

# Oracle CX Commerce

Make the shift to responsive selling and add the right value to every customer, at the right moment, in the right channel. Oracle CX Commerce ensures businesses can easily deliver seamless online selling experiences combining B2C and B2B models in a unified SaaS platform.



## B2C Commerce

Omnichannel digital experiences for consumer brands, retailers, and telco

Business user experience management  
Catalog and inventory management  
Search and guided navigation

Mobile-first  
Loyalty framework  
Native A/B testing

Multisite, multi-business model  
Intelligent personalization and merchandising  
API-first, headless



## B2B Commerce

Connected self-service experiences for manufacturers and distributors

Customer-specific catalogs and pricing  
Account and contact management  
Delegated administration

Account hierarchies  
Recurring orders  
Approval workflows

Custom payments  
Punchout  
CX and ERP integrations



## CX Content

Smart content and authoring

Universal Asset Hub  
Collaborative platform  
Smart authoring

Digital asset management  
Machine-driven tagging  
Content recommendations

Video streaming  
Workflows  
API-first, headless



## Configure, Price, and Quote

Sales process optimization with CPQ

Self-service ordering  
Intuitive configuration  
Multi-tier pricing

Error-free quotes  
Improved margin control  
Dynamic approval workflows

Professional quotes and proposals  
Subscription ordering  
Flexible, scalable, enterprise-ready



## Subscription Management

Subscription lifecycle management

Subscription-based quotes and orders  
Automatic billing and payments  
Comprehensive renewal capabilities

Various pricing model support  
Coverage services management  
Warranties

Flexible revenue recognition  
AI-driven analytics  
Fixed and recurring orders



## CX Unity

Unified customer intelligence

Unified customer profile  
Real-time personalization  
Ad channel activation

Real-time CX  
Identity resolution  
Configurable data models

Built-in AI  
Martech integration  
Data enrichment



To learn more, visit [Oracle.com/commerce](https://www.oracle.com/commerce)

