

**ORACLE**  
COMMERCE

# What's New in Oracle Commerce 11.2

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## Summary of Oracle Commerce 11.2

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Oracle Commerce 11.2 builds upon the power and flexibility of the Commerce 11 series to make significant strides towards enabling merchants to deliver differentiated digital experiences and towards realizing their omni-channel vision. In a very dynamic environment, B2C and B2B merchants must react quickly, and thus require a platform that can deliver the most relevant experience across all touchpoints, sites, and channels, allowing the business to create the desired experience to meet their objectives.

Commerce 11.2 continues innovation in a number of key areas that have seen continued investment over a number of recent releases:

- Omni-Channel Experience Delivery
- Business User Control
- Commerce for All Channels
- Platform TCO Enhancements & Integrations

Summaries in the below sections describe the new 11.2 capabilities in these areas, followed by additional details on these, and all new, features.

### **Omni-Channel Experience Delivery**

Oracle Commerce customers have consistently communicated that they need to provide a consistent experience to their shoppers across all channels and types of devices.

To better achieve this goal, Commerce 11.2 adds significant new capabilities to support omni-channel commerce. The new Commerce Store Accelerator (CSA) reference application provides a responsive, modern, up to date starter store to assist merchants in creating their storefront and support desktop, tablet and mobile devices.

At the Commerce Platform level, the multi-site framework has been extended and enhanced. New capabilities allow the framework to model all types of touchpoints. In addition to modeling digital sites as has been supported for a number of years, users can now model other types of touchpoints, such as physical stores, distributors, or resellers. This simplifies the use of Commerce across all touchpoints and gives the merchant a single system to conduct all commerce activities. In addition, the multi-site framework has been further extended into Experience Manager to allow Guided Search keyword redirects to be varied by site.

### **Business User Control**

In order to be agile and fast, and to react to an ever changing marketplace, merchants must be able to adjust quickly to external events. Fundamental to this is the ability for business users to manage the commerce site, experience, and marketing activities without relying on other teams, such as IT.

Commerce 11.2 adds new functionality for business users to make managing the commerce site easier, quicker and with less risk of errors. Experience Manager adds the concept of projects and workflow which allows business users to group sets of changes together. These groups of changes can be managed, previewed, and promoted/deployed to production as a group, without risk of including other users' changes. Multiple teams can work in parallel without risk of each teams' projects affecting the other team.

Commerce 11.0 and 11.1 added new content management capabilities to the Commerce platform and version 11.2 continues with new functionality in this area. Media files can now be directly uploaded within the BCC and stored on the Commerce servers, without the need for external systems. With the prior

investments and the new 11.2 features, more and more merchants will be able to manage all their content and commerce in a single application, Oracle Commerce.

### **Commerce for All Channels**

While the enhancements mentioned above provide the ability for Commerce to model and support all touchpoints, including physical stores, various channels bring unique functional requirements that must be supported by an omni-channel commerce platform.

Oracle Commerce 11.2 adds a range of new features that address use of Commerce in traditional channels. Support for fractional units of measure allows Commerce to support sale of items that are sold by weight or length, such as groceries. Further, additions to the promotion engine allow for promotions based on tender type, such as cash or a store branded credit card.

The pricing engine has also been updated to allow prices to vary by time. This allows business users to set up multiple prices ahead of time, with the appropriate start and end times. While this is valuable for managing day to day price changes, it also makes supporting various pricing strategies such as flash sales, simpler and easier to manage.

### **Platform Total Cost of Ownership and Integrations**

As with any enterprise application, it is important to be able to deploy the solution quickly, with minimal effort, and manage it on an ongoing basis with limited costs. Further, merchants are aware that their commerce activities cannot operate in a silo and must work in concert with other Customer Experience solutions to manage and coordinate the customer's overall experience.

In addition to the new reference application, CSA, that helps merchants to deploy Commerce more quickly and efficiently, Commerce 11.2 adds new integration capabilities to assist merchants in leveraging other CX applications. A key requirement for many merchants is the need to support the configuration of complex products that require extensive rules and validation logic.

Commerce 11.2 provides a new framework for integrating an external product configurator into the Commerce solution to provide a seamless solution for the shopper. Whether purchasing complex B2C products such as a computer, or complex products in a B2B situation such as networks switching equipment, Commerce can integrate quickly with an external configurator.

Oracle provides a reference integration between Commerce and Oracle CPQ Cloud utilizing this framework to allow the combined solution to address both B2B and B2C configuration cases.

## Oracle Commerce Platform

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### Dynamic Item Types

Many merchandisers want to add properties to various products to assist shoppers with understanding the products, finding them via guided search and navigation, etc. While the Commerce Platform provides for extensive abilities to extend existing repository definitions with additional properties and to create new item types to represent different types of products and SKUs, this has required updates to the database and server restarts to achieve.

For example, an electronics retailer may want to have different item types for different products, such as an item type specific to televisions that adds the property "Screen Size". Upon the release of new technologies, they may wish to add a sub type of Televisions, such as LCD Televisions, which adds the property of "Backlight Type".

Commerce 11.2 now allows new item types to be created via programmatic controls (APIs) without the need for database level changes, or server restarts. Integration code with back end systems can identify new item types, and create them as part of the product import process. Changes to item types or the addition of new item types are done in the context of a Content Administration project and require deployment of the project before additional use. Capabilities are also provided to allow existing items to be converted to a derived (sub) type.

Once created, the property values associated with the new item types are visible and editable within the BCC as with other properties.

#### *Benefits*

- New item types can be created through programmatic controls, based on information from backend systems such as the ERP or PIM.
- The new item types can be created without changes to the database structure and without requiring server restarts.

### Touchpoints

The Commerce Platform multisite framework has undergone significant changes to be more open and flexible, allowing the modeling and control of all types of customer touchpoints. The concept of a "site" has been altered to be a specific version of a more generic touchpoint, and the system allows for the creation of different types of touchpoints, each with different attributes and data associated with them. The Site Repository has been expanded to contain details and entries for all touchpoints.

Touchpoints can be created for any type of interaction that a company has with its customers. For example, it can use the existing site version of a touchpoint to model the digital web and mobile sites. But it may also create touchpoint types for stores to represent brick and mortar stores, resellers, distributors, franchise members, etc.

Once modeled in the Commerce Platform, all of the existing capabilities associated with the multisite framework may be used to share profiles, promotions, pricing, catalog data, etc. across any or all of these touchpoints. Oracle Commerce can act as the hub for a complete, omni-channel solution, with extensive flexibility to share commerce data across each touchpoint or not.

In order to minimize the impact to the business user in the Commerce tools, filters and selections are now provided to allow the business user to see only the touchpoint types they care about. For example, if the merchandiser is focused on digital sites, they can filter out other touchpoints such as physical stores.

*Benefits*

- Model all channels and touchpoints, including digital, physical stores, resellers, and distributors in a complex environment on a single platform, with the flexibility to control the data and experience on each touchpoint as necessary.
- Oracle Commerce can drive commerce activities across all types of touchpoints and channels.

**Index Partitioning By Site**

The Commerce multisite framework allows merchants to run multiple different web sites or touchpoints on the same instance of Commerce. These sites can be for different brands, geographic regions or microsites. The framework also allows the merchant to share or not share key data such as profiles, catalogs, promotions, pricing, and more.

New capabilities have been added to the 11.2 release to allow for the configuration of how site data is partitioned into search indexes. Administrators can select which sites' data will be indexed in which index, thus allowing the data to be partitioned across multiple MDEX indexes.

*Benefits*

- Allows for different configurations to be set up and managed across various sites.
- MDEX engines for a subset of sites can be scaled independently from those for other sites.

**Scenario Limits**

The Commerce Platform's Scenario Engine provides tremendous capabilities to allow merchants to manage the customer experience. The Scenario Engine takes an event based approach to personalization, allowing flowchart like orchestration of activities with the customer. By combining various events, such as visiting a specific page or registering as a new user, with a set of activities such as granting promotions, sending an email or filling a slot on a page, the Scenario Engine enables very complex and sophisticated interactions.

While powerful, the creation and management of scenarios is a difficult task for which Oracle strongly recommends working with Oracle Services. The improper implementation of scenarios can lead to situations where scenario instances do not exit correctly, get "stuck" or otherwise do not cleanly end. This can lead to a reduction in performance on the commerce site.

New limits have been implemented to help reduce the risk that a poorly written scenario will affect the system. First, each individual scenario can have a time limit such that when that time limit is exceeded for an instance of the scenario, the scenario will be terminated by the system. For example, if a scenario is used to welcome newly registered users, wait 7 days for the submission of an order and then follow up with another email, the scenario creator can indicate that all instances of that scenario should be removed after they are older than 8 days.

In addition to the per-scenario limit, the system can be configured with an overall limit on the number of currently open scenarios, limiting the size of the appropriate tables. DBAs for the Commerce system can thus ensure that the tables never grow past a size where they can affect performance.

*Benefits*

- Enables the use of scenarios with greater confidence and less risk of affecting commerce site performance.
- Provides additional controls around the overall system use of scenarios.

## Unified Reporting

Version 11.2 brings together reporting capabilities across the entire Commerce suite by unifying reporting from the Guided Search product with reporting from the Commerce Platform. The new capabilities leverage the prior existing infrastructure and architecture for the Commerce Platform and now adds key data about Search activity.

By combining Search and Commerce data, Search activity can be correlated with Commerce activity and session data. This allows analysis of the data such as top search terms by site, by segment, or even by items purchased.

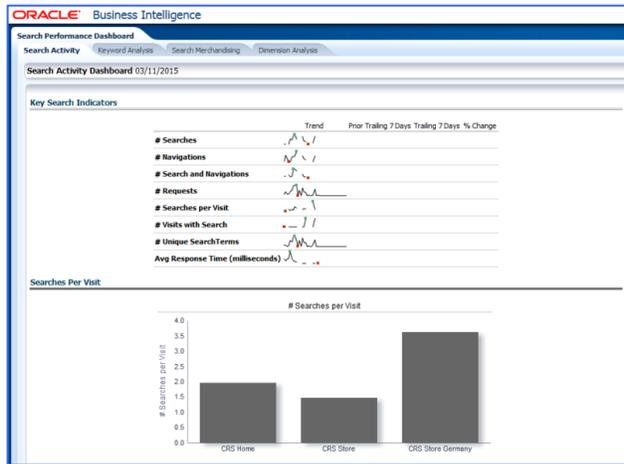


Figure 1 - Unified Reporting, Search Activity

Out of the box, reports are provided to help give valuable insight into customer activity with Search. These include key analysis such as top search terms, search terms with zero results, search terms that led to the most sales, and most used facet values. Where the out of the box reports do not meet a particular need, Oracle Business Intelligence’s powerful capabilities may be used to create custom reports, ad-hoc queries, and bespoke dashboards.

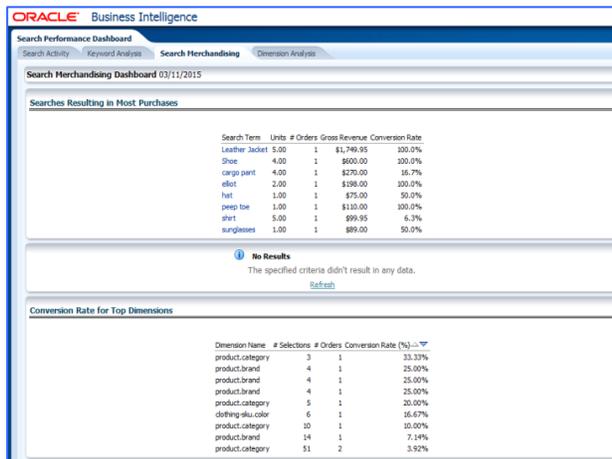


Figure 2 - Unified Reporting, Searches Resulting in Purchases

The 11.2 solution for Unified Reporting requires the use of the Commerce Platform. Search reports previously provided in Workbench will still be available for implementations that are not using the Oracle Commerce Platform or for where the full reporting solution is not desired.

#### *Benefits*

- Provides greater insight into both Search activity and how Search activity interacts with users, sessions and commerce activity.
- Gives powerful and flexible capabilities to create new reports, ad-hoc queries, and custom views into the data using the Oracle Business Intelligence solution.

### **Direct SQL for Incremental Deployments**

In earlier versions of Oracle Commerce, improvements were made to the Content Administration (CA) deployment process for full deployments to use a technique known as Direct SQL. With this approach, CA deployments write data directly to the database instead of using the Repository APIs, greatly improving performance.

With Oracle 11.2, the use of Direct SQL has been extended to be used for both full deployments as well as incremental deployments. This improvement provides performance improvements for incremental deployments. As prior Commerce versions provided good deployment speeds, these improvements will be most noticeable for large incremental deployments.

Note that use of Direct SQL for incremental deployments is only supported with Oracle database.

#### *Benefits*

- Key portions of the process for deploying assets with incremental deployments will be much faster.
- Customers will have the ability to update the production site quicker and make more changes to the site during the day.

## Oracle Core Commerce Engine

### Time Based Pricing

A key price management activity for many merchants is altering prices for a short period of time. Many pricing master systems support time-based pricing whereby an individual SKU may have multiple prices assigned to it which reflect future price alterations; flash sales, weekend discounts, price increases etc. Oracle Commerce 11.2 adds capabilities to support time based pricing providing for multiple prices per item in a single price list and retrieving prices based on current date and time.

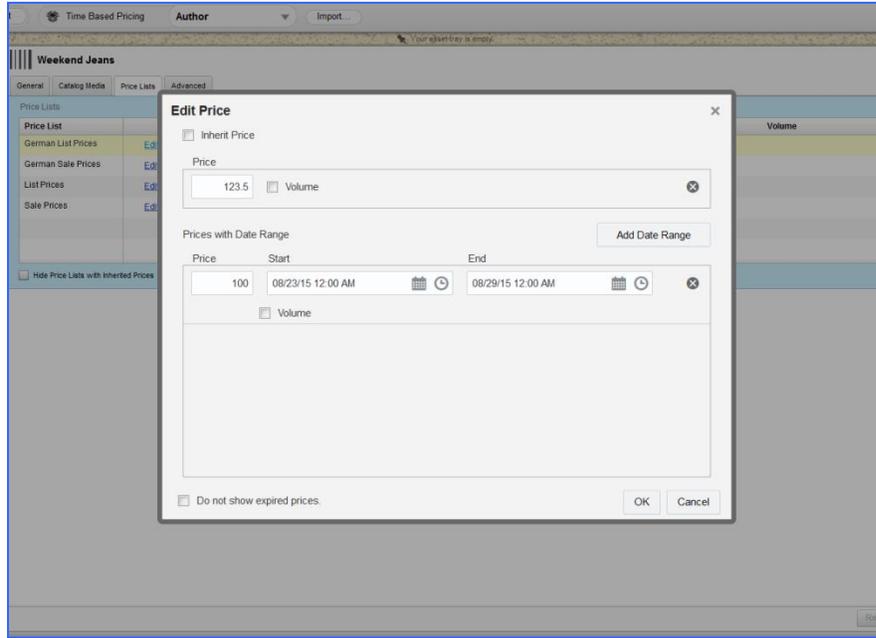


Figure 3 - Time Based Pricing Edit Window

Merchants can import complex time-based pricing data into the Oracle Commerce repository, or manage prices via the BCC.

For example a price list may contain:

- For some items a single price
- For some items a single price with start and end times
- For some items multiple prices with different start and end times
- For some items an inherited price only

At run time Oracle Commerce will retrieve the appropriate price based on current date and time.

As part of this feature, a number of options are provided for indexing of price data. Search Indexing can be configured to:

- Index the current price - accurate price at date and time of start of indexing.
- Index the price at current date and time + a specific offset amount of time.  
For example, if a merchant chooses to index their prices at 5:30pm but the index will not be deployed to production until 11:00pm, they could configure their search indexing to index price at current date and time + 5.5 hours.

- Index the price at specified occurrence, such as Friday at 4:00pm or 1st of the month at 12:00am. For example, if a merchant deployed their index to production every Friday at 6:15pm they could choose to configure search indexing to always index prices for 'Next occurrence of Friday at 18:15'. In this way the merchant does not have to configure a specific offset amount of time each time indexing runs.

### *Benefits*

- Merchants can easily implement price changes, and price changes for specific times supporting brief sales, flash sales, and other similar activities.
- Merchants can set up prices for future times and dates and ensure they are adjusted appropriately, such as allowing a merchandiser to set up different prices for each day of the weekend before leaving on Friday.

### **Configurator Framework**

Many B2B and B2C merchants have products that either require or benefit from the ability to select options and 'configure' the item. This configuration may require complex rules that restrict the selection of certain options based on the user, or other options selected. For example, when ordering a PC, the user may choose their processor speed, disk size, and memory size, although the top end processor may not be available with the low end disk.

These types of complex configuration situations are handled by specific software that simplifies and allows management of the options and rules used. Oracle Commerce 11.2 adds capabilities to support integrations with configuration systems to ensure that complex configurable products can be supported in the product catalog, and configured items can be included in Commerce orders.

Specifically, the new capabilities include:

- Product catalog support for indication that specific SKUs require configuration
- Support for configured items (including sub-items) in order
- Support for independent sub items (in some cases a sub item or part can be sold separately or as part of a configured item)

Note that a Reference Integration between Oracle Commerce and Oracle CPQ Cloud is also available using this framework to connect with CPQ Cloud.

### *Benefits*

- Allows the Commerce solution to seamlessly integrate with external configurator applications to provide a unified commerce solution to shoppers.
- Simplifies the use of external configurator engines, such as Oracle CPQ Cloud, with Commerce.

### **Promotions by Tender Type**

One of the key Oracle Commerce objectives is supporting omni-channel commerce, whereby a consistent shopper experience can be delivered on all channels. Common promotions are a key element of this objective and many store based promotion types were added to Oracle Commerce in 11.1. To further support this initiative, Oracle Commerce 11.2 now includes the ability to provide promotions that grant discounts to shoppers based on how they pay for their order. For example, 'Get an additional 10% off when you use your store credit card,' or 'get free shipping when you pay by PayPal.'

The new capabilities can be applied to all existing Commerce promotions templates, allowing any of them to be applicable only for given tender types.

Specifically, the new Promotions by Tender Type provides for the following:

- Merchandisers can select one or more tender types as a condition for qualifying a promotion.
- Merchants can set one or more tender types as exceptions to any vetoing rules. For example a merchant could ensure that payment by 'Store Credit' always qualifies for applicable tender based promotions.
- Administrator can configure global setting for tender based promotions. For example the administrator can determine if tender based promotions can be applied to orders where the tender type is used for full payment or only partial payment.

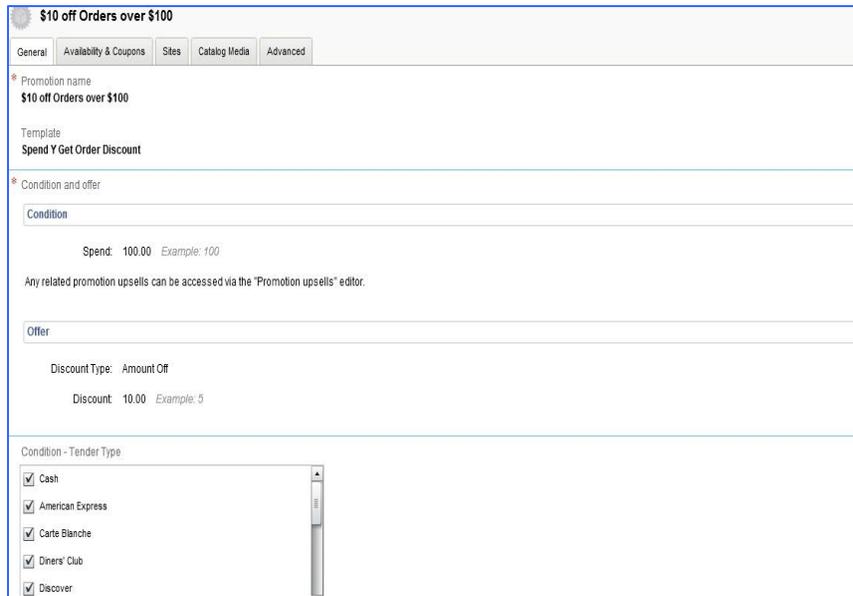


Figure 4 - Promotions by Tender Type

**Benefits**

- Merchandisers can implement important new promotion types that are based on payment type.
- Commerce can match promotions functionality provided in other systems to provide a consistent omni-channel experience.

## Oracle Commerce MDEX Engine

### Updated Oracle Language Processing and New Language Support

Natural language processing in the MDEX engine helps ensure that shoppers find what they are looking for quickly and efficiently on a Commerce site. This is achieved by looking at the root of words for both text queries and for indexed content, as well as applying synonyms and other forms of language processing.

While this processing is extremely valuable to ensure the most accurate results for the shopper, thus reducing the chance that customers leave the site, the processing must understand the specific language being used and apply language specific processing.

Commerce 11.2 updates to the latest language processing version, and in doing so, adds support for 10 new languages or locals, bringing the total to 50 supported languages. The list of supported languages and locales is shown in the table below.

*Table 1 - Search Language Support*

50 Supported Languages and Locales				
Arabic	Danish	German	Macedonian	Serbian, Latin
Basque	Dutch	Greek	Malay	Slovak
Belarusian	English, US	Hebrew	Norwegian, Bokmål	Slovenian
Bosnian	English, UK	Hungarian	Norwegian, Nynorsk	Spanish
Bulgarian	Estonian	Indonesian	Polish	Swedish
Catalan	Farsi (Persian)	Italian	Portuguese, Brazil	Thai
Chinese, Simplified	Finnish	Japanese	Portuguese, Portugal	Turkish
Chinese, Traditional	French, France	Korean	Romanian	Ukrainian
Croatian	French, Canadian	Latvian	Russian	Valencian
Czech	Galician	Lithuanian	Serbian, Cyrillic	Vietnamese

In addition to the new languages supported, the update to the language processing engine brings a number of improvements to existing languages based on feedback from the field across a range of Oracle products.

#### *Benefits*

- Ability to index content in more languages to provide accurate search results when search content in a range of languages.
- Allows merchants to extend commerce activity into new regions and address new markets.
- Improved search results for existing languages to improve customer experience.

## Oracle Commerce Business Control Center

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### Upload Media Content

Oracle Commerce 11.2 extends the media asset introduced as part of web content management capabilities in 11.1. The new functionality allows content contributors to upload via the BCC locally stored media content including images, PDF, and videos into the authoring environment as media assets. The content can be attributed, including specifying tags, and associated with the product catalog. From the BCC, the content can be indexed into the MDEX engine to make available to shoppers via site search. The content can be used anywhere within the site and on any channel, supporting a “create once, publish everywhere” model.

#### *Benefits*

- Improves efficiency by allowing business users to upload media images directly in the authoring environment without first uploading them in an external file system.
- Provides business users with a single tool suite for unifying commerce, content, and experience.

### Time Based Pricing

New controls are provided in the BCC for managing prices by time. See the above section for details.

## Oracle Commerce Workbench

### Experience Manager Projects

Oracle Commerce 11.2 introduces project capabilities in Experience Manager. Projects allow business users to isolate their changes and publish them to the live site. This allows business users to work on multiple sets of changes with different team members mimicking a real world process without worrying about their changes being overwritten or accidentally going live. Business users always work within the context of projects in Experience Manager. Multiple users can work on the same project. If users working on different projects end up modifying the same asset, they get notified of the conflict and the reason for the same. A simple prebuilt approval process that allows users to make changes and commit them is available. A user is not forced to create a project in order to make a small tweak to the site. He can make the needed changes and a project is automatically created in the background for him. There is a simple two step out of the box approval process that allows a user to make changes in a project context and commit these changes.

Preview in Experience Manager has also been enhanced to support projects, allowing business users to preview changes they made in the project before publishing.

Experience Manager projects have been built from ground up to reflect real-life structure of how teams work within organizations. There can be multiple users working on multiple projects, individual users working on just their projects, or a combination of both. Experience Manager projects support all of these paradigms.

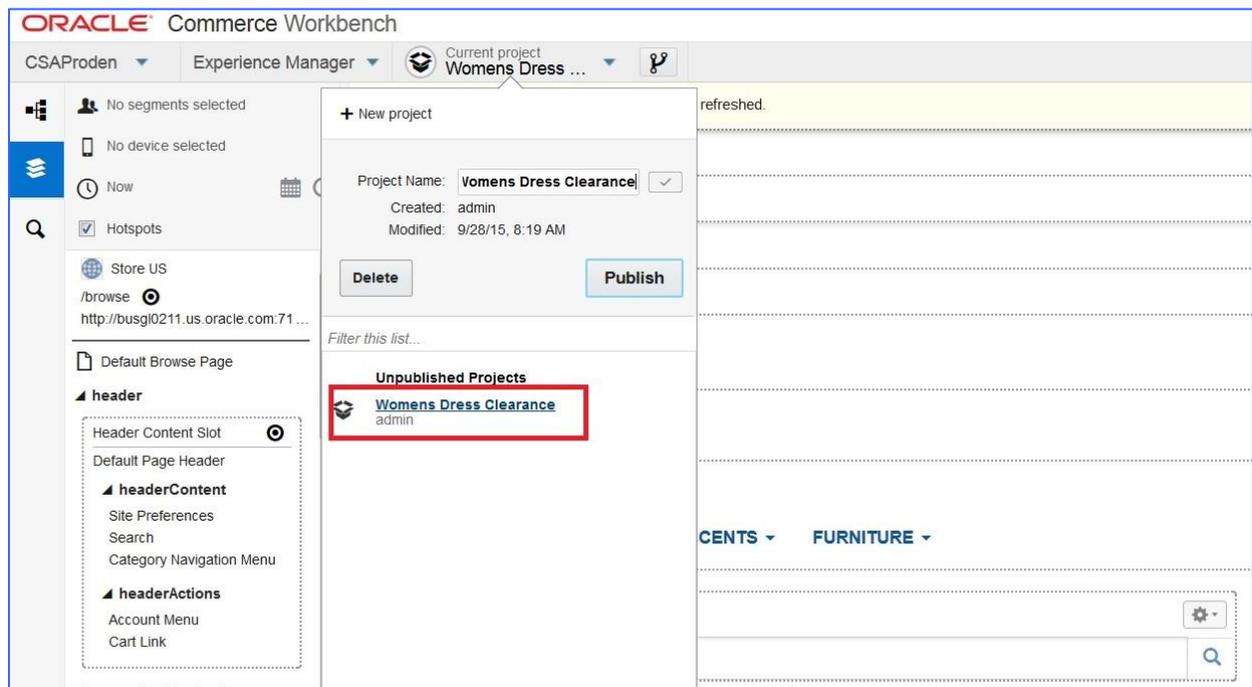


Figure 5 - Experience manager Projects

The paradigms described may lead to multiple business users modifying the same asset within multiple projects in Experience Manager. In such an event, business users are notified of the conflicts along with information on which asset is under conflict and the reason for the conflict.

### Benefits

- Improves business users' confidence in using the tool by providing visibility into the changes that will be committed to the site once they publish a project.
- Allows teams to work on different projects simultaneously without fear of accidentally seeing their changes in production. Business users can work on their changes in isolation and publish them together when done.
- Automatic project creation allows users to continue working on their business issues without the tool getting in the way.
- Project conflict detection equips the business user to make informed decision about the changes they are about to publish.
- Experience manger projects reflect the real-life structure of project teams by allowing multiple users to work on multiple projects in parallel.

### Interactive Editing in Preview

Oracle Commerce business users have access to a new interactive editing environment that allows them to work actively in preview without having to switch context between preview and data view. A new Manifest pane provides details of the various page elements (cartridges) of the page being previewed. Users can edit page elements from the Manifest pane and see the effect of their changes on the preview page. Customers can use this technology agnostic approach to work in a WYSIWYG editing mode with minimal upfront IT effort. Business users can configure page experiences with confidence and increase their productivity with minimal context switches.

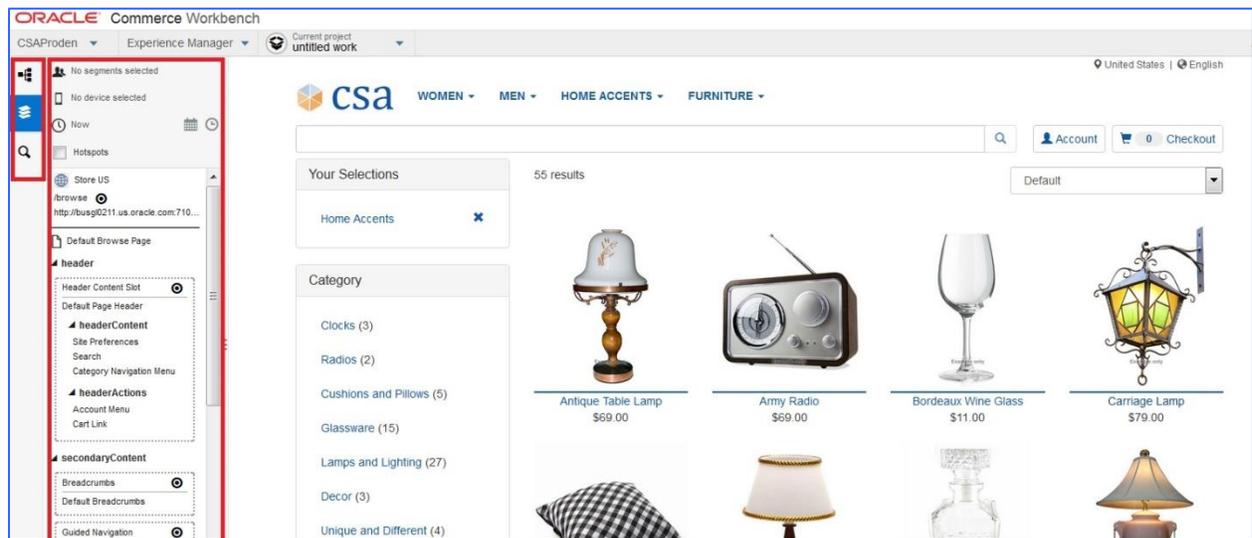


Figure 6 - Interactive Editing in Preview

### Benefits

- Business users can build page experiences with confidence taking advantage of the versatile feature set.
- Reduces the upfront effort involved by the IT teams in setting up the preview environment thus allowing more business teams to work in a WYSIWYG editing mode, and speeding deployment.
- Users are aware of their project context while in preview and can see the impact of changes they make on the project. They can see the list of projects and switch between different project

contexts while in preview context. Further, they can view conflict notifications if they are changing assets being modified by other users.

- Business users gain productivity by working in an interactive editing mode with fewer context switches and can configure page experiences.

### Usability Enhancements and Search

In addition to the interactive editing in preview capabilities described above, the business users experience is improved with a more prominent search tool that allows users search and find rules easily and intuitively. From the search results, the user can easily navigate and find the rule within the tree or open the rule for further editing.

Simple one click gestures are provided to access most capabilities within the tool, while an overlay UI model shows additional information while retaining their page in preview.

Business users can now also set up different form factors for different types of devices (desktop, tablet, mobile, etc.) that will allow them to preview the same page for different devices.

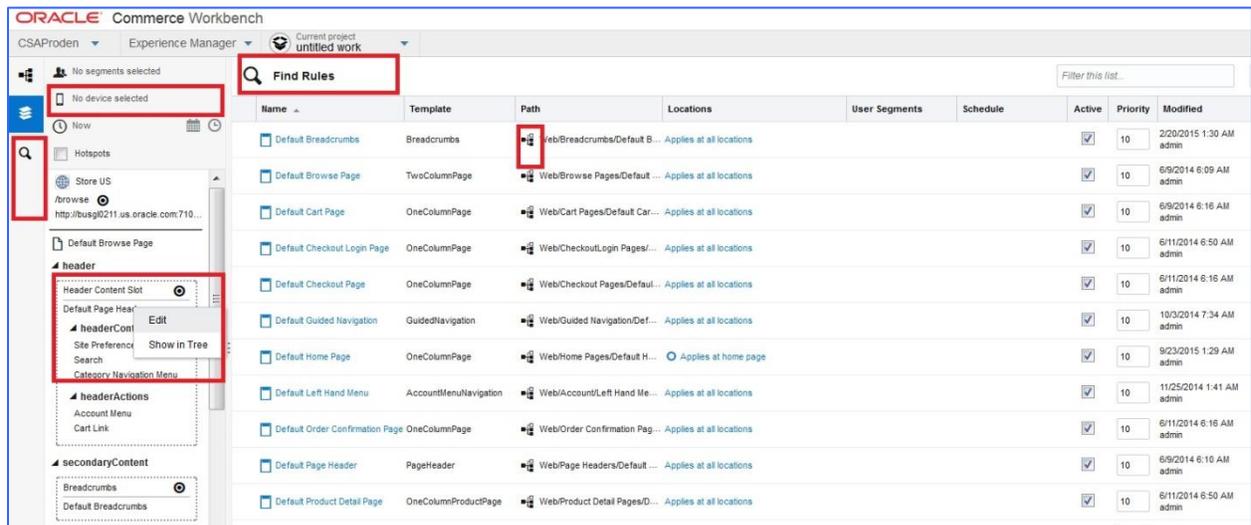


Figure 7 - Experience Manager Usability Enhancements

### Benefits

- Users can search, find and edit rules faster and without losing preview context.
- Users get an enhanced user experience with fewer clicks and easy access to different parts of the tool such as the tree, manifest pane, search tool, and projects.

### Site Specific Keyword Redirects

The Workbench keyword redirect tool has been enhanced in 11.2, allowing business users to add keyword redirects that are specific to a given site in a multi-site environment.

IT users can add a keyword redirects group and associate the group to a specific site, allowing business users to manage keyword redirects at the site level by working with the group. A default keyword redirects group ships with the product, while additional ones can be created and assigned to other sites.

Administrators can restrict access permissions for these groups so that only certain users can add keyword redirects to a certain site.

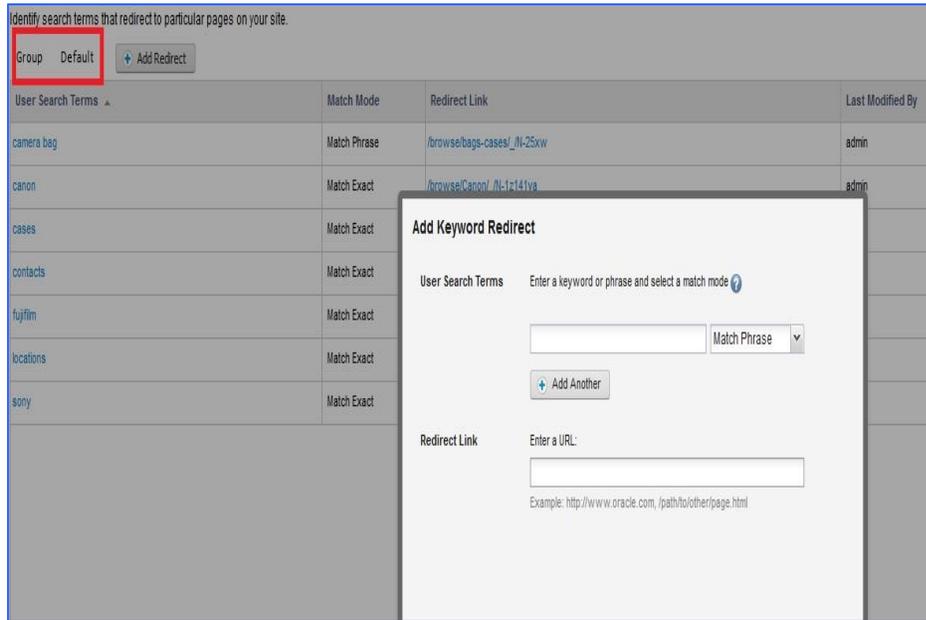


Figure 8 - Site Specific Keyword Redirects

### Benefits

- Keyword redirects can be targeted to certain site specific search pages and not all sites. Access permissions may be managed such that only certain users can add keyword redirects for a site.
- Provides critical functionality for customers managing key word redirects at the site level.

## Oracle Commerce Service Center (CSC)

### Appeasements for Fulfilled Orders

Commerce 11.2 has added the ability for customer service reps (CSRs) to provide shoppers with an appeasement or “goodwill credit” on fulfilled orders. This allows a CSR to provide a % off or specific amount off to a customer who contacts the call center with an issue on an order that has been fulfilled (e.g., items were received damaged or arrived late).

The feature allows the CSR to apply the amount off to shipping charges or to an item cost. Commerce provides out-of-the box reason codes that are configurable and enable the CSR to select a reason for why the appeasement has been applied. The feature has been implemented so that an appeasement cannot exceed the value of the order less tax, shipping, order appeasement, and item refunds.

The screenshot displays the 'Appeasements' interface. At the top, it shows 'Order totals: Items Balance: \$112.90 Shipping Balance: \$18.95'. Below this, there are radio buttons for 'Items', 'Amount Off', and 'Percentage Off' (selected), with a value of '25'. A dropdown menu for '-Select a Reason-' is open, showing options like 'Customer Did Not Like Item', 'Goodwill Credit', 'Incorrect Item Received', 'Item Arrived Damaged', 'Item Arrived Late', 'Order Arrived Damaged', 'Order Arrived Late', and 'Product Complaint'. The 'Amount Off' is set to '\$28.23'. Below, there is a table for 'Verify the credit tender type and amounts:' with columns for Type, Exp. Date, Billing Address, Amount Charged, Amount Credited, and Amount. The table shows a Visa card with a balance of \$131.85 and a store credit of \$0.00.

Type	Exp. Date	Billing Address	Amount Charged	Amount Credited	Amount
Visa - 8288	1 / 2017	Adrian Robinson 604 Red Mountain Road Rochester, NY, 14603 US 212-555-8885	\$131.85	\$0.00	\$0.00
Store Credit	No Limit		N/A	N/A	\$0.00

Figure 9 - CSC Appeasements for Fulfilled Orders

In summary:

- Enables customer service reps (CSRs) to provide a “goodwill credit” (items or shipping) to a customer on an order that has been fulfilled
- Includes configurable reason codes and is available as % or specific amount off
- Appeasement cannot exceed value of order less tax, shipping, order appeasements and item refunds

#### Benefits

- Allows call center agents to provide appeasements on orders that are already fulfilled.
- Follows approval limits so that users cannot refund too much money to the customer through an appeasement.

## Oracle Commerce Store Accelerator (CSA)

With the Commerce 11.2 release, Oracle introduces a new reference accelerator called the Commerce Store Accelerator (CSA). One of the primary goals of CSA is to provide a best practice framework for using the REST APIs, Experience Manager, and Assembler to build Oracle Commerce applications. The application is a services-based single-page application and is responsive (four viewports).

CSA focuses on enabling developers to easily separate the UI from the back-end code and takes a modular approach to extending and adding new features.

CSA uses the following technical components:

- KnockoutJS: our main MVC (MVVM) framework
- RequireJS: JavaScript file that manages module dependencies
- JQuery: Dom manipulation and traversal library
- JQueryUI: UI components for widgets and effects
- i18next: Javascript internationalization
- Twitter Bootstrap: Provides a grid system and a pattern for responsive web design
- Crossroads: Javascript routing system (maps URLs to application states)

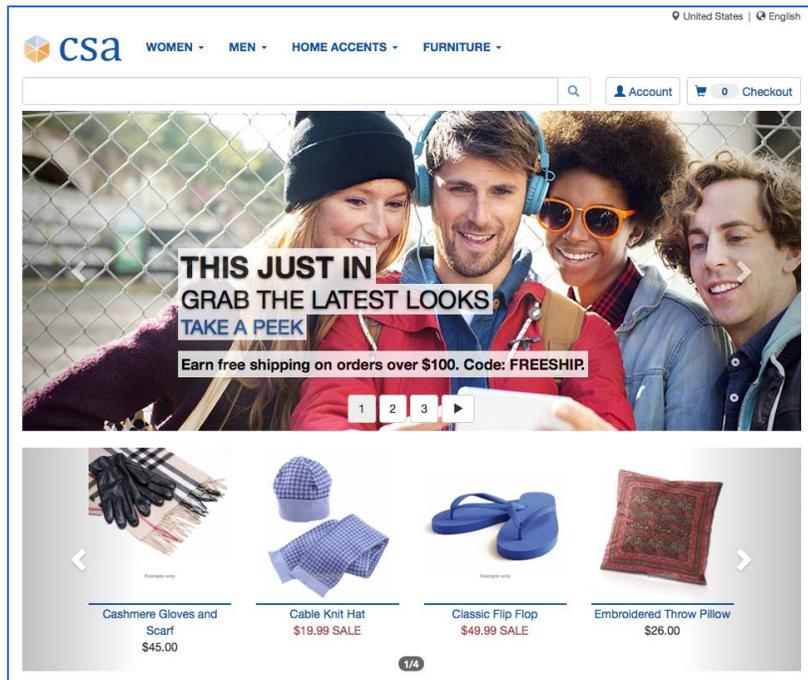


Figure 10 - Commerce Store Accelerator

The 11.2 release of CSA provides the following components and features:

- Installation Tools
  - build script
  - CIM
- Plug-in Library
- 3 EAC apps
  - 1 per language
  - OLT Enabled

- Sample Data
  - Order history
  - Profiles
  - Shipping promotion w/ coupon code
  - Catalog
  - Price
  - Inventory
  - Promotional Content
- Responsive Starter Store (CSA Store)
  - US store (English/Spanish/USD)
  - Germany store (German/English/EUR)
  - Login/logout
  - Guided search & Navigation
  - Rich Cart
  - SEO best practices
- Accessible, Cartridge-driven pages
  - Home page
  - Search results page
  - PDP
  - Browse page
  - Login page
  - Order detail page
  - Register user page
  - Cart page
  - Country & Language page
  - Checkout pages
  - Account pages

*Benefits*

- Shows an example of how to build a single page application using Oracle Commerce.
- Enables developers to easily separate UI from back-end code.
- Enables a modular approach to extending and adding new features.
- Uses “modern” technologies.
- Provides a best practice framework for using REST APIs, Experience Manager, and Assembler to build an Oracle Commerce application.

Please note: Commerce’s prior reference application, Commerce Reference Store (CRS) is also released as part of the 11.2 release.

# Oracle Commerce Assisted Selling Application (ASA) & Universal iOS Application (iUA)

## iBeacon Integration

Extending the existing native iOS applications, Commerce 11.2 adds an iBeacon reference integration within the Assisted Selling Application (associate facing) and the Universal iOS application (shopper facing). The integration demonstrates a way to use iBeacon functionality with Oracle Commerce and connects the shopper mobile experience with the in-store associate mobile experience to illustrate omni-channel capabilities.

### iUA

- Shoppers check in via their app to receive push notification of promotions for which they are eligible.
- When a shopper enters a store, using the application, they can check-in and ask for help if they'd like assistance from a store associate.

### ASA

- In the application, store associates can see a list of shoppers who have requested help, the time the help request was made, and location of the nearest iBeacon when the request was made.
- If the shopper has checked in and has a profile, the store associate can pull up the profile information to review past order history and any baskets that the shopper might have started.



Figure 11 - iUA

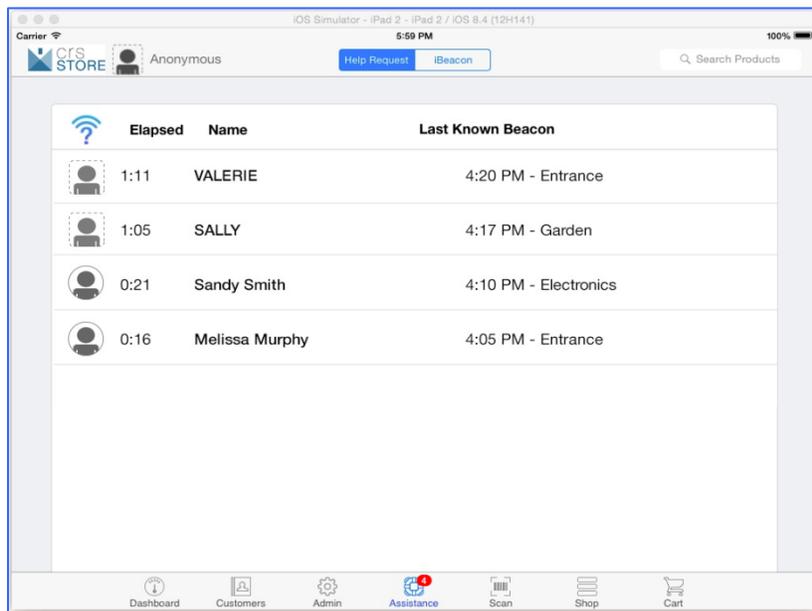


Figure 12 - ASA iBeacon Support

### Benefits

- Highlights the omni-channel functionality provided by Oracle Commerce.
- Provides a framework for using the powerful iBeacon tool with native applications.

## SIM Integration

The Assisted Selling Application now provides a reference integration between Oracle Retail's Store Inventory Manager (SIM) and the Oracle Commerce Inventory Manager. With this new feature, inventory data is managed in SIM and displayed on the product details page within the Assisted Selling Application. Oracle Commerce's configuration tool (CIM) has been updated to simplify the enablement of the integration as an option.

### Benefits

- Provides a sample integration to display how to use SIM and Oracle Commerce together to meet digital omni-channel needs.

## iOS 8.4 Upgrade & Usability Enhancements

As a result of continuous testing, the Assisted Selling Application has been enhanced to provide a more streamlined user experience across various areas of the app:

- Dashboard
- Customers tab
- Associate Admin area
- Browse & Search
- Cart carousel

In addition, the application has been upgraded to be compatible with iOS 8.4.

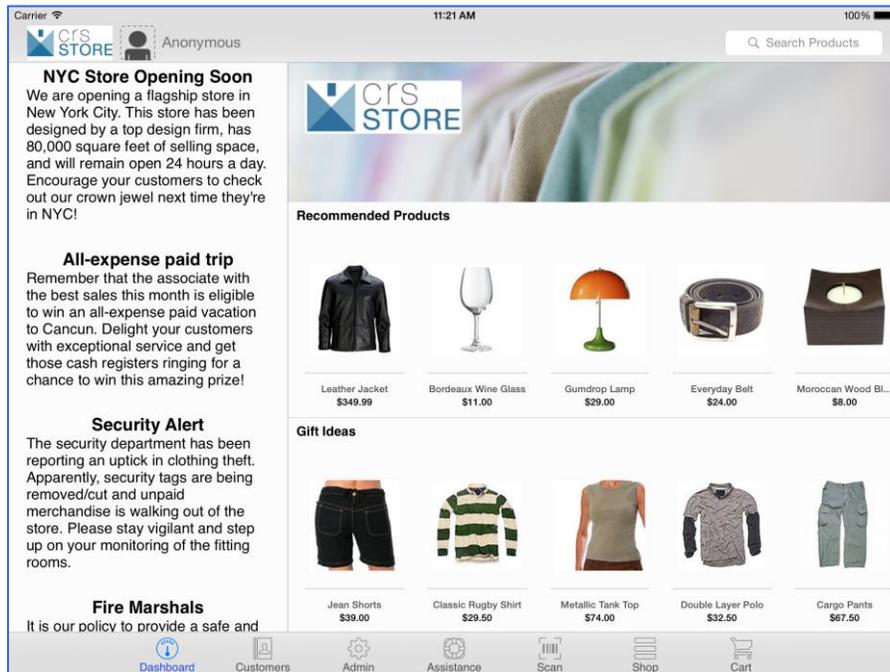


Figure 13 - Assisted Selling Application

### Benefits

- A streamlined application that provides more efficient navigation for store associates

## Oracle Commerce Supported Environments Matrix

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Please refer to the Oracle Commerce Supported Environments Matrix located here:  
<https://support.oracle.com/epmos/faces/DocumentDisplay?id=2065774.1>

All product documentation for Oracle Commerce is located at:  
<http://www.oracle.com/technetwork/documentation/atgwebcommerce-393465.html>  
<http://www.oracle.com/technetwork/indexes/documentation/endecaguidedsearch-1552767.html>



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