

## ORACLE ATG COMMERCE 10.1

SPEED UP IMPLEMENTATIONS, IMPROVE MERCHANDISING, RAPIDLY LAUNCH NEW SITES, AND EASILY EXPAND INTO NEW MARKETS.

### KEY BENEFITS

- Streamline common tasks
- Simplify promotion management
- Make merchandising faster and more efficient
- Quickly and easily launch new sites
- Effectively share resources and assets across commerce sites
- Centrally manage all of your sites and touchpoints easily and efficiently
- Jump-start new commerce sites and apply best practices through a customizable prebuilt storefront
- Decrease operational costs and custom development

*Business has changed and so has the way customers research, evaluate, compare, and purchase products and services; and later provide feedback on that experience. Commerce has evolved from merely a single customer interaction point - the brick and mortar storefront - to a buying environment where the customer has many choices on where, when, and how they choose to interact with your brand.*

*With new tools to allow merchants to work in multiple ways and a new mobile reference application, Oracle ATG Commerce 10.1 provides your customers with a consistent, relevant, and personalized buying experience, and is the engine that companies need to power today's commerce engagement. Oracle ATG Commerce 10.1 makes it easy to implement an integrated, unified cross-channel sales model that leverages mobile and social touchpoints. It also enables you to provide your merchandisers and marketers with direct control—through intuitive tools that lets your merchants work the way they want to work.*

### Gain Control, Efficiency, and Speed

Whether you sell to consumers or businesses, Oracle ATG Commerce 10.1 provides the flexibility to enable you to rapidly adapt to changing customer behaviors and take advantage of the dynamic and global marketplace. With Oracle ATG Commerce 10.1, you can

- Merchandise more quickly, easily, and effectively to drive profitability
- Rapidly launch sites for new brands, markets, and even single-purpose campaigns
- Orchestrate seamless cross-channel buying experiences to improve customer loyalty
- Use mobile devices and social media to drive sales
- Expand internationally and target new countries and segments more effectively
- Leverage the Web and personalization in innovative ways
- Easily create and manage both simple and complex promotions

### Implement and Manage Your Web Sites with Ease

Oracle ATG Commerce 10.1 will help speed implementation and reduce operational costs for your commerce environment by

- Simplifying the management of your commerce solution
- Improving administrative and operational efficiency (how?)
- Increasing technical flexibility and agility (how?)
- Driving optimal performance, scalability, and reliability (how?)

## Reap the Rewards of a Commerce-Driven World

In today's fast past and changing world, one way to be a step ahead of your competitors is to be when and where your customers want to buy from you. Oracle ATG Commerce 10.1 enables you to move from a model of independent, siloed, multichannel sales processes to a unified cross-channel sales model that creates a highly personalized and consistent customer buying journey and drive more revenue. With Oracle ATG Commerce 10.1, you can deliver consistent customer profiles, product content, promotions, and order information across all touchpoints. With Oracle ATG Commerce 10.1 at the heart of your commerce environment, you can

- Improve the customer experience by empowering customers to shop the way they want to shop—that is, with the help of other consumers, seamlessly across touchpoints, and via their favorite devices
- Increase agility and empower marketers and merchants with the tools they need to manage customer experience, promotions, and content, and to leverage user-generated ratings and reviews across multiple sites
- Implement a future-proof commerce enterprise by arming IT with the software and tools to rapidly build and implement a unified commerce infrastructure and systems

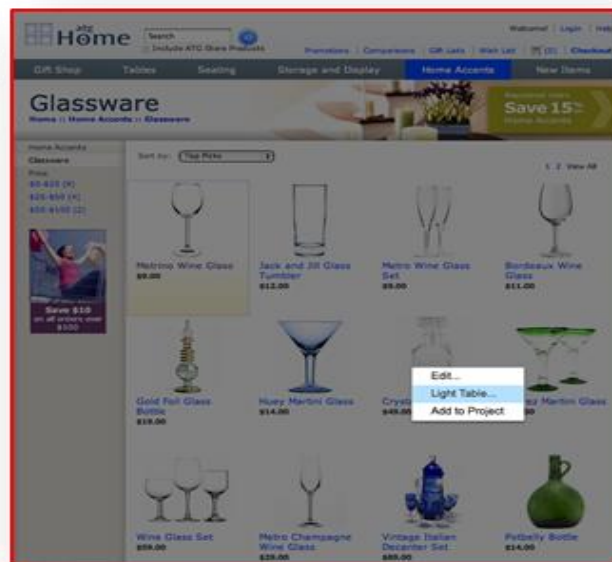


Figure 1. Oracle ATG Commerce 10.1 helps merchandiser manage content in multiple ways, including a new visual interface that allows editing in place and the new Light Table that allows drag and drop sequencing of items in a category.

## Benefit from Key Enhancements and New Features

The latest version of Oracle ATG Commerce includes enhancements and new features in numerous areas. The following subsections describe some of the most important ones.

### Visual Merchandising

Oracle ATG Commerce 10.1 gives merchants multiple ways to work, including traditional data driven controls, as well as new visual approaches. Visual Merchandising allows the merchant to leverage not only data to guide their activity, but also their artistic abilities, seeing

how product assortments look when placed together, how individual items play off others, and how the sequence of items looks to shoppers.

The following represent some highlights of new **visual merchandising** capabilities:

- Merchants have the option to work in an environment that mimics what shoppers see
- Quick right-click options to edit catalog content
- Light table mode to allow simple drag and drop ordering of products
- Edit multiple items with single commands to make a large number of changes quickly and efficiently
- Preview changes just as the shopper will see them – now or at a future time and date

### Mobile and Cross Channel Selling

Oracle ATG Commerce 10.1 makes it easier than ever for merchants to implement consistent and connected cross channel strategies to meet their customers' expectations. New mobile reference applications for both the Web and native devices provide the tools necessary to launch mobile channels quickly, and manage them using common tools.

Mobile applications provide:

- Starter applications to use as the basis for development, optimized for mobile form factor
- Tailored application flow to simplify conversion and reduce abandonment
- Best practices examples for application development and platform capabilities
- Data such as catalog and promotions may be shared between channels or not shared as needed
- Use of Oracle ATG Commerce's leading personalization engine across all touchpoints with common tools and definition

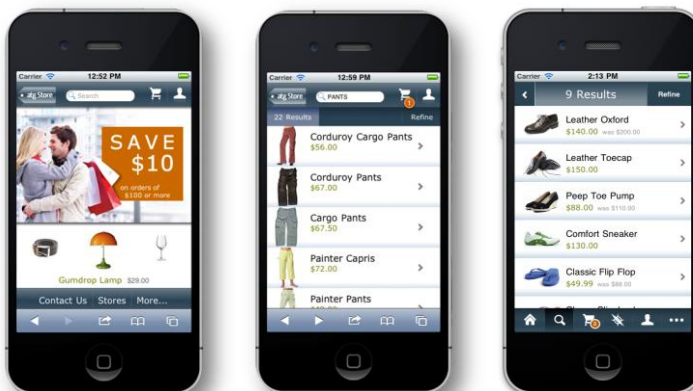


Figure 2. Jump-start mobile sites and apply best practices with the mobile reference store, a customizable prebuilt storefront for mobile web and native devices.

### Faster Commerce On A Global Scale

Oracle ATG Commerce 10.1 makes it simple to do business in more ways, in more locations and on a larger scale. This release includes new performance and international commerce capabilities such as:

- Integration with Oracle Coherence to provide large scale caching and high performance with huge data sets

## RELATED PRODUCTS

Oracle ATG Commerce solution enables you to personalize the buying experience for your customers. Its flexible, component-based e-commerce software architecture enables you to easily implement best-in-class commerce sites.

Related products include the following:

- Oracle ATGCommerce Merchandising
- Oracle ATG Commerce Service Center
- Oracle Endeca Guided Search
- Oracle Endeca Experience Manager

- Business tools localized in a wide range of languages
- Combined business-to-business (B2B) and business-to-consumer (B2C) modules to allow merchants to transact business using different business and selling models

## Get on the Right Path

Powerful merchandising applications, mobile and web stores, and intuitive tools for marketers and merchandisers in Oracle ATG Commerce 10.1 powers commerce across multiple channels and on the latest devices and social media. With it, you can deliver a consistent brand experience across all touchpoints.

## Contact Us

For more information about Oracle ATG Web Commerce 10.1, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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