and [Oracle Retail Back Office](#) to establish a single, flexible system across all of its international locations and enable the business to localize offerings based on customer preferences.
- The new mobile POS system was initially rolled out in more than 40 stores in November to accommodate the increased holiday traffic.
- The new Oracle Retail platform allows Disney Store to better understand item performance and customer buying patterns in each market and respond with merchandise, pricing and promotions that cater to local customer preferences.
- Disney Store is running 1,500 registers worldwide on a broad Oracle technology software stack including Oracle Database 11g, Oracle Fusion Middleware and Oracle Linux.

Supporting Quotes

- "We are completing transactions more quickly, capturing sales information electronically and providing our business leaders with accurate information on the performance of our stores," said Steve Finney, senior vice president of global retail operations, Disney Stores Worldwide. "The new POS system allows us to execute pricing and special offers worldwide or by region, and our cast members are much more efficient while assisting our guests at the register."
- "Our team of partners completed this work with the highest level of collaboration and expertise," said Vince Beacom, group vice president, Oracle Retail. "We are extremely pleased with the results and are very glad to be part of Disney Store's success."

Supporting Resources


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- [About Oracle Retail Point of Service](#)
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About Disney Store

The Disney Store retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. Disney Store is the retail merchandising arm of Disney Consumer Products, the business segment of The Walt Disney Company (NYSE:DIS) and its affiliates that extends the Disney brand to merchandise. Disney Store carries high-quality products, including exclusive product lines that support and promote Disney's key entertainment initiatives and characters. Disney Store opened its first store in Glendale, California and, in doing so, originated the themed retail business model. There are currently more than 200 Disney Store locations in North America; more than 40 Disney Store locations in Japan; and more than 100 Disney Store locations in the United Kingdom, France, Spain, Italy and Portugal, and online stores, [disneystore.com](#) and [disneystore.co.uk](#). Each Disney Store location offers a magical shopping experience that can only be delivered by Disney, one of the world's largest and most successful entertainment companies.

About Oracle Retail

Oracle provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business. 20 of the top 20 retailers worldwide - including fashion, hardlines, grocery and specialty retailers - use Oracle solutions to deliver critical insights, improve business processes and drive performance. For more information, visit our Web site at <http://www.oracle.com/goto/retail>

About Oracle

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