Oracle Retail Open Commerce Platform Cloud Service

Oracle Retail Open Commerce Platform Cloud Service is the industry-leading platform for business-to-consumer commerce across all touchpoints, including desktop, tablet, and mobile devices. Leveraging more than a decade of experience from successful implementations, Oracle Retail Open Commerce Platform Cloud Service delivers out of the box integrations with leading e-commerce technology partners, enterprise-grade integrations with Oracle products to deliver a comprehensive omnichannel solution, and Web Service APIs to enable extending the commerce platform further to other solutions, including in-store and mobile applications.

Oracle Retail Open Commerce Platform Cloud Service is fully integrated with the Oracle suite of products to drive transactions and seamlessly engage with the omnichannel consumer online, in-store, and through mobile apps.

**Oracle Retail Open Commerce Platform Cloud Service Integration**

Oracle Retail Customer Engagement Cloud Service integration provides a single view of consumers as they engage in multiple touchpoints, and the capability to manage omnichannel loyalty and gift card/certificate programs.

Oracle Retail Order Broker Cloud Service integration provides inventory visibility and order brokering across channels. Supported scenarios include: order online/pick up in store, order online/ship from store, and order online/ship from DC.

Oracle Retail Order Management System Cloud Service integration provides comprehensive order management and call center capabilities, as well as warehouse management capabilities.

Oracle Retail Xstore Point of Service is a best of breed POS solution offering fixed and mobile store options. Xstore mobile delivers a browser based experience enabling the store associate to engage the shopper with relevant information at the point of decision. Store associates are also provided with visibility into online inventory for additional product sourcing options.

**Oracle Retail Open Commerce Platform Cloud Service Drives Commerce**

- **Multi-Site Capabilities.** Multiple websites with the same functionality are managed from a single Oracle Retail Open Commerce Platform Cloud Service Site Manager instance, with unique web addresses, designs, content, and product availability.
**KEY BENEFITS**

- Provides a consistent experience across all consumer touchpoints – desktop, tablet, phone, online and in-store
- Features low upfront investment and subscription-based pricing
- Enables rapid ROI achieved via faster and easier deployment and fewer required resources

- **Checkout.** A streamlined checkout experience provides hassle-free purchasing while still providing best practices in security and customer interactions.

- **Site Manager.** A streamlined, user-friendly, drag-and-drop interface allows non-technical users to manage all sites (B2C, web and mobile app) easily, and create new experiences.

- **Personalized Experiences.** Evaluate customer actions and deliver targeted merchandise, content, and promotions. Segment customers dynamically based on a broad, extensible set of events and conditions, and track success. Experiences can also be driven by Oracle Retail Customer Management Cloud Service’s rich segmentation capabilities.

- **Integrations.** Included integrations with fellow Oracle family of products and key third parties, and ease of integration to additional third parties and client’s enterprise systems.

- **International.** Geographic location detection directs user to appropriate version of the site; content and product information is administered in one place for all locale-specific products, content, promotions, and pricing.

- **Responsive Storefront.** A fully responsive reference application greatly decreases implementation time.

- **Oracle End-to-End Services.** Encompasses all aspects of building and maintaining a results-oriented, market-leading commerce business. From strategy and marketing through design, development, and managed services, Oracle offers a stable partnership that will yield years of secure, scalable, creative, and adaptable experiences for all users utilizing multiple touchpoints.

- **Ease of Website Management.** Oracle Retail Open Commerce Platform Cloud Service’s site management tools ensure that business users can easily keep the product catalog current, efficiently capitalize on merchandising opportunities, create personalized experiences for customers, and manage orders. The user-friendly, drag-and-drop interface allows non-technical business users to manage the site and create and track customer use of experiences and promotions. And multiple sites running on the same platform require only one instance of Site Manager, making it a highly efficient tool for running a business.

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**Module Overview**

**Business-to-Consumer.** Oracle Retail Open Commerce Platform Cloud Service now powers over 100 sites after almost 20 years, with billions of dollars safely and securely transacted. Oracle Retail Open Commerce Platform Cloud Service is the most robust, reliable, and scalable commerce solution for retailers.

- Oracle suite of products omnichannel integrations
- Multi-site and international support
- Comprehensive catalog browsing
- Advanced site search
- Multiple merchandising options
- Streamlined checkout
Mobile. Oracle Retail Open Commerce Platform Cloud Service ships with a fully-functional, native mobile app. The mobile app leverages the business logic developed within Oracle Retail Open Commerce Platform Cloud Service so implementation work doesn’t need to be duplicated.

- Product browsing using the same catalog as the business-to-consumer website
- Search
- Product and ensemble details
- Shopping cart and checkout
- Wish list
- Order status
- Store locator
- Gamification
- Barcode scanning

**Oracle Cloud Solutions**

Oracle Cloud Solutions take care of the software installation, monitoring, patching and upgrading, freeing IT resources to perform more value-added tasks and allowing retailers to focus on business processes and innovation. Oracle offers subscription-based payment terms, eliminating the need for a significant up-front capital investment.