What’s New in Oracle Commerce 11

January 2014
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Summary of Commerce 11

With this release, Oracle Commerce makes it even easier for brands to deliver relevant commerce experiences across all customer touchpoints on a flexible, scalable platform that puts control over experience and commerce in the hands of business teams. Version 11 makes strategic headway toward unifying the leading commerce, content, and experience technologies on the market, with key platform enhancements that make it simpler and faster to get live fast and support innovation.

Commerce, Content, & Experience, Synched
Unification of critical functionality that links commerce, content, experience platform & personalization

- Commerce, Content, Experience Single Sign-On (SSO)
  - Simplified tools access. The first step in unifying commerce, experience and content tools, merchants will now have access across BCC, Experience Manager, and WebCenter Sites via a single login.

- Segments Integration
  - Streamlined personalization tools. Merchants can now easily leverage the segments created in the BCC within Experience Manager, eliminating the need to duplicate efforts in both tools.

- Reference Application
  - Continued expansion of commerce + experience best practices. The reference applications demonstrate more of the experience driven through Experience Manager (Home Page, Store Locator, Brand Landing) as well as SEO best practices, additional search best practices (type ahead, “did you mean”), along with updated Mobile Web and IOS universal applications.

- Core Platform Updates for heightened scale and performance
  - Faster integration, time-to-market, and easier extensibility. Core platform enhancements are provided that speed up the data-import process as well as updated support for the latest release of Java.

Business Tools
Enhanced infrastructure for managing and delivering differentiated commerce experiences

- Experience Management
  - Easier content organization and enhanced usability. Provides new, more flexible content organization in Experience Manager with easier to use UI and ability to preview / test work in progress before activating.

- Product Content Management (PCM)
  - Continued innovation in integrated catalog management. PCM tools in the BCC now support image thumbnails in the UI, present the site context in browse mode, and make it easier to import / export updated prices to the catalog.

- Promotions Management
  - Enhanced promotions models and templates. A new promotion type has been added that enables merchants to define a group of items for discount – as well as enhancements to existing templates and more granular control over discounts and coupons.
- Localization
  - More languages supported across all commerce tools. Workbench and the BCC are now supported in 22 languages.

**Omni-channel**

Create once, deploy catalog / cart / commerce anywhere – online, on-the-go, in-the-store

- New promotions (w/ RMS in RGBU)
  - Simplifies cross-channel promotions strategies between brick-and-mortar and digital stores. New promotions templates that ease integration with cross-channel promotions managed in the Oracle Retail Stores and Merchandise Operations Management systems.

- Multisite Usability
  - Improved usability to get new channels and sites live more quickly. Continued enhancements to Oracle Commerce multisite architecture which further extends omni-channel capabilities across platform features.

- Enhanced Web Services
  - Easier extensibility and interoperability of all commerce touchpoints. Additional out-of-the-box web services built on the enhanced Oracle Commerce web services framework.

- Commerce Service Center (CSC)
  - Complete cross-channel service enablement. All CSC functionality is now exposed through Web Services; customer service agents are enabled with updated native search when looking up orders and customer profiles.

**Oracle Commerce Naming and Versioning**

Oracle Commerce components have been renamed as of Commerce 11 to reflect the product brand and strategy.

<table>
<thead>
<tr>
<th>Previous Name</th>
<th>Updated Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oracle ATG Web Commerce</td>
<td>Oracle Commerce Platform</td>
</tr>
<tr>
<td>Oracle ATG Web Commerce Merchandising</td>
<td>Oracle Commerce Merchandising</td>
</tr>
<tr>
<td>Oracle ATG Web Commerce Service Center</td>
<td>Oracle Commerce Service Center</td>
</tr>
<tr>
<td>Oracle Endeca Guided Search</td>
<td>Oracle Commerce Guided Search</td>
</tr>
<tr>
<td>Oracle Endeca Experience Manager</td>
<td>Oracle Commerce Experience Manager</td>
</tr>
<tr>
<td>Oracle Endeca Relationship Discovery</td>
<td>Oracle Commerce Relationship Discovery</td>
</tr>
<tr>
<td>Oracle ATG Web Commerce Developer and Administrator</td>
<td>Oracle Commerce Developer and Administrator</td>
</tr>
<tr>
<td>Oracle Endeca Developer</td>
<td>Oracle Commerce Guided Search and Experience Manager Developer</td>
</tr>
</tbody>
</table>

All of the above products are released as Oracle Commerce 11.

For continuity reasons, the MDEX Engine, provided as part of Oracle Commerce Guided Search 11, is versioned as MDEX version 6.5.0.
Oracle Commerce Platform

Single Sign On with Oracle Access Manager Integration

The Oracle Commerce Business tools (BCC and Workbench) have been integrated with Oracle Access Manager (OAM). The BCC and Workbench can work with OAM to utilize OAM as the point of authentication for access to the tools. This allows a user to access both tools using the same credentials.

As OAM is a broad, enterprise-class access management solution that can integrate with other Oracle and non-Oracle products, these new capabilities allow the BCC and Workbench to use the same authentication credentials as many other products, including WebCenter Sites.

Once authenticated in one tool, links are provided for the user to jump directly to the other tool without re-authenticating. Likewise, logging out of one tool ends the session for both tools.

Access to, or authorization to, specific functions in each application (BCC or Workbench) continues to be managed by the respective tool.

Benefits
• Business users can use the same login ID and password for all tools needed to support an Oracle Commerce site.
• Ability to leverage Single Sign On capabilities across Commerce business user tools, as well as other solutions integrated with OAM.

Commerce Only Single Sign On

In addition to the option of leveraging Oracle Access Manager for single sign on (SSO), the Commerce 11 release supports single sign on between the BCC and Workbench without the need for external solutions or applications. These capabilities allow the BCC and Workbench to share authentication credentials and session information in order to provide a seamless solution for users using both tools. This is a first step as Oracle continues to unify the tools into a complete, cohesive single tool.

Figure 1 - Links Between BCC and Workbench
Similar to the OAM Single Sign On behavior, within the Commerce only SSO solution, once authenticated in one tool, the user may jump to the other without additional need for authentication, and likewise, logging out of one tool ends the session for both tools.

The BCC and Workbench UIs have been updated with links to the other tool to allow quick switching of tools for business users.

Access or authorization to specific functions in each application (BCC or Workbench) continues to be managed by the respective tool.

*Benefits*

- Improved business user efficiency when using the full Commerce solution.
- Easily jump between the BCC and Workbench with predefined links and bypassing authentication.
- Simple set up and configuration, without the need for additional software or hardware.

**CA Data Import Performance Improvements**

Most commerce providers import product updates into Oracle Commerce from an external product master system. These updates are usually imported into a Content Administration (CA) project and either programmatically deployed to the site or presented for merchandisers to manually update and attribute for the public site.

The APIs and scripts to import data into CA projects have been updated to significantly improve the performance of the import process. Testing of the new scripts has shown that performance is as much as 10 times faster than prior releases, allowing the import to complete significantly faster or allowing the import of much more data in the same amount of time.

The new scripts use APIs that bypass the Repository layer and issue SQL directly to the underlying database.

Combining these changes with others made in prior versions (direct SQL deployments, improved CMS performance, and improved cache management) greatly improves the latency of importing and deploying updates compared to prior versions of Commerce.

*Benefits*

- The end-to-end process of importing updates into Commerce and deploying to production is greatly reduced by reducing the import time.
- Updates can be pushed through Commerce and to the production site significantly faster than with prior releases.

**Reporting and CIM Internationalization**

Two key components of the Commerce Platform have been updated with localization and translations. The components are the Configuration and Installation Manager (CIM) and the Commerce Reporting solution.

CIM is a command line tool that can be used to quickly and easily configure the software by guiding the user through a set of defined menus and requesting necessary information. With Commerce 11, these prompts and menus have been translated into 22 languages. Refer to the Workbench Localization section below for a list of the 22 languages supported.
Oracle Commerce leverages the Oracle Business Intelligence (OBI) application as the BI solution. OBI provides a rich set of capabilities for users to view, author, and execute predefined reports and ad hoc queries. When combined with the Commerce-generated data warehouse, data model, and out-of-the-box reports, OBI provides a complete solution for operators to gain insight and monitor commerce activity.

**Figure 2 - Localized Business Intelligence Reports**

The out-of-the-box Commerce reports have been updated to provide translations of all static labels, report names, and report text in 22 languages. Data contained in the reports, such as product names, will continue to utilize language content as defined in the data.

**Benefits**
- Greatly eases the installation and operation of Commerce for non-English speaking users.
- Allows easy expansion into new geographies with in-region personnel.

**IPv6**

The Commerce platform has been tested and updated to work with IPv6. While most aspects of the IP stack are handled by the operating system, the application allows users to identify and configure various hosts. These updates allow the use of IPv6 addresses in all locations of the application that accept IP addresses or host names.

**Benefits**
- Allows Oracle commerce to be run in data centers where IPv6 is desired or required.

**Metric Pricing Logging**

Oracle Commerce Platform, Guided Search, and Experience Manager are now licensed via a usage based model, instead of by processor. This approach gives greater flexibility to deploy the Commerce applications in a manner that best meets business and operational needs, without having to worry about the physical hardware.
With this model, customers can deploy in virtualized environments, in multiple data centers, in the cloud, or other approaches and only license the software they require to support their traffic needs.

In order to help customers ensure they are in compliance with their licensed capacity, the applications will now allow customers to track the traffic that is utilizing the software.

Request counts to the Commerce Platform are counted and aggregated over a one hour period and written to the production database for each production JVM. A report in the DynAdmin UI provides a simple readout for a requested time period and identifies the peak usage.

For Guided Search and Experience Manager, the system logs Assembler and MDEX Engine usage by tracking `assemble()` calls and Dgraph Record Search, Dimension Search, and Navigation queries, respectively. For customers licensing only the Guided Search package, only Dgraph statistics are logged.

**Benefits**
- Easily track usage of the Commerce applications in order to ensure compliance.

**Environment Promotion Improvements**

Oracle Commerce Guided Search and Experience Manager applications go through a life cycle of authoring, previewing, and live modes. Authoring and previewing typically occur in a staging environment, while live mode serves as the production environment supporting customer traffic. The ability to easily push or promote application updates from a staging environment to production environment lets users manage the application life cycle with confidence.

The Oracle Commerce 11 release has been updated to employ file-based promotion of pages, rule-based content, phrases, and templates between environments. The advantage of using file transfers is that the production environment has no dependency on the staging environment.

Further, requests made against the live Oracle Commerce Assembler do not require any contact with Workbench, but rather access to the Assembler’s own internal store of content and the production MDEX Engine.

The Oracle Commerce 11 release supports the following scenario:
- Pages, content, phrases, and templates are extracted from Workbench to a content archive file and designated a version number allowing different exports copies of content to be maintained.
- A Deployment Template promotion script copies the content archive file to a shared location in the production environment designated by the Assembler configuration.
- In isolated networks, the archive file can be retrieved from the staging Workbench and manually moved to a shared location in the production environment.
- All Assemblers in the production environment read the content archive file from the shared location.
- Rules, thesaurus and phrase entries, and keyword redirects are extracted from the Workbench to a search configuration archive file.
- All MDEX Engines read the latest version of these elements from the search configuration archive file.

**Benefits**
- Improved content and rule management capabilities ensure consistency, resilience, and high availability.
- Improved import and export capabilities enable easier environment migration and environment independence.
**Oracle Core Commerce Engine**

**New Promotions**

The Promotions engine for Commerce 11 adds a new promotion template and provides additional controls on existing templates to better manage a promotions strategy.

The new promotions capabilities are described in the Business Control Center section below.

**Oracle Commerce MDEX Engine**

**Internationalization Search Improvements**

Oracle Commerce MDEX Engine 6.5.0 has upgraded Oracle Language Technology (OLT) language analysis to employ OLT 1.4 in this release. This upgrade includes dictionary and language analysis improvements for all 35 supported languages. Notable updates include improved number handling and decompounding support, as well as improved character script normalization in German and Japanese languages.

Also, the MDEX Engine 6.5.0 release includes an upgrade to International Components for Unicode (ICU) to 51.2. ICU updates enable expanded use of collations when providing localized sort behavior in the MDEX Engine.

**Benefits**

- Quality and dictionary coverage improvements for all 35 supported languages.
- Improved number handling and decompounding support and improved character script normalization in German and Japanese languages leading to better text search recall.

**Oracle Commerce Business Control Center**

**Product Content Management (PCM)**

One of the core themes of the Commerce 11 release is a focus on Business Tools. The features introduced within the Business Control Center (BCC) focus on Product Content Management and Promotions Management. This set of features enables the user to more effectively manage the catalog and support a cross-channel promotional strategy.

**Image Thumbnails in the Merchandising UI**

Users can see thumbnail images of their catalog assets within the Merchandising UI.

*Figure 3 - BCC Image Thumbnails*
Benefits

- Users can more easily identify catalog assets within the Merchandising UI, which enables them to manage their catalog more quickly and efficiently.

Site Context in Browse Mode

Site information has been added to the Browse Mode of the Merchandising UI so that the name of the site is indicated above the asset list. This helps users quickly determine which site they are working on.

Benefits

- Users can quickly see which site’s catalog they are browsing within the Merchandising UI.
- Reduces confusion when managing the catalog.

Export Prices

This feature enables users to export prices from within the Merchandising Flex UI into an Excel or CSV file. A dropdown box has been added to the Export dialog that enables users to select either Properties or Prices. The selection of Properties results in the existing export feature. The selection of Prices enables the user to export the prices of the selected PriceList, Product, and SKU assets, as well as any subtypes of assets. Inherited prices are exported and indicated by the word “IGNORE” in the exported spreadsheet. A user can override this inheritance by entering a price value in the export file and importing it; new prices can also be created.

The set of exportable properties for the assets are fixed and cannot be edited in the UI. The following is a list of the properties by asset type.

<table>
<thead>
<tr>
<th>SKU Asset Type (&amp; subtypes) Price Properties</th>
<th>PriceList Asset Type (&amp; subtypes) Price Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Item ID</td>
<td>Price Item ID</td>
</tr>
<tr>
<td>PriceList ID</td>
<td>PriceList ID</td>
</tr>
<tr>
<td>SKU ID</td>
<td>SKU ID</td>
</tr>
<tr>
<td>SKU Name</td>
<td>SKU Name</td>
</tr>
<tr>
<td>Price</td>
<td>Product ID</td>
</tr>
<tr>
<td></td>
<td>Product Name</td>
</tr>
<tr>
<td></td>
<td>Price</td>
</tr>
</tbody>
</table>

Product Asset Type (& subtypes) Price Properties

<table>
<thead>
<tr>
<th>Price Item ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>PriceList ID</td>
</tr>
<tr>
<td>Product ID</td>
</tr>
<tr>
<td>Product Name</td>
</tr>
<tr>
<td>Price</td>
</tr>
</tbody>
</table>
What’s New in Oracle Commerce

Benefits

• Users can make pricing changes more quickly and easily using the Export feature and the existing import feature.

Hotspots in Layout View

This feature provides a visual identification or “hotspot” for users within Layout View (Preview) that enables them to discover the actionable elements. This feature can be turned on or off by the user by a button in the tool bar.

Benefits

• Shows users which sections of the page they can right-click on to edit.
• Reduces trial and error and makes users more efficient.
Promotions Management

The Commerce 11 release offers a new promotions template and enhancements to existing templates that help users manage and execute their promotional strategy. In addition, these added features help ease the integration with cross-channel promotions managed in the Oracle Retail Stores and Merchandise Operations Management (MOM) systems.

Get Group Discount

The Get Group Discount template is a new promotion template that enables the user to set a fixed price, fixed discount, or percent off for a group of items. The promotion is allocated proportionally across each of the items in the group. Users indicate the items that comprise the group (SKUs, products, or categories) and indicate the discount amount and other settings for the promotion.

Maximum Discounts Per Order

Using this feature, a user can specify the maximum number of times a discount can be applied per order. This feature is available for For When promotions in the Advanced condition & offer templates for item, order, or shipping discounts.

Maximum Coupons Per Order

This feature provides a new property in the Site Administration application. With this feature, for each site in Site Administration users are able to indicate the maximum number of coupons that can be used per order.
Benefits

- Provides an additional template and enhancements to help users create frequently used promotions.
- Helps ease the integration with cross-channel promotions managed in the Oracle Retail Stores and MOM systems.

Data Integration with WebCenter Sites

The Commerce 11 release includes a data integration between Oracle Commerce and WebCenter Sites. Using the integration, customers use WebCenter Sites to author assets that are converted to versioned Repository items (via CAS) and published via a CA workflow and ingested into MDEX.

- The WebCenter Sites “Export to XML” publish destination logic was extended so that it handles the identifiers of published assets, saves them in a queue table in the WebCenter Sites repository, and then processes them asynchronously.
- The processing logic prepares records and writes them to a CAS record store using the Record Store API. A record store is created as a transfer point as part of the integration work.
- Commerce modules were updated to read generations of records from the record store, convert the records to versioned repository items, and publish the projects through CA workflows (either manually or automatically) and ingest assets in MDEX.
- This new capability can be installed using CIM.
- Assets are defined in the CRS layer to provide a starting point for customer integrations.
Benefits

- Provides a supported and productized integration between Oracle Commerce and WebCenter Sites.
- Shows customers how to use Oracle Commerce along with WebCenter Sites to run their Commerce operations.

Oracle Commerce Workbench

Workbench continues to evolve in version 11. The features introduced within Workbench focus on supporting global markets and increased business user control, reducing reliance on IT.

Localization

In Commerce 11, Workbench users can now choose to work in one of the 22 supported locales. By default, each user’s locale is determined by their browser setting and can alternatively be overridden by an administrator. Experience Manager cartridges that come out of the box are localized in the same languages as the rest of the Workbench. Custom built cartridges may also be localized.

Benefits

- Improves productivity by allowing global teams and individual users in different geographic regions to work in locale of their choice.

The 22 Locales Supported in Workbench

<table>
<thead>
<tr>
<th>Chinese (Simplified)</th>
<th>Finnish</th>
<th>Hungarian</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese (Traditional)</td>
<td>French (France)</td>
<td>Italian (Italy)</td>
<td>Spanish (Intl Sort)</td>
</tr>
</tbody>
</table>
What's New in Oracle Commerce 11

**Additional Locales** (for date & time formats)

<table>
<thead>
<tr>
<th>Lokale</th>
<th>Deutsch (Deutschland)</th>
<th>Polski (Polska)</th>
<th>Sveziano (Svezia)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English, US</td>
<td>English (US)</td>
<td>English (UK)</td>
<td>English (Australia)</td>
</tr>
</tbody>
</table>

**Automatic Phrasing**

Workbench 11 includes the Automatic Phrasing tool. Business users can manage multi-word search terms that will then be treated as a phrase in search queries. When a site visitor enters these search terms in a query, the phrasing feature groups these individual terms as a single search phrase and returns the results for the phrase. For example: “Great Britain”, “Harry Potter”, or “Martha Stewart” may be entered via the tool and would then be treated as phrases during search.

**Benefits**
- Generates specific targeted results for the site visitor by eliminating unnecessary results.
- When used correctly, phrase search will result in better conversions.

![Automatic Phrasing](image)

**Figure 7 - Automatic Phrasing**

**Relevance Ranking Evaluator**

Workbench 11 includes the Relevance Ranking Evaluator tool by default. Business users can run multiple searches simultaneously, using different relevance ranking modules and other search parameters to compare the order and quality of results returned. Users can test one or more of the sixteen different relevance ranking modules to influence search. Each module uses a different search strategy to find
results. For example, the Freq module provides results based on the frequency of the user’s query term in the result text while the First module is more applicable to searches on unstructured data.

**Benefits**

- Business users can now test different relevancy strategies without requiring extra steps for IT to install the tool.

---

![Relevancy Ranking Evaluator](image)

**Figure 8 - Relevancy Ranking Evaluator**

**User Segments**

As the Oracle Commerce tools continue to evolve into a common Oracle Commerce Tool Suite, Experience Manager can now refer to user segments created in the BCC. Business users working with Experience Manager can now create page experiences that are specific to user segments created within the BCC. As new Segments are created within the BCC, these Segments are updated and available to business users in Experience Manager to use as a trigger condition for a specific experience (landing page, targeted content, etc.).

**Benefits**

- Customers can take advantage of the integrated segment management capabilities to simplify creation of targeted experiences.
- Business users can work more efficiently because they no longer have to create duplicate segments in Workbench that were created in the BCC in order to use with Experience Manager.
Experience Manager Content Organization

In Commerce 11, Experience Manager includes enhancements that allow business user teams to organize content in ways that make sense for each organization. Content can be managed in hierarchical folder structures that may be organized by brand or category (for example). Permissions can be assigned to any folder and folders can be restricted to specific content types. Further, business users can now assign any number and type of folders to content slots for consideration. The rules and trigger conditions determine which content will fire during run time.

Benefits

• Business user teams have more flexibility and control over how to organize and manage content to reflect their needs.
• Folder structures and permissions allow teams to work on projects together in a way that supports more decentralized work.

![Figure 9 - Content Organization](image)

Experience Manager Preview

Experience Manager now allows business users to make edits and preview these changes without needing to mark their changes as live for production. Business users can preview changes made by one or more users at any point in time. They can also choose to preview just the content items that are active for production. These filters are available to them from the preview options that appear in preview mode.

Benefits

• Business users can work more effectively and with confidence by previewing inactive content items they are editing but are not ready to publish yet.
Workbench and Experience Manager Usability Enhancements

In addition to the features described above, Experience Manager in Commerce 11 comes with a number of additional usability enhancements.

Now that users can point dynamic slots at multiple folders for rules evaluation and triggering, users can select “Show Content” to see the list of all content items and their priorities that will be considered for the slot.

Folders can now be renamed.

From within the Show Content dialog, users can activate and deactivate content items, change their previewable status, or delete unneeded content items. Users can also search the list of content items by name, template, and location or user name.

The Record Selector has been enhanced so that users can reorder records for record boost and bury and for content spotlighting using drag and drop functionality.

The publishing status bar in Workbench has been updated to launch a new status console that shows users the list of publishing tasks for any Workbench application.

Experience Manager administrators can now add thumbnails to templates and cartridges by importing these thumbnails into the template directory.
Benefits

- Business users can easily search for, find and reuse content items to work more efficiently.
- Business users do not have to rely on IT to view the status of previous publishing tasks.

Oracle Commerce Service Center (CSC)

Service Enablement – Phase Two

Oracle Commerce customers are increasingly using Representational State Transfer (REST) Web Services to integrate with backend enterprise systems. Commerce 11 builds on prior release work to provide additional services capabilities.

As part of the 11 release, additional Web Services have been created and are available out of the box for use. The additional Web Services expose all of the functionality found in the Commerce Service Center (CSC) application. These include core CSC functions such as:

- Initiating a return or an exchange
- Displaying refund amounts
- Displaying refund confirmation
- Receiving a return
- Canceling a return or an exchange
- Granting, overriding, and removing promotions
- Searching for promotions and identifying lost or changed promotions
• Adding store credit
• Getting closeness qualifiers messaging
• Reviewing, modifying, and approving an order
• Creating, submitting, activating, deactivating, and confirming a scheduled order
• Working with scheduled order templates
• Changing price lists and catalogs
• Searching for catalogs
• Searching, browsing, creating, deferring, reassigning, printing, editing a ticket
• Changing other agent preferences such as password updates and logout
• Composing, uploading attachments, and sending emails

Benefits
• The Web Services and REST framework make it easier for customers to implement many of their cross-channel initiatives.
• With the new Web Services, developers now only need to modify the configurations for their needs, rather than being required to create new Web Services from scratch, thus shortening the development time required to get an initial version of a new service up and running. Because the framework and Web Services use known Oracle Commerce design patterns, developers don't have to learn new coding patterns.

ATG Search Replaced with Database-Optimized Search for Orders and Profiles

The CSC application no longer uses ATG Search; instead it now uses database-optimized search, also known as full text search (FTS), to enable the call center agent to quickly find a shopper's order or look up a shopper's profile.

Since the CSC application requires only a relatively simple parameter-based text lookup for orders and profiles, investment was made to optimize order and profile search for each of the following four supported databases:
• Oracle
• MySQL
• SQL Server
• DB2

CSC users can continue to look up a shopper by their order number, their first name and/or last name, and all other criteria found in previous releases.

Significant effort was made to ensure that FTS provides the same or superior performance as ATG Search, both in terms of the heavy order load and reliable lookup of the relevant order and profile.

Benefits
• FTS provides all of the end-user functionality that was provided by ATG Search in previous releases. That is, the CSC user is able to search for orders and lookup profiles using the same parameters or criteria as in the 10.2 release.
• FTS allows CSC to be deployed for a lower cost, as it does not require additional hardware and configuration of specialized search software.
• FTS is a more lightweight and less complex solution than ATG Search as there is no longer a need to set up, configure, or deploy a separate search engine.
• Performance has been tuned for each supported database to ensure that the agent is able to reliably find the order or profile they’re searching for.
• FTS reduces the ongoing maintenance cost since search is embedded within the CSC application.
• FTS is configurable by the end-user to match their database deployments.
CSC Support for New Retail-Specific Promotions

CSC has been updated in 11 to provide support for the new retail-specific promotions that have been added to the core Commerce module. The additional promotions that CSC now handles are:

- Get Group Discount
- Maximum discounts per order
- Maximum coupons per order

Refer to the Promotions descriptions in the BCC section above for details on the promotions.

As a result of this promotion support, a CSC user can provide a discount on an order using one or more of the new promotions. CSC also ensures that the new promotions are properly accounted for when calculating return and exchange values. Finally, CSC has been updated to ensure that the user can search, view, grant, or choose to ignore the new promotions.

Benefits

- Consistent commerce capabilities across all channels, including the call center.
- By extending support for this new feature, CSC also ensures that all returns and exchanges are processed correctly for an order that contains these new promotions.

Oracle Commerce Reference Store (CRS)

To demonstrate the market and business value of the Oracle Commerce solution, release 11 provides:

- Commerce Reference Store (CRS) applications that demonstrate the core features and capabilities of the joint ATG-Endeca solution and provide implementation guidance for Oracle Commerce deployments.
- Reference-quality code that customers and partners can reuse as-is or use as an accelerator in their own applications to speed time-to-market and shorten development cycles.

Oracle Commerce provides starter CRS applications for the following three channels:

- Web
- Mobile Web
- iOS Universal (iPhone and iPad)

The following have been implemented for all three channels in the Commerce 11 release.

Home Page Driven by Experience Manager

The Oracle Commerce 11 CRS applications (Web, Mobile Web, and iOS Universal) demonstrate how business users can drive the layout of the home page through Experience Manager. By providing merchandisers with more control over the home page content, Oracle Commerce customers are able to create and manage content-rich, cross-channel customer experiences that increase conversion rates and accelerate cross-channel sales.

This feature provides a best practice approach for customers looking to add Experience Manager to drive their Web and mobile home page. The reference code provided as part of all the CRS apps is designed to be easy to understand, easy to reuse, and easy to extend.
As part of managing the home page in Experience Manager, two new cartridges have been created. Both cartridges provide examples of how targeters can be configured in the BCC to display personalized content based on user segment and site context.

- The top half of the home page on all three channels in the 11 release displays the new “Scrollable Promotional Content ATG Slot” cartridge that is based on the existing “Promotional Content ATG Targeter” cartridge. This cartridge uses a targeter that populates the slot that in turn returns three promotional content images that shoppers can rotate through.
- The lower half of the home page on all three channels in the 11 release displays the “Scrollable Product Spotlight ATG Slot” cartridge that is based on the existing “Product Spotlight ATG Targeter” cartridge. This cartridge displays five products that the shopper can scroll through.

Benefits
- Demonstrates how merchandisers can more easily optimize a high-value page on their Web and mobile sites without a lot of IT involvement.
- Provides new Experience Manager cartridges that can be used as-is or extended to meet needs, reducing development time during implementation.
- Shows how merchandisers can update both the content and the layout of the iOS Universal app home page without requiring an update in the iOS store.

*Figure 12 - New CRS Web Home Page with Two New Scrolling Experience Manager Cartridges*
Figure 16 - New Home Page of the CRS Store iOS (iPhone) App

Figure 17 - Experience Manager Configuration for the Web and Mobile Home Pages
New Storefront Branding

To align with the Oracle Commerce strategy, all Commerce Reference Store (CRS) applications have removed the ATG Store and ATG Home branding from the storefront, and have been rebranded.

As a result, the ATG Store has been rebranded as CRS Store and the ATG Home store has been rebranded as the CRS Home store.

Benefits

- Customers and partners see unified Oracle Commerce reference applications, rather than seeing storefronts named after individual Oracle acquisitions.

Figure 18 - New CRS Storefront Logos

Oracle Commerce Reference Store (CRS) – Web

Store Locator Pages

The CRS Web application now shows how a merchandiser can manage store locator pages from both the BCC and Experience Manager. Merchandisers can create and manage content for the store pages in the BCC and then manage the layout and page experience in Experience Manager. Merchandisers now have the ability to manage both a default store page as well as specific store pages that display different content. Store page content is also indexed in the MDEX.

CRS no longer provides a static list of store locations; instead, the application now enables shoppers to browse by city and state for store locations. A shopper can sort and filter stores based on refinements that are indexed in the MDEX. If the shopper provides their consent to enable the CRS application to detect the shopper's current location, CRS will use HTML5-based location services to provide relevant store location results or stores “near me.” Shoppers can also refine their store results based on criteria such as radius.

Although integration with a third-party mapping solution (such as Google Maps) is not provided out-of-the-box, the CRS application provides easy-to-understand source code that enables customers to easily extend and complete this feature.

Benefits

- By using this feature as-is, or extending it per business requirements, relevant store location results can be provided to shoppers.
- Merchandisers can create store content within the BCC and create differentiated store pages in Experience Manager to provide a more relevant and tailored experience for their shoppers.
- Greater control can be provided to merchandisers for key pages of their storefront, without relying on IT.
What's New in Oracle Commerce

Figure 19 - New Store Locator Page on the CRS Store Web Site

Figure 20 - New Page Showing Store Details
SEO Best Practices

Oracle Commerce provides features that support a number of Search Engine Optimization (SEO) techniques for making pages more accessible to web spiders, the scripts used by search engines to crawl the Web to find pages for indexing. CRS now demonstrates these features to provide guidance on how to implement the following SEO techniques:

- **URL recoding** – Rewriting page URLs to make them more SEO friendly.
- **Canonical links** – HTML `<link>` tags for specifying SEO-friendly URLs for web spiders to record.
- **Sitemaps** – XML files listing the URLs of all of the site’s pages, to make it easier for spiders to find the pages.
- **SEO tagging** – HTML `<title>` and `<meta>` tags for specifying search terms for indexing.

**Benefits**

- Oracle Commerce customers can now access guidance on how to implement SEO best practices in a joint ATG and Endeca application, reducing implementation time.
- Developers can use CRS source code to understand how Assembler URL-rewriting components, which are implemented as Spring beans, can be made accessible through Nucleus.

**Brand Landing Page**

The 11 release of the CRS Web application adds a brand landing page managed through Experience Manager.

The “Style By Zhanna” brand landing page is triggered only if shoppers select the “Style by Zhanna” brand dimension value or search on the brand name. This page demonstrates the use of a custom media banner cartridge that returns media content from a Commerce repository, a Results List cartridge that renders the result set horizontally, and a custom order for the standard Guided Navigation cartridge.
Note that this feature was included in the CRS mobile apps (both mobile web and iOS Universal app) in the 10.2 release, and is now demonstrated on all CRS channels.

**Benefits**

- Provides a working example of a brand landing page created and managed using Experience Manager.

![Brand Landing Page in the CRS Web Application](image)

**Figure 22 - Brand Landing Page in the CRS Web Application**

**Auto-Suggest**

The CRS Web application now demonstrates the use of the Guided Search Auto-Suggest capabilities. Auto-Suggest search results appear as the site visitor types in the search box. Business users can now configure the Auto-Suggest feature using the Search Box cartridge.

Note that this feature was included in the CRS mobile apps (both mobile web and iOS Universal app) in the 10.2 release. As of 11, all CRS channels demonstrate this feature.

**Benefits**

- Auto-suggest improves conversion rates by helping the shopper disambiguate their search terms.
- Demonstrates implementation of auto-suggest search to reduce implementation effort.
Search Adjustments

The CRS Web application now demonstrates the use of the Search Adjustments cartridge. These capabilities include automatic spelling correction, automatic phrasing, and Did You Mean functionality. The Search Adjustments cartridge enables business users to specify whether or not search adjustment messaging displays on a page.

Benefits

- Demonstrates the use of the Search Adjustments cartridge, helping to reduce implementation time and effort.

CRS Support for Other Product Features

The CRS application for 11 has been updated to support additional Commerce features. Notable areas where the CRS app has been updated to provide support for features developed in other parts of the Oracle Commerce stack are:
• Segment Sharing – The deployment template used by CRS has been updated to ensure that segments created in the BCC are available for use by the CRS merchandiser in Experience Manager.

• New Record Selector – CRS has been updated to use the enhanced Record Browser cartridge, first introduced in Experience Manager 3.1.1.

Benefits
- CRS demonstrates use of additional features of Oracle Commerce to provide best practices and working examples for developers.

Oracle Commerce Reference Store (CRS) – Mobile Apps

Product Returns

The CRS product returns feature builds on the core Commerce returns functionality to enable a shopper to easily initiate a return on orders (both as a whole order, or as individual returnable items contained within the order) within the account management area. The order history and order details pages have been updated to show information about previous returns associated with an order and to allow a shopper to initiate a return on any returnable items contained within an order.

A new area has been introduced for registered shoppers where previous returns can be viewed. To enable a shopper to initiate the return of items, the CRS product returns feature introduces functionality to enable the shopper to:

- Select an order and return the full order or items from within that order.
- Receive either a store credit or a refund to the credit card used for the order payment.
- View further details of previous returns (returns history).
- View details of any exchanges made on an order. Note that only an agent in the CSC application can initiate exchanges; exchanges cannot be done by the shopper directly in CRS.

Benefits
- Provides a best practice example of how a shopper can quickly and easily initiate a return directly from the mobile apps.
Oracle Commerce Supported Environments Matrix

Please refer to the Oracle Commerce Supported Environments Matrix located here:

https://support.oracle.com/epmos/faces/DocumentDisplay?id=1345041.1

All product documentation is located here:

http://www.oracle.com/technetwork/documentation/atgwebcommerce-393465.html
http://www.oracle.com/technetwork/indexes/documentation/endecaguidedsearch-1552767.html