

ORACLE ENDECA FOR MOBILE

PUT EXPERIENCES THAT ENGAGE
AND CONVERT INTO THE HANDS
OF YOUR CUSTOMERS

KEY FEATURES

- Single-platform management for mobile Web and mobile apps
- Live-edit functionality for business user control
- Integration with back-end Web technology for consistent customer experiences
- Dynamic updates for the mobile channel—without IT or software updates

KEY BENEFITS

- Delivers an optimized experience for each mobile platform
- Puts control of updates and changes into the hands of business users
- Provides consistent customer experiences
- Allows you to focus on innovation rather than building mobile sites and apps from-scratch

Oracle Endeca for Mobile powers full-featured customer experiences for the mobile Web as well as iPhone and iPad apps. Tightly integrated with existing back-end technology and merchandising tools, Oracle Endeca for Mobile provides a single platform that enables business users to deliver brand consistency in a best-in-class mobile experience.

An Integrated, Consistent Experience

Consumers don't think in terms of channels. They simply expect a consistent and optimized experience with your brand wherever they encounter it. Oracle Endeca for Mobile facilitates that experience—providing interchangeable brand encounters across touchpoints to reduce frustration and accelerate cross-channel sales. Oracle Endeca for Mobile integrates with the same back-end technologies that power your Website to provide consistent, full-featured mobile experiences. So your mobile customers can search and browse your entire product catalog, watch videos, create wish lists, download PDFs, read and write user reviews, and proceed through checkout—all from their mobile devices.

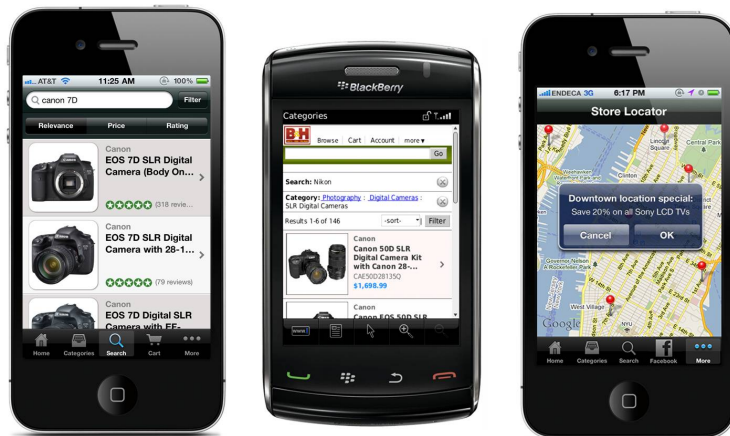


Figure 1. Give business users the power to create a consistent experience for the mobile channel with out-of-the-box mobile features such as automatic device detection, social features, and one-touch checkout. With Oracle Endeca for Mobile, you can extend your storefront to mobile Web-enabled smartphones and tablet devices.

Total Business User Control

As mobile usage continues to grow, managing the mobile experience will become as critical as managing your Website. Oracle Endeca for Mobile is an extension of Oracle Endeca Experience Manager, which enables business users to create, optimize, and influence the customer experience by using data integration, to optimize pages by taking advantage of live-edit functionality, and to deliver always-relevant merchandising. With Oracle Endeca for Mobile, business users can change the customer experience and dynamically push updates to the mobile Web and all native apps simultaneously—without engaging IT.

RELATED PRODUCTS

Deliver, analyze, and target just the right content to just the right customers with the following Oracle Endeca Web commerce solutions:

- Oracle Endeca Guided Search
- Oracle Endeca Experience Manager
- Oracle Endeca for Social
- Oracle Endeca Commerce Business Intelligence

Out-of-the-Box Features

Oracle Endeca for Mobile employs prebuilt components so that your business can concentrate on innovating rather than building a mobile site or app from scratch. It includes robust reference applications with built-in features such as automatic device detection, store locator, and merchandising, so you can deploy feature-rich mobile sites and apps in a matter of weeks. And with prebuilt mobile cartridges, templates, and editors, delivering a mobile-optimized experience is easy.

Multichannel Capabilities

Oracle Endeca for Mobile presents opportunities to personalize interactions and link channels. Because it is tightly integrated with existing infrastructure and tooling, customer activities can be shared across touchpoints, meaning that you can synchronize mobile and online shopping carts and get more mobile shoppers online and in-store with personalized mobile alerts and integrated loyalty programs.

Simplified Management

Many mobile Web platforms require outsourced management—but not Oracle Endeca for Mobile. Instead, it employs a unified infrastructure that enables organizations to use one platform and skill set to drive the user experience in the mobile channel. The ability to leverage existing back-end technology and manage the experience in-house simplifies management, lowers total cost of ownership, and ensures a consistent customer experience.

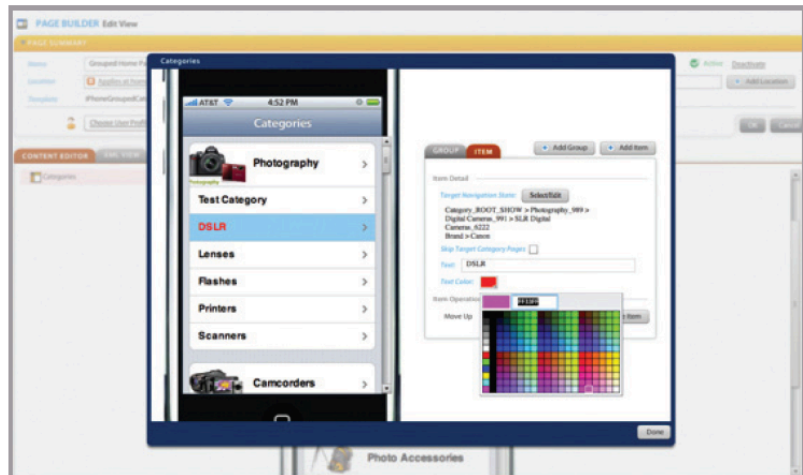


Figure 2. Embedded device emulators in Oracle Endeca Experience Manager enable business users to see changes in real time.

Reference Applications

Out-of-the-box applications enable fast deployment and customization. Each reference application for mobile Web-enabled smartphones and tablet devices has robust features and device-specific templates, cartridges, and editors for a platform-optimized experience. Out-of-the-box features include:

- Hooks for integrating with commerce platforms and other technologies
- Store locator with location-based services
- Wish lists, favorites, and order history
- Social integrations with Facebook and Twitter

Mobile Extensions for Oracle Endeca Experience Manager

Oracle Endeca Experience Manager enables business and IT teams to become more efficient

and deliver better experiences. With Oracle Endeca Experience Manager, IT manages page templates and prebuilt, modular components called cartridges to determine where content and data are placed and what should be rendered dynamically. IT delegates templates and cartridges to the business team, which can create and edit the experience—without having to engage IT for each update. Without custom code or long lead times, business and IT teams have the flexibility to innovate and focus on improving business results.

Mobile-Specific Templates and Cartridges for Oracle Endeca Experience Manager

Prebuilt, flexible tool extensions and cartridges—part of each reference application—can be used to control the mobile user experience for each platform.

Contact Us

For more information about Oracle Endeca for Mobile, visit oracle.com/webcommerce or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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Hardware and Software, Engineered to Work Together