

OBJECT EDGE

Object Edge's ExactTarget Plug-in Module Validated Integration with Oracle ATG Web Commerce 10



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Object Edge offers an e-mail marketing plug-in for creating compelling, personalized communication and marketing campaigns from Oracle ATG Web Commerce 10.

Company Overview

Object Edge is an IT-strategy-software consulting and development firm for the e-commerce, financial, and healthcare industries. We deliver e-commerce solutions on the Oracle ATG Web Commerce platform to large clients. Our core competency is in business and technology architecture, system integration, and solution delivery.

Integration Overview

Object Edge's ExactTarget Plug-in Module for Oracle ATG Web Commerce 10 enables campaign creation directly from the Business Control Center (BCC) to your customers via ExactTarget, a global software as a service (SaaS) solution for personalized marketing.

Our e-mail marketing plug-in enables data—catalogs, orders, promotions, customer profiles, and more—to be easily configured, allowing e-mail campaigns to be prepared directly from the BCC for delivery by ExactTarget's SaaS technology.

The Plug-in comes with out-of-the-box Oracle ATG Web Commerce definitions on most commonly used repositories that can be set up quickly to start working with ExactTarget. You can manage interactions with ExactTarget using the BCC.

Many Oracle ATG Web Commerce implementations extend out-of-the-box repositories. Our differentiator is that we allow for the addition of new custom fields from within the BCC and replication to ExactTarget tools in an automated manner. Our Cascade Function allows bundling and updating of all category/product/SKU branches; updates are then flowed within that family to all branches and related leaves.

In-built flexibility of the Plug-in allows for multiple upload/update scenarios, ranging from bulk uploads of entire product catalogs to highly granular, incremental updates; scheduling is intuitive and broad-based, allowing for prescheduled updates or manual override updates.

Our Plug-in helps marketers define common triggering events in Oracle ATG Web Commerce when customers register, add to cart, complete an order, and other shopping events; we then send the relevant data to ExactTarget to trigger a contextually relevant and personalized e-mail to the client. Features include:

- Renders all data configurable for personalized direct campaigns
- Provides Oracle ATG Web Commerce definitions on most commonly used



Validated Integration

Oracle ATG Web Commerce

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Availability

Object Edge, Inc.
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repositories

- Automates replication for real-time change and functionality
- Real-time, flexible uploads and updates (scheduling and scenarios)
- Triggers automated event-based e-mails

Integration Details

The Object Edge ExactTarget Plug-in integrates with ExactTarget Marketing with a focus on the business user. The Plug-in manages the mapping between Oracle ATG Web Commerce and ExactTarget domains. Communication between Oracle ATG Web Commerce and ExactTarget is unidirectional.

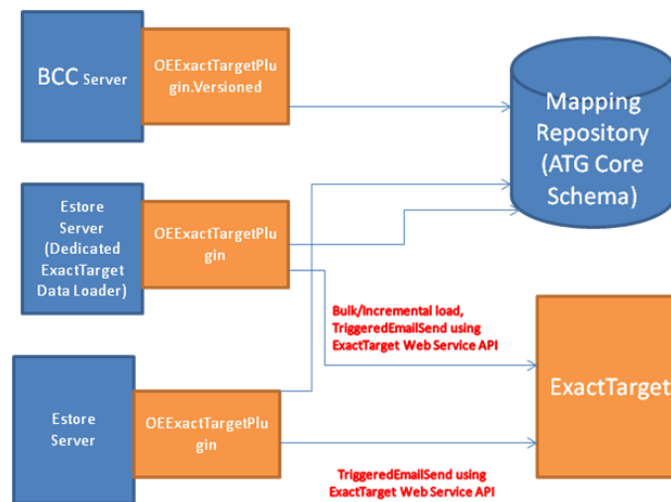
The Plug-in sends data to ExactTarget via:

- Data extension definitions
- Incremental data mapped in data extensions
- Bulk and scheduled data mapped in data extensions
- Invocation of real-time, triggered e-mail templates for scenario events in Oracle ATG Web Commerce

Support

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General architecture of the Plug-in.

Environment

Object Edge Environment

Axis 1.5

ExactTarget Platform with AIM

Object Edge's ExactTarget Plug-in Module for Oracle ATG Web Commerce 10

Oracle Environment

Oracle ATG Web Commerce 10

Oracle Database 11g

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