

# WHAT'S IN THE CLOUD?

PRODUCT GUIDE / MARCH 9, 2019

## DISCLAIMER

Oracle Commerce Cloud is a fully featured, extensible SaaS commerce solution, delivered in the Oracle Cloud, supporting B2C and B2B models in a single platform. Commerce Cloud grants greater agility and cost savings, with the extensibility and control required in the ultra-competitive digital commerce market.

**SIMPLIFY** your technology footprint.

**INNOVATE** to stay ahead of consumer demands and competitors in a low-risk way.

**DELIVER** to every customer, every time to increase loyalty and revenue.

Commerce Cloud has frequent releases. Please ensure you have the latest documentation.

This content was updated for the 19A release (released in February 2019)

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## UNIFIED ADMIN

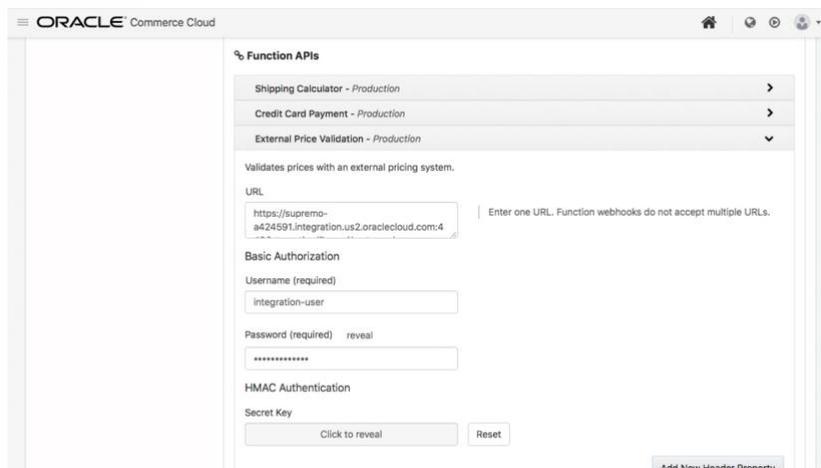
Oracle Commerce Cloud unifies all admin tools in a single interface to simplify management and consolidate activities in a single location. Commerce Cloud features different “studios” for developers and business users, with drag-and-drop UIs that streamline daily tasks. These intuitive admin UIs are responsive and are supported in 36 languages.

- **Design Studio:** Merchants can leverage optimized AIs to easily create and personalize experiences with total creative control via drag-and-drop tools.
- **Merchant Studio:** Offers all of the tools needed to manage and merchandise the site experience for shoppers.
- **Developer Studio:** Provides capabilities for developers to build and manage their configurations and customizations for any device.

## CORE PLATFORM AND APIS

Commerce Cloud was built from the ground-up with an API-first architecture and a complete REST web services framework for agile, standards-based development and simplified integrations.

- **API-first:** All functionality is accessible through easy-to-use REST web services. Oracle-built, partner-built and customer-built storefront and applications all use the same APIs. And the API documentation is [publicly available](#).
- **Standards-based, flexible:** There is nothing proprietary about working with Oracle Commerce Cloud. Commerce Cloud leverages standards-based skills, allowing for fast development and scalability. The storefront is built in HTML5, CSS3, JavaScript, and NodeJS. Extensions can be built client-side and server-side depending on the requirement.
- **Simplified integrations:** The API and Webhooks framework allow for faster, cheaper, less complex integrations to Oracle, third party, and homegrown solutions. Additionally, Commerce Cloud features an adapter for Autonomous Oracle Integration Cloud (OIC) for ‘drag-and-drop’ integrations and data mapping between Oracle and third-party applications. Another benefit is being able to leverage the [Oracle Cloud Marketplace](#) to access pre-built extensions and connectors with various technology partners to reduce costs and accelerate integrations.



## MODULAR, HEADLESS OPTIONS

Because Oracle Commerce Cloud is a flexible application with an API-first architecture and a complete REST web services framework, merchants can implement Commerce Cloud as it best suits their business needs.

- **Fully integrated:** Leverage everything that comes with Commerce Cloud, fully integrated. The UI layer and the commerce services layer are connected for a tight integration between commerce tooling and experience management.
- **Headless, non-integrated:** With this approach, the UI layer is separate from the set of backend commerce services, and communication is based on web services. Leverage Commerce Cloud's services, and an external UI tool for managing the user experience in this headless, non-integrated model.
- **Headless, integrated:** With this hybrid approach, the UI layer is separate from the backend services but, the UI layer is still integrated with the Commerce Cloud application, so Commerce Cloud capabilities like site design tools, personalization, and A/B Testing, can be leveraged.

## RESPONSIVE STOREFRONT

A customizable, out-of-the-box responsive storefront helps merchants get live quickly with fully featured experiences. Storefronts are supported in 40+ languages and 60+ global currencies. The storefront, which is easily configured by business users, can be customized and extended to meet branding and experience needs.

The storefront has pre-integrated features providing customers extra value while accelerating time to market. Sample storefront features included with the subscription include:

 Catalog, Pricing, Inventory Management	 Promotions	 Social Media	 Integrated Tax Solutions
 Responsive & Adaptive Design	 Content Management	 Transactional Emails	 Multisite
 Drag & Drop Experience Management	 Image Scaling	 PCI & GDPR compliant in the Secure Oracle Cloud	 Personalization
 Guided Search & Navigation	 A/B Testing	 Payment Gateway Integrations	 B2B Support
 SEO Management	 Product Recommendations	 Leading CDN	 Server-side Extension Framework

*Commerce Cloud includes an external CDN product, included with subscription. All other Storefront features are native to the Commerce Cloud platform and included with subscription.*

## GUIDED SEARCH

Commerce Cloud features leading Search and Guided Navigation capabilities, with streamlined admin tools for more efficient and scalable management of search within the shopping experience.

Commerce Cloud includes:

- Pre-integrated storefront search and navigation features, like the search type-ahead mega-menu, did you mean?, spell correction, auto-correct, keyword redirects, thesaurus, and more.
- Search results control within Collections and Search Terms (“Dynamic Curation”).
- Ability to Boost & Bury products.
- Control over facet ordering.
- Rules-based ranking.
- Ability to order search facets by statistical significance.
- International language support.
- Integration with Adaptive Intelligent Apps to enable AI-powered search results.

The screenshot shows the Oracle Commerce Cloud admin interface for creating a new curation rule. The page title is 'New Curation Rule'. At the top left, there is a 'Back to Dynamic Curation' button, and at the top right, a 'Create and Preview' button. Below the title, there is a section 'Select a collection or enter search terms to define which search results you want to order'. Under this section, the 'Collection' radio button is selected, and the text 'Women's Shoes' is entered in the input field. There are 'Edit' and 'Clear' buttons next to the input field. Below this, there is a section 'Rate the importance of the following factors in the ordering of results'. An 'Edit Criteria' button is located above a list of five factors, each with a horizontal slider ranging from 'Less important' to 'More important'. The current values for the sliders are: 'In stock' (9), 'Newness' (10), 'On sale' (7), 'Sales' (9), and 'Views' (8). At the bottom right of the form, there are 'Cancel' and 'Create' buttons.

Factor	Current Value
In stock	9
Newness	10
On sale	7
Sales	9
Views	8

## SEO

SEO is critical to any commerce program and Commerce Cloud simplifies how a business user can optimize their site(s) for SEO gains.

Features include:

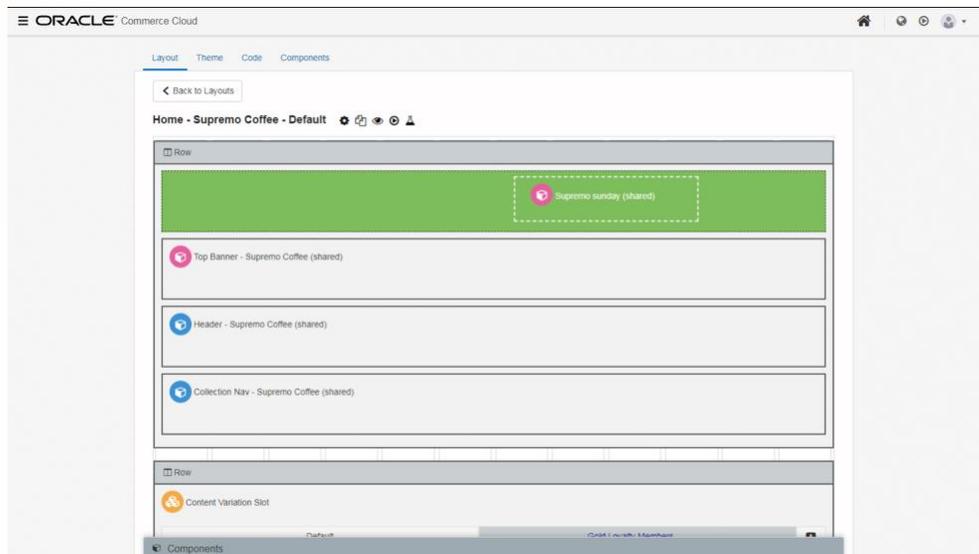
- Delivering a full https site that is Google desired.
- Integrated CDN for faster load time – also Google desired.
- Mobile-friendly support for both responsive and adaptive models – also Google desired.
- Streamlined ability to customize, optimize and configure URLs, tags, and metadata to impact search ranking.
- URL patterns / simplified URL slugs.
- Auto-generation of a sitemap.
- Pre-render based snapshot generation service including the ability to configure web crawlers to receive snapshot.
- Ability to manage robots.txt.
- Automatic application of canonical tags and rel attribute.
- Supports Open Graph social meta tags, and schema.org microdata.

## DRAG-AND-DROP EXPERIENCE CREATION

Oracle Commerce Cloud Design Studio features UIs to create experiences with a full drag-and-drop interface easily. A layout and widget framework delivers dynamic experiences based on unique needs. Widgets are modular pieces of functionality with business rules that fit into layouts. Commerce Cloud ships with 20+ out-of-the-box page layouts and 70+ prebuilt widgets and elements. Merchants can also create their own templates, layouts and reusable widgets.

Functionality includes:

- Out-of-the-box libraries for widgets (70+), page layouts (20+), and themes.
- Ability to create and re-use new widgets, layouts, and Storefront themes.
- Ability to drag-and-drop widgets onto layouts and resize / organize them.
- Admin support for role-specific restrictions, role-specific access to Storefront layouts and widgets.
- Schedule full publishing events, and selectively publishing.
- Widget configuration including the ability to edit HTML, JavaScript and CSS.
- Business-user-friendly configurations for widget behavior.
- Associate Page Layouts to Products, Collections, and Product Types.
- Layout management for different viewports.

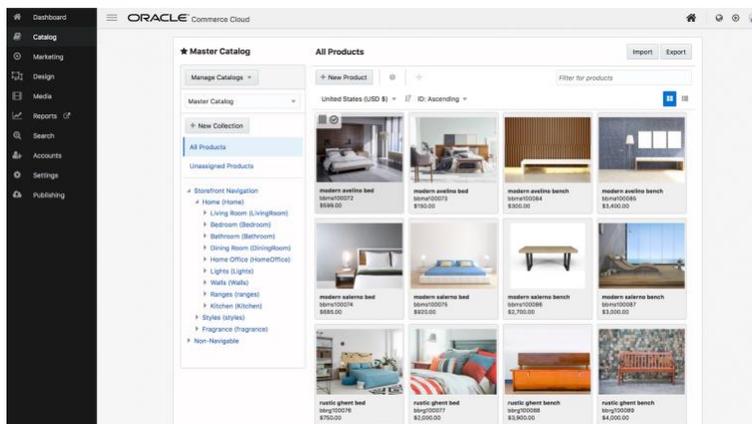


## CATALOG MANAGEMENT

Oracle Commerce Cloud delivers robust catalog management capabilities that give merchants total control over their products, pricing, and inventory within an intuitive UI. Business users can simplify how SKU management, associated media, custom properties, and search are delivered.

- Import and export catalog data.
- Use embedded search to find what you need in the catalog easily.
- Curate catalog and organize products into Collections (categories).
- Manage product types, custom attributes, variants, child SKU definition.
- Use product properties to drive Collections and search faceting.
- Create SKU properties at the base or custom product type level.
- Create SKU bundles.
- Easily manage inventory, support for location-based inventory.
- Support for Add-on Products (i.e., monogramming, product customization, gift wrap).
- Support for Pre-Order and Back Order.
- Support Buy Online Pick-up in Store models
- Manage list, sale, and VAT-inclusive pricing.
- Support to leverage external pricing, if desired.
- Support for standalone catalogs.
- Support to leverage externally priced shipping methods.
- Media Library to manage Collection, Product, and General media assets, upload and assign product images to support different image sizes.
- Select a subset of items for publishing to production.

*Additional B2B-specific catalog features include support for customer-specific, account-based catalogs (page 19).*



## PROMOTIONS

Oracle Commerce Cloud has out-of-the-box promotion templates and a streamlined UI for simplified setup and management. In addition to out-of-the-box templates, an open promotions API framework allows merchants to create custom promotions of their choice. Out-of-the-box promotions templates include:

- Order, item, and shipping levels.
- Get item discount.
- Spend Y in X, get item discount.
- Buy One, Get One.
- Buy X, get discount.
- Buy X. get Y.
- Buy X, get free shipping.
- Spend Y, in X get discount.
- Spend Y in X, get shipping discount.
- Tiered order discounts.
- Batch coupons.
- Gift with purchase.
- Create a discount by catalog property.
- Discount by SKU.
- Support for tiered offers.
- Support for stacking rules.
- Support for single-use coupons.
- Support for multiple promotions per coupon.
- Support for promotions by audience (*Audiences page 12*)
- Support promotions from an external source.
- Support promotions by credit card type.
- Open API to create custom promotions.
- Ability to clone promotions.
- Ability to assign promotions to folders.

## MULTI-SITE

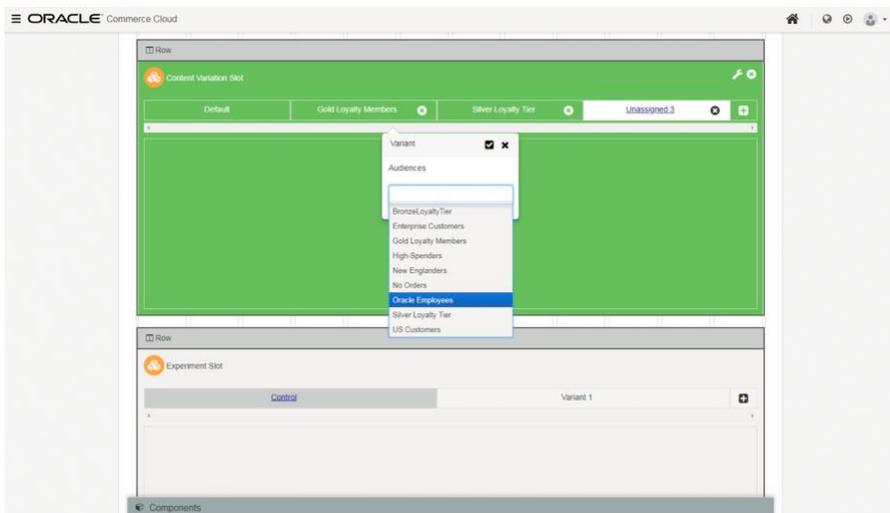
Commerce Cloud multisite enables merchants to quickly add country-specific, new brand, and microsites with the flexibility to make each site consistent, or unique. With a single admin tool, central (or distributed) teams can deliver sites that engage their target audience, without starting from scratch.

- Share or customize catalogs, pricing, content, layouts, settings, and promotions.
- Localize languages, shipping methods, and payments by site.
- Manage personalization, search, and SEO strategies.
- Preview by site.
- Filter reports by site.
- Manage shopper settings by site.
- B2B multisite account management.
- Manage global email settings by / across sites.
- Manage extensions by site.

## PERSONALIZATION WITH AUDIENCES

Commerce Cloud introduces the concept of *Audiences* – a new way to manage and scale personalization in user and site-friendly way. *Audiences* includes:

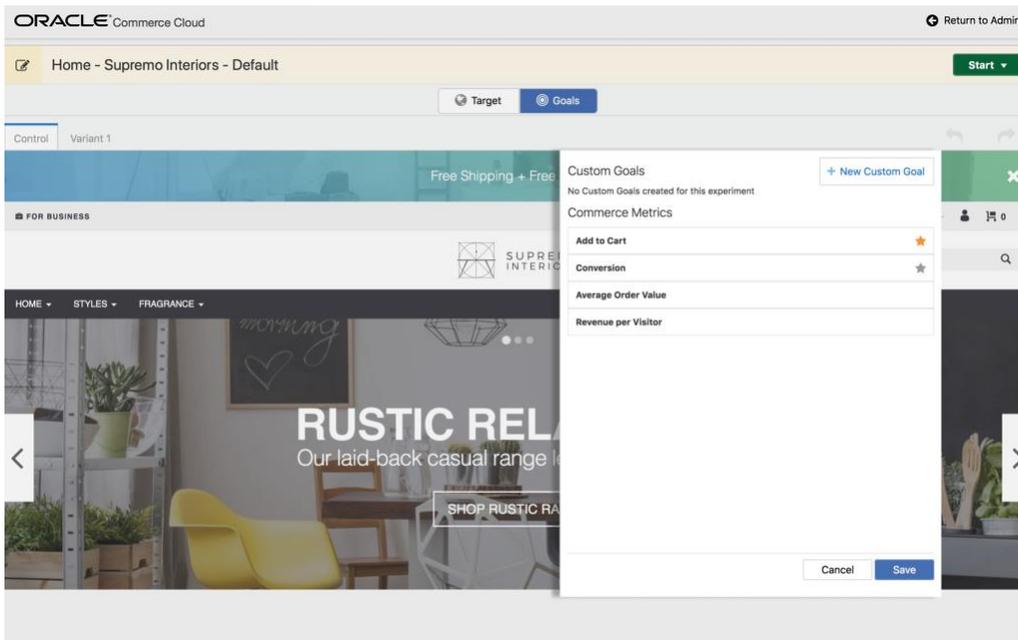
- Ability to build audiences using standard and custom shopper profile attributes. Standard samples include:
  - Spend: Lifetime spend, lifetime average order value, last purchase amount.
  - Visitor: Visitor birthdate or visitor type.
  - Frequency: number of orders, number of visits, registration date, first purchase date, last visit date.
- Support for rule building based on standard or custom date properties.
- Ability to use “slots” to show different content to shoppers in different audiences.
- Ability to create promotions by audience.
- Use of UTM Query Parameters to present appropriate content, promotions and experiments to shoppers, with context from referring sites, marketing, and advertising campaigns.
- Integrated with Experiments to allow for A/B testing by audience.
- Manage sizes of audiences.
- Get reports by audience.
- Support for custom account properties that allows merchants to show tailored content to different B2B accounts.



## A/B TESTING WITH EXPERIMENTS

Commerce Cloud delivers integrated *Experiments* A/B testing for site optimization while reducing spend and eliminating the need for integration. Native A/B testing gives merchants greater insight, more control over what can be tested, and the ability to update sites to focus on high-value optimization immediately. At a high-level, *Experiments*:

- Grants flexibility to support simple and advanced page modifications.
- Can be associated with layouts, widgets, collections, and product types.
- Updates result dynamically to show the impact of in-progress experiments.
- Allows business users to leverage out-of-the box or set up custom goals.
- Allows custom goals for commerce events, and widget-level Experiments.
- Can A/B test on cart and checkout flows.
- Integrated reporting gives merchants visibility to core KPIs, including site metrics and monetary metrics (measured for each currency on the website).
- Allows merchants to schedule tests in advance and allocate traffic percentages for each variation.
- Enables business users to experiment on variations of the same widget, or even compare different widgets.
- Is integrated with Audiences personalization for A/B testing capabilities by audience.



## PRODUCT RECOMMENDATIONS

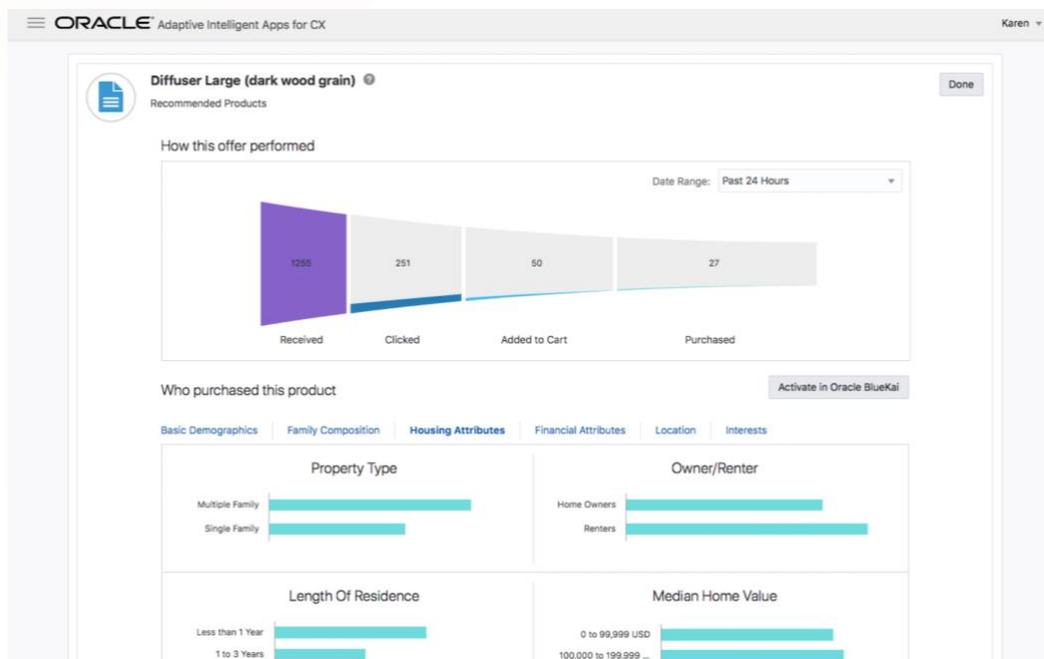
Commerce Cloud has embedded product recommendations to expose more products via tailored suggestions. Merchants can automatically deliver contextually relevant upsells and cross-sells to promote more of their catalog and to drive higher order values. Because recommendations come out-of-the-box and can be placed with page layouts using widgets, the cost of having a third-party product recommendations engine is eliminated, and complexity of integration and management is greatly reduced. With Commerce Cloud products recommendations, business users can:

- Deliver dynamic or curated recommendations for suggested or related products.
- Surface-related upsells and cross-sells to increase order values.
- Surface most-recently-viewed.
- Deliver in-session or cross-session (multiple sessions) recommendations.
- Enable in-category restrictions.
- Include recommendations in *Abandoned Order* and *New Account* emails.
- Collection Override feature for greater control over recommendations.

## INTEGRATED ADAPTIVE INTELLIGENCE (AI)

Commerce Cloud enables merchants to use the latest in machine learning and AI to drive more revenue and engagement throughout their sites. Oversight and advisory controls paired with reporting allow users to scale AI and optimize their site to drive desired outcomes.

- Use AI to deliver contextually compelling experiences to anonymous and known shoppers.
- AI for search impacts the sequencing of product results to drive engagement and transactions.
- AI for promotions serves compelling promotions per user in context to drive transactions.
- Advisory Controls: Commerce Cloud AI is not a black box, it has robust advisory controls that allow business users to boost and constrain results based on a variety of factors.
- Insights and Reporting: Robust reporting allows users to see what is being presented, and what drives the desired behavior.
- Automatically adapt and serve shopper experiences in real time, click-by-click based on behavior, weather, geolocation, life events, social activity, in-store activity, and much more.
- Know shoppers before they know you by tapping into over 5 billion anonymized global consumer and business profiles, \$3 trillion in consumer transactions. Additionally, 7.5 trillion data points are added per month in the Oracle Data Cloud.



## LOYALTY FRAMEWORK

To boost engagement and customer lifetime value, Commerce Cloud features a loyalty framework to integrate with an Oracle Loyalty Cloud or an external loyalty program or to support enrollment, accrual and redemption. Merchants can:

- Leverage integration with Oracle Loyalty Cloud, or a third-party.
- Configure programs against a site.
- Leverage out-of-the-box widget to pay with points (points as currency).
- Create separate tax settings for points.
- Set up the conversion rate for converting currency to points.
- Set up a secondary currency for converting taxes/shipping to points.
- Set up a new payment method to handle loyalty points.
- Support for zero-value orders (i.e.: special coupons, samples, free merchandise).
- Leverage web-hooks and APIs to send the loyalty details against profile and order details to external systems.

## CONTENT

Commerce Cloud has native content creation and management capabilities to create rich, non-catalog Article pages, and integration with Oracle Content and Experience Cloud for more content publishing requirements.

- Easily create non-catalog content pages with drag-and-drop tools.
- Manage product and editorial content within a single layout.
- Schedule full publishing events, and selectively publish.
- Publish individual design assets.
- Vary content presented to Audiences, or by date.
- If desired, leverage an external CMS or repository via API, or integration with Oracle Content and Experience Cloud.

## TRANSACTIONAL EMAILS

Commerce Cloud can be configured to send emails to shoppers based on site-related activities. Business users can control the branding and timing of email communications. Sample transactional emails include:

- New customer account email.
- Thank you for your order / order completed email.
- Idle cart email reminder / abandoned cart.
- Back in stock notification.
- Return request.
- Refund issued.
- Scheduled order.
- B2B-specific emails for account or order updates.

*Additional benefits of transactional emails include the ability to:*

- Manage global email settings across sites (if leveraging multisite).
- Support Marketing orchestration emails via native integration with Oracle Marketing Cloud or via Oracle Marketplace connectors to non-Oracle email systems.

## SOCIAL WISH LIST AND PLUG-INS

Empower shoppers to share your products across their social networks with out-of-the-box plug-ins and shareable wish lists. Merchants can:

- Allow shoppers to create, manage and share any product wish list to email or social channels such as Facebook, Twitter, and Pinterest.
- Allow wish lists to be set to 'Private,' 'Shared,' or 'Group' mode to allow for collaborative shopping.
- Allow users to create wish lists per site (if leveraging multi-site).
- Post comments on any product in a wish list.
- Allow shoppers to have unlimited wish lists.
- Support sharing products from any product detail page on Facebook, Twitter, Pinterest or email.
- Leverage the Social Metatag Widget, which includes Open Graph and schema.org microdata support to enable better discovery of site, brand, and products.

## PAYMENTS AND TAX INTEGRATIONS

Commerce Cloud reduces the complexity of integrating to payment gateways. Commerce Cloud has out-of-the-box integrations that only require entering credentials to get started and enable the merchant to configure custom payment types and tax processors of their choice. Commerce Cloud payment features include:

- Out-of-the-box integrations with PayPal, Cybersource, Chase, PayU LATAM, Vantiv, SnapPay, and WorldPay.
- Out-of-the-box integrations with tax providers Avalara and Vertex.
- An open payment and tax framework to integrate with payment providers of choice.
- Connectors with global payments partners available in the Oracle Cloud Marketplace (*page 21*).
- Ability to Buy Online Pickup in Store.
- Ability to store credit cards.
- Pay by invoice.
- Pay by gift card.
- Pay with points.
- Pay with points and currency.
- Ability to support deferred payments (i.e., cash on delivery).
- Ability to support split payments.
- External tax Webhook.
- Support for VAT-inclusive pricing.
- Support for tax exemption management.
- Tax Included/Excluded by Price Group.
- Support for zero-value orders (i.e., coupons, samples, free merchandise).

## B2C AND B2B IN A SINGLE PLATFORM

Commerce Cloud simplifies how companies with multiple business models manage their sites and operations. In addition to delivering superior consumer shopping experiences, Commerce Cloud is designed to meet the complex needs of organizations selling to other businesses. It is the only enterprise SaaS commerce solution on the market that can support B2C and B2B selling natively, with a single platform and single UI. Sample B2B-specific functionality includes:

- Account management: contacts, contracts, roles, and permissions.
- Account-specific catalogs & price groups.
- Volume-based pricing.
- Custom payment terms and pay by invoice.
- Purchase lists.
- Recurring (scheduled) orders.
- Support for Punch-out (integrating to the buyer's procurement system).
- Support for SSO (create contact and account in external system).
- User self-registration.
- Convert B2C users in to B2B users.
- Support for 'Quick Order,' CSV support
- Support for shared purchase lists.
- Enhanced search for accounts and contacts.
- Support for account hierarchies and account hierarchy reporting.
- Access Control for account (Storefront) and users (Buyer and Admin).
- Delegated administration.
- Support for custom order approvals.
- B2B-specific email communications for orders and account updates.
- Support for B2B in the 'Agent Console Call Center Application.

The screenshot displays the 'MY ACCOUNT' section of the Supreme Interiors website. It features an 'Order History' table with columns for Order Date, Order Number, Order Status, and Order Total. Each row includes 'DETAILS' and 'COPY ORDER' buttons. The table lists 11 orders from April 4, 2018, to April 9, 2018, with various statuses such as 'Pending payment', 'Pending approval', 'Submitted to fulfillment', and 'Your quote request was unsuccessful'.

Order Date	Order Number	Order Status	Order Total	DETAILS	COPY ORDER
April 9, 2018	o80458	Pending payment	\$63,049.88	DETAILS	COPY ORDER
April 9, 2018	o80455	Pending approval	\$85,050.10	DETAILS	COPY ORDER
April 8, 2018	o80353	This quote is pending	\$79,695.90	DETAILS	COPY ORDER
April 8, 2018	o80548	Submitted to fulfillment	\$79,745.90	DETAILS	COPY ORDER
April 6, 2018	o80296	Submitted to fulfillment	\$49.99	DETAILS	COPY ORDER
April 6, 2018	o80295	This quote is pending	\$3,915.00	DETAILS	COPY ORDER
April 6, 2018	o80294	Your quote request was unsuccessful	\$10,141.20	DETAILS	COPY ORDER
April 4, 2018	o80269	Pending payment	\$10,191.19	DETAILS	COPY ORDER
April 4, 2018	o80266	Submitted to fulfillment	\$10,191.19	DETAILS	COPY ORDER

## AGENT CONSOLE CALL CENTER APPLICATION

Commerce Cloud features an integrated call center application that enables service representatives to deliver informed, consistent experiences to shoppers with a complete view of cross-channel behavior and history. Customer Service Representatives (CSRs) can use Agent Console to deliver superior customer experiences – and uncover additional sales opportunities. Agent Console capabilities include:

- Leverage Design Studio framework to customize and extend Agent Console with specific layouts and widgets – with the ability to create or reuse existing widgets from the Storefront.
- Access to customer shopping carts and profiles.
- Create, edit, and delete orders, and initiate returns and refunds.
- Assist with completion of orders initiated in other channels.
- Initiate and complete new orders.
- Support for coupon usage, price groups, tiered discounts, custom order properties, or custom shopper profile properties.
- Ability to reset customer passwords.

**Order Number o80513 - This order is a quote**

**Order Details**

Account Name : Hudson Global Industries Inc.  
 Customer Name : Wendy Marsh  
 Customer Email : wendymarsh@dummysdemouser.com  
 Merchant Site : Supremo Interiors - ocstore-33ds.oracleoutsourcing.com  
 Quote Initiated Date : 10 Apr 2018 22:19  
 Quote Status : This order is a quote  
 Price Group : Enterprise USD

**Order Summary**

Subtotal	\$73,492.04
Discount	-\$3,490.71
Shipping	\$0.00
Tax	\$0.00
<b>Order Total</b>	<b>\$70,001.33</b>

**Order Items**

Product	Status	Price	Quantity (Returned)	Subtotal
 modern avelino bed bzma100072 skubma100072-1	The item has been initialised within the shipping group	<del>\$369.40</del> 75 @ \$329.61	75 (0)	\$24,720.43
 modern avelino floor lamp lfma100155 skulflma100155-1	The item has been initialised within the shipping group	<del>\$48.00</del> 75 @ \$44.02	75 (0)	\$3,301.56
 modern avelino floor lamp lfma100156 skulflma100156-1	The item has been initialised within the shipping group	<del>\$72.00</del> 1 @ \$66.03	1 (0)	\$66.03
 modern avelino stool lpsma100239 skulpsma100239-1	The item has been initialised within the shipping group	<del>\$30.00</del> 1 @ \$27.51	1 (0)	\$27.51

## REPORTING

Commerce Cloud has integrated reporting to help you continually monitor and measure your site performance and to put insight into action. Sample reporting capabilities include:

- Reporting based on core commerce KPIs.
- Sales reports: By time, products, and other attributes.
- Site traffic reports: By key traffic indicators such as page views, visits, or conversions.
- Reports by audience.
- Embedded Experiments A/B testing reporting.
- Ability to export reports for further analysis.
- Account support.
- Ability to filter reports by site (if leveraging multi-site).

## LEVERAGE THE ORACLE CLOUD MARKETPLACE TO REDUCE INTEGRATION COST & COMPLEXITY

The Oracle Cloud Marketplace allows merchants to access pre-built extensions and connectors with these technology partners for use within their storefront:

- **Payments:** CyberSource, Chase, PayPal, PayU, WorldPay, SnapPay, AliPay/WePay, Vantiv.
- **Tax:** Avalara, Vertex.
- **Ratings and Reviews:** PowerReviews, Bazaarvoice.
- **Marketplace:** Mirakl.
- **Video Commerce and Advertising:** Invodo, TVPage, Buzztala, FuelX.
- **Chatbot:** ChatCom, Roboot (personal shopper AI chatbot for Facebook).
- **Social:** Facebook, Twitter, Pinterest, AddShoppers, SocialAnnex, Duel.
- **Performance:** Yottaa, Akamai.
- **Channels and Product Data:** GoDataFeed, Edgecase, Mirakl.
- **Order Management:** JaggedPeak, Freestyle.
- **Marketing / Email:** Bluecore, SmarterHQ, Infinite Analytics.
- **Visual Merchandising:** ZMags, Ampliance, Attraqt.

## INTEGRATIONS WITH ORACLE APPLICATIONS

Oracle Commerce Cloud has out-of-the-box connectors and integrations with other Oracle applications to reduce cost and time to market, while improving the customer experience. These include:

- **Oracle Autonomous Oracle Integration Cloud (OIC):** OIC is a drag-and-drop environment for mapping and integrating multiple Oracle and third-party applications. OIC can help merchants dramatically reduce the time and cost of integrating applications and mapping / passing data.
- **Oracle Marketing Cloud – Responsys:** Connect commerce with orchestrated marketing communications to send abandoned cart emails, make personalized suggestions, and complete user profile data.
- **Oracle Loyalty Cloud:** Loyalty application to attract and retain customers across the lifecycle to increase lifetime value.
- **Oracle CPQ Cloud:** Configure, price, and quote engine for custom product configuration.
- **Oracle Adaptive Intelligent Apps for CX:** Automatically adapt and serve shopper experiences in real time, click-by-click based on behavior, weather, geolocation, life events, social activity, store activity, and more.
- **Oracle Retail Order Management System:** Leverage customer information more effectively throughout the purchasing transaction and as part of marketing, merchandising, and customer service efforts.
- **Oracle Content and Experience Cloud:** Oracle Content and Experience Cloud allows for enhanced content collaboration and workflow capabilities.



## PURCHASING AND USING ORACLE COMMERCE CLOUD

### WHAT'S INCLUDED WITH THE SUBSCRIPTION SERVICE

- **Modern SaaS, Hosted in the Oracle Cloud:** Oracle deploys all Commerce Cloud sites in the Oracle Cloud. Oracle manages and guarantees SLA, uptime, and offers scaling for peak periods.
- **Security and compliance:** Oracle adheres to and manages all compliance standards including PCI, and GDPR requirements.
- **Access to three environments:** Subscription includes three environments - production, development and staging - with preview capability.
- **Regular, automatic push upgrades:** Commerce Cloud pushes automatic updates on a regular cadence to customer's pre-production environments. Customers can access the most modern technology faster and don't need to invest heavily in order to deliver innovation, or manage upgrades.
- **Simplified integrations to other cloud and on-premise technologies:** Commerce Cloud's API and Webhook architecture reduces the time, cost, and complexity of integrations to other Oracle, third-party, or homegrown solutions critical to our customers' businesses. Additionally, Commerce Cloud customers can leverage the Oracle Cloud Marketplace to access prebuilt extensions and connectors with various technology partners to reduce costs and accelerate integrations.

## SIMPLE PURCHASING

- **Predictable, transparent pricing:** Fees can be based on annual page views (consumption model) or revenue share, if desired. The 'Page View' model sizes customers accordingly, helping them know exactly what they will pay within the page count; there are no hidden fees or minimums.
- **Flexible subscription model:** Commerce Cloud is sold as a subscription service, which moves many merchants from a CapEx to an OpEx model. Fees can be paid on a monthly, quarterly, or annual basis, per the contract.
- **Service model:** Oracle hosts and handles the infrastructure to eliminate the need for customers to purchase and manage additional systems (e.g., database, app server, hardware, software, etc.). Oracle offers a variety of cloud-based services to assist with any virtual infrastructure, integration, or platform needs.

## WORKING WITH ORACLE COMMERCE CLOUD

- **Business users:** A non-technical business user can easily manage many daily tasks. Drag-and-drop tools and other intuitive UIs, make traditionally complex IT tasks streamlined and accessible by the business user.
- **Developers:** There is nothing proprietary about working with Oracle Commerce Cloud. Commerce Cloud leverages standards-based languages: HTML5, CSS3, JavaScript, and NodeJS for client-side and server-side extensions. Functionality can further be extended while maintaining upgradability in the Oracle Cloud. These functionalities make finding developers easy and more affordable, and developers can build and extend experiences with modern, scalable technology.

## CREATE BEYOND THE BOUNDARIES OF TRADITIONAL SAAS

- **Customize** the look and feel of your site(s) without vendor boundaries using HTML5, CSS3, and JavaScript.
- **Extend** functionality with unique, modern server-side extension model using Node JS, and leverage other components of the Oracle Cloud without impacting upgradability.
- **Maintain upgradability and compatibility** with client-side extension and customization models which allow merchants to take new push upgrade releases without disrupting previous customizations or the site(s).

## LEVERAGE ORACLE CLOUD SERVICES TO DRIVE DOWN IT COMPLEXITY AND COST

Oracle Cloud helps organizations drive innovation and business transformation by increasing business agility, lowering costs, and reducing IT complexity. The Oracle Cloud allows merchants to meet their goals faster, providing a platform for fast development and innovation, while substantially reducing infrastructure footprint and simplifying integrations. Some of the Oracle Cloud Services that compliment Commerce Cloud are:

- **Oracle Integration Cloud Services (ICS):** Maximize the value of your investments in SaaS and on-premises applications through a simple and powerful integration platform in the cloud that enables simplified data passing.
- **Oracle Data as a Service (DaaS):** Leverage a myriad of data sources to connecting you to the right customers, making every interaction personal, and effective.

- **Oracle Infrastructure as a Service (IaaS):** Provides a set of core capabilities, such as elastic compute, storage, networking, bare metal, migration tools, and container to help you quickly increase business value and performance.
- **Oracle Platform as a Service (PaaS):** Develop, test, and deploy the next generation of applications in the cloud in a secure, cost-effective manner that speeds time to market and increases competitive advantage.
- **Oracle Developer Cloud Service:** Allows developers, IT professionals, and business leaders to quickly develop, test, and deploy the next generation of extensions and custom applications in any language in a secure, cost-effective manner. Development can be done in popular IDEs using Oracle Cloud environments provisioned in seconds.
- **Oracle Mobile Cloud Service:** Makes mobile app development and integration quick, secure, and easy to deploy.

**LEARN MORE ABOUT HOW COMMERCE CLOUD CAN TRANSFORM YOUR BUSINESS:**

**Website:**

[cloud.oracle.com/commerce](https://cloud.oracle.com/commerce)

**Public Documentation:**

[http://docs.oracle.com/cloud/latest/commercecs\\_gs/](http://docs.oracle.com/cloud/latest/commercecs_gs/)

**Oracle Cloud Marketplace:**

[https://cloudmarketplace.oracle.com/marketplace/en\\_US/homePage.jspx](https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx)

**Release Readiness:**

[https://cloud.oracle.com/en\\_US/saas/readiness?offering=commerce](https://cloud.oracle.com/en_US/saas/readiness?offering=commerce)

**YouTube Channel:**

<http://youtube.com/oraclecommerce>

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## Integrated Cloud Applications & Platform Services

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