

JEWELRY

UK's De Beers Jewelers turns to Oracle for mobile PoS tech

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De Beers diamond engagement ring. Image credit: De Beers

By LUXURY DAILY NEWS SERVICE

U.K.'s De Beers Jewelers has turned to tech giant Oracle's technology to empower store associates and improve the retail experience for customers.

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The jeweler will use implement [Oracle Retail Xstore Point of Service](#) and [Oracle Retail Xstore Office Cloud Service](#). The mobile point of service, in particular, lets associates guide shoppers through their diamond shopping journey anywhere in the De Beers store.

"Diamonds are works of art in their own rights with incredible colors, tints and nuances," said Francois Delage, London-based CEO of De Beers Jewelers, in a statement. "The more you know, the more you can discover.

"Our brand ambassadors guide customers to find the perfect jewelry for their unique tastes," he said. "Selecting Oracle's mobile technology will enable our brand ambassadors to ensure a seamless in-store experience from the discovery phase to purchase, in the optimal setting."

The news comes a month after De Beers donated \$285,000 (RMB 2 million) to the China Charity Federation to procure medical protection supplies and support first-line medical and health care staff fighting against the coronavirus outbreak.

Also, De Beers two weeks ago celebrated International Women's Day with its our campaign, "Nature's Wonders, As Individual As You," featuring three women, each reflecting a different facet of De Beers jewelry.

Adding sparkle

All 33 [De Beers](#) stores in 15 countries have proprietary De Beers Iris technology that lets customers see the unique characteristics of their diamond through the eyes of an expert.

[Oracle Retail Xstore Office Cloud Service](#) centralizes all back-office elements of store operations, cutting the need for more data center investment.

Oracle Mobile Point of Service allows De Beers store associates to help shoppers with more information on the

gemstones at their fingertips.

In addition, store associates can interact with customers in a personalized way.

"Oracle Retail Xstore POS enables retailers to pivot to the customer by delivering a fully mobile store with all the capabilities required to create a modern shopping experience," said Mike Webster, senior vice president and general manager of Redwood Shores, CA-based Oracle Retail, in a statement.

"With Oracle, De Beers associates can focus their attention on showing the uniqueness of their jewelry and the needs of the shoppers from anywhere in the store," he said.

Launching in celebration of [#internationalwomensday](#), our campaign "Nature's Wonders, As Individual As You", features three brilliant women, each reflecting a different facet of De Beers jewellery. <https://t.co/gIIYrBp8aG> [#debeerslondon](#) [#iwd](#) pic.twitter.com/YiPT5xu6iz

De Beers (@DeBeers) [March 5, 2020](#)

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