

## Oracle Commerce End-to-End Digital Experience Platform

### Oracle Commerce differs from other commerce solutions by offering:

- Delivery of relevant experiences to every customer
- Prebuilt, out-of-the-box functionality
- Business user tooling
- Unparalleled merchandising and personalization strategies
- Scale for the demands and complexities of commerce
- Multisite, Multilanguage, multicurrency framework
- Open, services-oriented architecture for omni-channel experiences
- Interoperability with homegrown, 3<sup>rd</sup> party, and other Oracle technologies

Oracle Commerce is specifically designed for the needs of any business selling products online that wants to deliver always-relevant experiences to buyers at any touch point in their purchase journey. Enabling selling experiences for the world's best B2C and B2B brands, the solution delivers best-in-class commerce applications focused on personalized experiences, business user enablement, and scalability to meet the evolving demands of commerce businesses.

### End-To-End Commerce and Experience Solution

Oracle Commerce provides what no other combination of technologies on the market can: a unified, end-to-end commerce and experience solution that delivers more targeted, lucrative experiences while simplifying management, reducing total cost of ownership, and accelerating time to value.

### Oracle Commerce Platform

At the heart of the Oracle Commerce solution is the Oracle Commerce Platform, a battle-tested commerce infrastructure that for over a decade has consistently helped the world's best brands surpass online revenue milestones year-over-year. Supported by a modern architecture, the Oracle Commerce Platform allows the most complex digital businesses to innovate in time with market changes and expand quickly and easily to new touch points and geographies.

The Oracle Commerce Platform is comprehensive, highly scalable application suite that automates and personalizes the online buying experience to increase customer value and ensure ongoing customer loyalty. Its flexible, component-based architecture enables merchants to easily implement best-in-class web stores, mobile applications, and social commerce sites.

The Oracle Commerce Platform includes a robust set of capabilities:

Multi-site creation and management	Product catalog management	In-depth shopping cart management	Transaction and settlement tracking
Personalization (profiles, segments, content targeting)	Search and navigation	Integrated SEO and search merchandising	Integrated customer service

All of this functionality is powered by Oracle Commerce Platform's core personalization capabilities that provide a common and consistent view of the customer across all buying interactions.

"We are growing market share while our competitors are facing challenging times. By integrating our back-end processes and our front-end web experience, we have established a platform that enables enhanced customer service and business growth."  
– David Lyle, CIO, Carolina Biological Supply Company

**Proven and in use by more than  
700 leading companies**

- [Kohl's Sees a 28% Increase In Online Sales With Oracle Commerce](#)
- [Medline Industries Delivers Personalized Content to Healthcare Customers and Increases Targeted-Content Views by 60%](#)
- [Ribeiro Sees Sales Multiply By Six and Profits Grow by 430%](#)
- [LOREX Technology Increases Website Traffic 90% by Enhancing the Online Customer Experience with a Flexible E-Commerce Platform](#)
- [Netshoes Accelerates E-Commerce System Response, Improves Conversion Rates and Delivers New Marketing Campaigns Faster](#)

## **Oracle Commerce Experience Manager**

Oracle Commerce Experience Manager is an intuitive, Web-based business user tool to create and manage a rich, dynamic omni-channel customer experience. Oracle Commerce Experience Manager allows organizations to deliver always-relevant customer experiences that adapt to every buyer, using real-time clicks in conjunction with customer and product data and any related business rules to return an entire experience that engages each user.

Oracle Commerce Experience Manager provides the business user with intuitive tooling to impact the front-end presentation layer without IT assistance, having granular control over the entire omni-channel experience, including: layout, search and navigation, display of products, merchandising, personalization, promotional content, rich media, and web content. And, Oracle Commerce integrates with any technology in a business's commerce ecosystem to enrich and enhance selling experiences.

Our solution is built on flexibility and extensibility, so regardless of the technologies businesses own or will invest in in the future, Oracle Commerce is built to leverage content and data coming from external systems on an ongoing basis.

## **Oracle Commerce Merchandising**

Oracle Commerce Merchandising delivers the most advanced Product Catalog Management, Promotions, Site Management, and Personalization capabilities on the market.

Oracle Commerce Merchandising puts full control over the merchandising process directly into the hands of the business users, including product catalog and asset management, pricing and promotions, customer segment and profile management, and site definition. Businesses can respond more quickly to rapidly changing consumer and business demands, with easy-to-use business tools that minimize clicks to product catalog, promotions, personalization and multisite management. With a large selection of out-of-the box templates, marketers and merchants can gain control without being dependent on IT.

## **Oracle Commerce Service Center**

Oracle Commerce Service Center streamlines customer service and integrates all customer touch points to help you increase customer satisfaction and loyalty, while reducing the cost of customer service. With faster problem resolution and a personalized, consistent experience across multiple channels, businesses can deliver the best possible customer service experience and drive repeat business to their commerce sites.

## **Leading The Way With Continued Innovation**

Oracle Commerce's flexible platform, open, services-oriented architecture, multisite framework, and ability to re-use components, assets and custom integrations across channels have enabled customers around the world to push the boundaries of digital experience management. Oracle continues to invest in substantial product enhancements around usability, mobile, productized integrations, and more.

## **CONTACT US**

Want to learn more about how Oracle Commerce can help you deliver more targeted, lucrative commerce experiences? Visit [oracle.com/commerce](http://oracle.com/commerce) or call 1-800-746-4284.

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