Oracle iStore Information Discovery provides a robust search tool that enhances the product catalog search functionality. This enables iStore users to refine their item searches based on price, customer part number and cross reference part number and easily locate products with type-ahead suggestions. This can effectively reduce shopping time with optimized and advanced searching to improve the overall purchasing experience.

Key Features and Benefits

Key business benefits and features of Oracle iStore Information Discovery include:

- **Enhanced Customer Purchasing Experience**: Shoppers can easily search and rapidly find products that meet their purchasing criteria. This eliminates user frustration when browsing or looking for products by providing refined product catalog searching and filtering. iStore Information Discovery provides a familiar and effective on-line shopping experience.

- **Filters and Guided Navigation**: Filters allow shoppers to target desired choices. Default filters include product attributes that include retail price and price ranges. Search results based on price filters provide users with specific choices allowing them to hone in on the relevant items to purchase. Guided navigation based on price filters provide specific choices to hone in on the relevant items to purchase.

- **Pre-defined Search Result Views**: As shoppers perform their searches and apply additional filtering, results are displayed in several views. iStore Information Discovery supports List, Grid, and Table views, which allows shoppers to add items into their shopping cart, drill down into product detail, print, and export the search results. This also enables shoppers to view items attributes in a side by side view when comparing products to purchase.

- **Streamline the purchasing process**: iStore Information Discovery also supports a product comparison feature. With a few clicks, shoppers can compare items and evaluate detailed attributes to confirm they have identified the right product at the best price.

- **Integration with E-Business Suite**: iStore Information Discovery is fully integrated with Oracle E-Business Suite. Shoppers can seamlessly search the iStore Product Catalog to find the appropriate items and easily transfer them into their shopping cart, while integrations with other E-Business Suite applications provide for seamless integrations with configuration, pricing, and display of electronic content and media. If you are using Oracle Order Management, then Oracle iStore is the next logical step to enable self-service sales orders over the web.
Oracle iStore is a market leading solution for B2B and B2C eCommerce, providing a comprehensive and cost-effective Internet sales channel.

**Related Products**
The following related products are fully integrated with Oracle iStore Information Discovery:
- Oracle iStore
- Oracle Advanced Pricing
- Oracle Configurator
- Oracle Inventory
- Oracle Content Management

**Related Services**
The following services support Oracle iStore Information Discovery:
- Update Subscription Services
- Product Support Services
- Professional Services
- Oracle University

**Intuitive User Interface**
![Intuitive User Interface](image)

**Easy to Implement**
An enhanced search area is provided by setting a new profile option. This enables the iStore Information Discovery search facility across the entire Oracle iStore application. Users can invoke Information Discovery from the shopping cart, during the checkout process and when reviewing order history.

**Accessible throughout the iStore application**
Oracle iStore Information Discovery provides a rich, intuitive user interface that is fully integrated with Oracle iStore and available across all iStore functions. Merchants receive more value from their investment in Oracle iStore by adding Information Discovery based capabilities, and can do so with minimal setup.

**Contact Us**
For more information about Oracle iStore Information Discovery, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.