RedIron (Oracle)

Product overview & features

OCI Migration Services & RI Commerce Product

We deliver comprehensive, end-to-end cloud migration and technology solutions for retail and franchise operations. RedIron not only offers services to migrate retailers to the cloud, we also have the services and products to ensure all systems are integrated. And it doesn't end once you're in the cloud. The RI Commerce platform delivers:

- In-store and online selling capabilities
- Quality checks built in every step of the way, so when you get to the end you know you're on track
- Full visibility into inventory management
- Freedom from server maintenance
- Increased innovation so your business scales with you

Target market & key audiences

First list targeted customer segmentation

- Mid-senior level technical leader at a North American brick-and-mortar retailer, 5+ (physical) stores, including Franchise operations:
- Retail operations: 5-100 stores is the ideal size for RI Commerce Product
- Retail operations: 5+ stores is ideal for our OCI Migration Services

Key Segments:

- Apparel
- Specialty Goods
- Retail operations that need POS integrations

Elevator pitch

Having the wrong tech that locks you on-prem will hold your retail business back from the growth you deserve. Without the right solutions, you'll struggle to meet customer demands, resources will go to waste on outdated solutions, and inventory management becomes a nightmare. But it doesn't have to be that way. When you leverage the robust services of RedIron, powered by Oracle, you'll get the migration services and technology solutions you need to become a market leader with unparalleled retail capability. With increased flexibility and profitability, you'll finally gain confidence in your inventory strategy and scale your business the right way.

Pain points

Remaining on-prem:
- You struggle to meet customer demands
- If facing an outage or tech issues, you're forced to increase staff for these worst case scenarios
- Your tech systems force you to stay on-prem
- Resources go to waste on outdated on-prem solutions
- Failed integrations, lack of visibility into tech process to try and integrate systems
- Inability to successfully manage seasonal demand

Utilizing the wrong tech and systems:
- Trying to grow your stores, but antiquated technology is blocking growth
- Lack of visibility into inventory needs
- Struggling to keep up with customer demand
- Unable to deploy successful customer experience programs
- Takes too long to create new retail operations and processes, worried about security

Resolution
OCI Cloud Migration:
- We deploy a proven, robust implementation system to ID and mitigate potential risks from day 1
- Our specialized retail expertise ensures successful cloud migrations
- With comprehensive project planning, we account for more than just the migrating of data, we offer security, performance, reliability and scalability
- Once in the cloud, you'll experience significantly advanced tech capabilities, more agility to change your operations as needed, and streamlined security practices to free up your team while keeping your operations safe and secure with the power of OCI

RI Commerce Product
- Ensure the safety and security of your data with flexible, role-based user authentication
- Gain accurate visibility into inventory needs across all your sites
- Evaluate performance with robust, prebuilt reports out of the box
- Meet customer demands by tracking their preferences and gain insight into how to enhance your customer experience

Value proposition

With migration services to OCI and deploying the RI Commerce product, RedIron enables you to:
Fast-track technology innovation
- Deploy best practices in your inventory management and customer relations.
Increase operational efficiency and security
- Get actionable data and analytics to help you simplify and secure your workflows.
Proactively meet customer demands
- Understand your customers and gain insight into what you need to buy
Benefit from an innovative product and roadmap, purpose-built for the retail industry
- Stay one step ahead with technology built exclusively for retailers
Set your business up to scale
- Gain access to a suite of extensive options to expand your resources, tools, and functionality.
Differentiation:
- RI Commerce is a cloud-native solution backed by 20+ years of retail expertise, and though enhanced stability and scalability enables you to meet peak seasonality demands any time. RI Commerce is offered as a SaaS product, with allows comprehensive access with role-based permissions, without the need to purchase and manage per-seat licenses.
- RedIron's cloud migration services are backed by 20+ years of retail expertise, which enable clients significant confidence in successful project outcomes. With comprehensive project planning, you'll receive an Impact Assessment to ensure we have a clear roadmap, milestones and methodology customized to your needs which will get you up and running in the cloud successfully.

Key messages

Position RedIron Authority with these messages:

- Hyper-focused expertise for North American brick and mortar retail stores and franchises
- We are constantly evolving our SaaS product, so customers can leverage advancements as they emerge, without purchasing new, expensive software
- Pre-built integrations enable us to fast-track our ability to customize the unique solutions that meet your requirements
- Robust, thorough and transparent project process to ensure project timeline and success

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Competitive landscape & differentiation

RedIron OCI Migration Services
- Up to 40% cheaper than other solutions
- Better, less laborious security practices when you finally transition to the cloud
- RedIron not only offers services to migrate retailers to the cloud, we also have world-class, retail-specific services and products to ensure all their systems are integrated.
- Our proven process to migrate you to the cloud is unique and battle-tested to mitigate project pitfalls
- Our tools and techniques enable you to define requirements faster than you thought possible.

RedIron Commerce Product
- Unlock additional cost savings when purchasing RI Commerce to move to OCI
- This product is developed for the cloud, so it's optimized for people who make the migration to OCI
- Can give individual franchise owners autonomy with role-based permissions
- Purpose-built to run on OCI and for retailers so every component of this product is hyper-specific to your needs
- Pre-built reports you can run easily and gain more visibility and insight into the health of your franchise operation

Customer references

Customer name goes here
- Hallmark

Goal is to provide summary of the reference so a rep can quickly scan and find out more
- XX

Try for industry, customer size and geographic diversity
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Qualifying questions

1. What's not working right now when it comes to your current inventory management?
2. How is your team currently dealing with technical debt?
3. Are you confident your inventory will always match customer demand?
4. How much top line revenue are you losing due to the wrong amount of inventory at the wrong time?
5. Are there any vulnerabilities that you're thinking about right now and want to make sure we address?
6. What are you most worried about when it comes to upgrading your on-prem environment?
7. How scalable and nimble are your systems right now?
8. Are you lagging behind competitors? Are most of your competitors in the cloud? Are system limitations blocking growth opportunities?
9. Have you found that you can meet new customer demands with your current systems? When you need to deploy a new customer experience program, are you able to do that?
10. How confident do you feel in your ability to surface analytics and reports about your customer behaviors and insights?

Handling objections

- **"It's not the right time to make a move to the cloud."**
  Response: We can help increase your capacity to alleviate future issues and move more quickly for you to focus on those priorities.
- We've found this type of change can actually free you up to focus on your more important priorities. We can take these things off your plate and increase your bandwidth. Moving to the cloud means you don't have to handle all this anymore, the burden is taken off of you for multiple layers of security- handled by Oracle Cloud.
- **"We already have an integration partner; can I work with my existing partner and move to RedIron?"**
- **Response**: That's awesome you have a third-party vendor for integrations. You likely have a competitive edge to make sure your tech stack stays up to date. But here's what we've learned: there's a huge opportunity for savings with this solution because you get additional discounts from RedIron on top of what you get with Oracle, and not every other vendor has that capability.
- **"Oracle doesn't have as much footprint with retail/not widely known for retail support."**
- **Response**: We have franchise-specific features that make it easier for retailers to transition to the cloud and operate more effectively
- RedIron is purpose-built for retail; Oracle are the cloud experts. The two of us together make the most robust solution for all retail.

Additional resources

- Sales Pitch Deck
- Sales 2-Pager
- Sales Rep Landing Page
- Messaging and Sales Script Document
- Ideal Customer Persona Brief

Contacts

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