

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

