

ORACLE

Go Beyond Ecommerce to Digital Commerce

Why integrating commerce, ERP,
and CPQ unlocks opportunities



“The greatest need
right now is around
the entire concept
of unified commerce.”

Greg Buzek

President, IHL Group and Donor Trustee of Retail Orphan Initiative



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01

WHY ECOMMERCE IS NOT ENOUGH

As technology grows more sophisticated, users are becoming more comfortable making larger, more complex purchases online.

But there's more to it than a willingness to buy online. B2B buyers want B2C experiences, and B2C customers are continually upping the ante when it comes to ecommerce experiences. The challenge? Those B2C experiences are expected even when dealing with very complex products with dozens—or even hundreds—of components. And with complexity comes friction, guesswork, and mistakes.

No matter who your buyers are, a frictionless online buying experience is nonnegotiable. B2B or B2C, your customers want a seamless experience across channels and devices. But if all you can provide is just the ability to buy online and then have to manually work between siloed systems to complete transactions, you are doling out a large percentage of your revenue stream to your competitors.

“Despite the conventional wisdom that big ticket sales require in-person contact, 20 percent of B2B buyers said they would be willing to spend more than \$500,000 in a fully remote/digital sales model. And 11 percent of all B2B buyers would spend more than one million.¹”

1. Liz Harrison, Candace Lun Plotkin, Steve Rejs and Jennifer Stanley. “Omnichannel in B2B Sales: The new normal in a year that has been anything but.” McKinsey & Company, March 15, 2021.

Digital commerce allows customers to purchase goods and/or services through an interactive and self-service experience. It includes the people, processes, and technologies used to execute the offering of development content, analytics, promotion, pricing, customer acquisition and retention, and customer experience at all touchpoints throughout the buying journey.²

Compared to **ecommerce**, digital commerce is a more holistic way of doing business online, allowing companies to generate demand, control the supply chain, enhance the customer experience, and access data to analyze how to maximize and integrate their marketing efforts.³

This change in buyer behavior and subsequent competitive strategy means that it's time to integrate your front and back office. It's an important step in delivering up-to-speed offers, retaining customers, and boosting your margins.



Compared with 2019, online sales increased 50.5% with online sales rising 14.2% in 2021.³



More than 70% of B2B buyers research independently and define their needs before talking to sales.⁴



75% of customers are more likely to buy based on personalized recommendations.⁵

2. "Information Technology Gartner Glossary," Gartner, 2020.

3. Jessica Young, "US ecommerce Grows 14.2% in 2021," Digital Commerce 360, February 18, 2022.

4. WBR Insights, "Here's How the Relationship Between B2B Buying, Content and Sales Reps Has Changed," Worldwide Business Research.

5. Lisa Ross, "The Importance of Cross Selling and E-commerce Product Recommendations," Invesp, April 25, 2022.



02

B2B OR B2C: WHY IT DOESN'T MATTER IN DIGITAL COMMERCE

Increasingly, the way people buy products and services has changed. They conduct independent research, look for different ways to utilize products or services, and want the ability to configure their own products/services and generate sample quotes. In fact, they may avoid your sales teams altogether, especially for repeat and low-consideration orders.

Digital B2C powerhouses, such as eBay, Etsy, Target, and Costco, have set the standard against which all companies must compete.⁶ That means regardless of what you sell (and to whom), your company is no longer just competing with others in your industry. In terms of the digital buying experience you offer, you're competing with these juggernauts (and others) as well.

A desire for self-sufficiency, access to a wider range of products/services, a general disregard for pushy salespeople, and the ability to customize, engineer-to-order, or configure-to-order products are just some of the reasons people are buying online more often.

So the question is: Can your sales model perform in the new world of digital commerce? Let's continue and see.

6. [Top 10 Ecommerce Sites in the USA, ecommerce guide, 2022.](#)

“We don’t see our competitors doing build-to-order configurations. Using search engine optimization, we’ll be able to drive more traffic to our site. From there, we ask questions and then recommend the right product families, which could come from different product lines. It can be overwhelming for customers when you put too many options out there.”

Robert Kleinschmidt

Senior VP of Sales and Marketing, AirBorn Inc.

03 | MEETING FUTURE DEMANDS

Every B2B buyer is also consumer who has purchased online, and those B2C experiences have created a laundry list of expectations for future B2B purchases. So, in the world of B2B sales, profitability calls for:

- Minimal overhead (so you can sell more with less)
- Ability to provide the information customers need to make buying decisions confidently
- Streamlined sales processes
- Migration from multichannel sales to omnichannel sales
- Differentiation through process innovation and automation
- Multiple purchase personalization options
- A variety of pricing models
- Silo-free internal data and processes
- Ability to predict customer behavior and make data-driven recommendations leveraging AI and ML





Even so, it's not so simple as just checking every item off the list. Customer interactions and commerce transactions are increasingly complex. As customers expect more from their digital experiences, commerce leaders must continuously enable new capabilities, pursue new innovations, and adapt their strategies. Use cases for digital commerce used to be far simpler, involving one-to-one relationships between customers and sellers (no third-parties), and consisting of one-time orders, single-list prices, and smaller catalogs.

That's all changed. Today, merchants need better tools for ever-expanding use cases. The simple use cases must be easier to optimize, and the complex use cases must be more easily achievable. This is why a competitive, integrated digital commerce solution is buyer centric. Its goal is to ensure that the buyers of today continue to be the buyers of tomorrow. By creating easy, consumer-like purchasing experiences where each buyer can complete their purchase with or without a rep, a complete digital commerce solution ensures a personalized, self-service experience for every customer.

A truly integrated digital commerce solution can help you overcome roadblocks to future sales success by fulfilling three key goals:

- 1. Sell efficiently:** address more buyers in more ways
- 2. Sell effectively:** ensure every order is accurate and maximizes opportunities
- 3. Sell distinctly:** explore new sales models with minimal effort

Let's explore those in more detail.



1. Sell Efficiently:

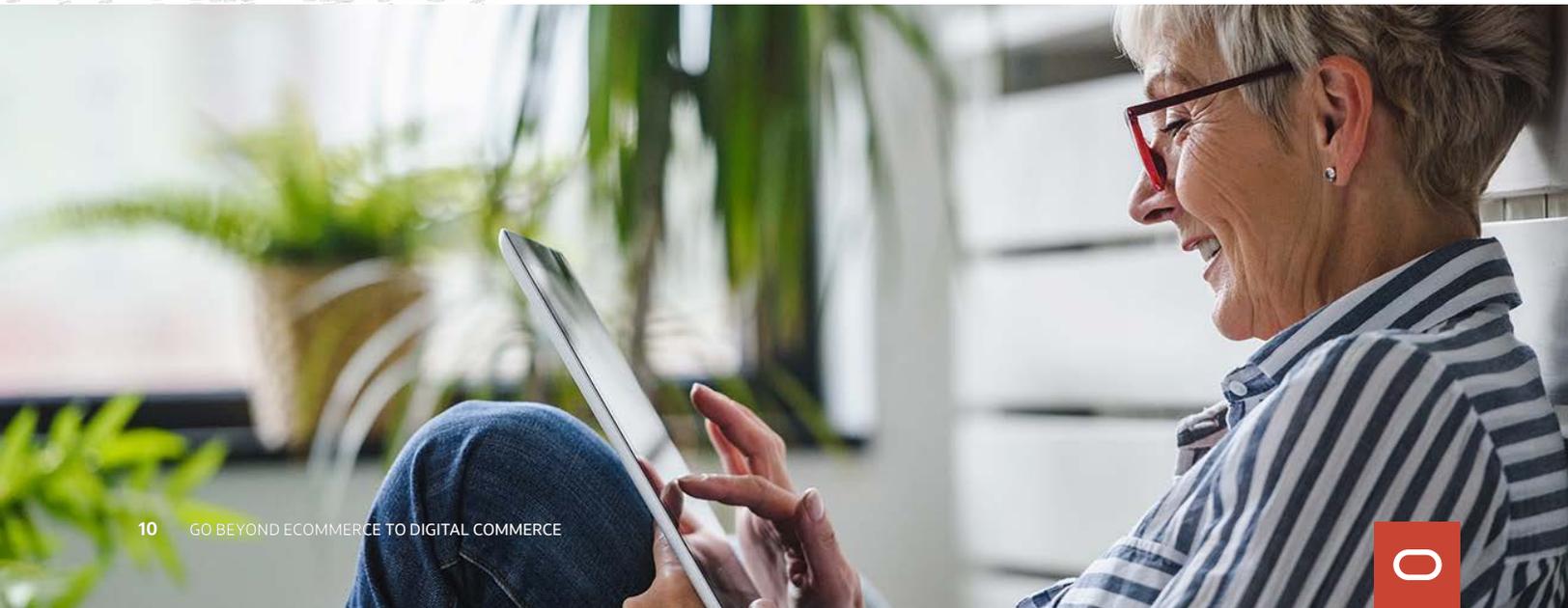
It's critical that companies remove unnecessary friction from the purchasing experience. They need to provide buyers the assistance they want, when and how they want it.

These capabilities will get you there:

- A comprehensive, 24/7 experience that allows buyers to thoroughly research their options, compare and select their purchase, obtain an accurately priced quote for the exact configuration they need, and complete their order
- Sophisticated workflows that connect to lead-generation efforts, supporting a seamless handover between ERP and CRM processes
- The ability to offload low-consideration purchases and repeat orders, freeing up sales reps to work as trusted advisors on more valuable opportunities and higher-margin deals

What's needed?

- Oracle Commerce
- Oracle Configure, Price, Quote (CPQ)
- Oracle Content Management
- Oracle Fusion Cloud Enterprise Resource Planning (ERP)





2. Sell effectively:

To stay competitive, companies need to streamline online buying decisions by providing customers with everything they need to make selections easier. Give your customers the tools they need to navigate complex purchasing and configurations. That way, they have the flexibility to explore and complete transactions with access to a rep if they want one.

These capabilities will get you there:

- Personalized product recommendations to provide ideal product configurations and upsell and cross-sell opportunities
- Simplified ordering to ensure orders have 100 percent validated and compatible products and services for complete, accurate orders
- Automated upsell and cross-sell recommendations to maximize deal value
- Omnichannel sales capabilities, including partners and direct-to-customer, to shorten time to market and reduce costs

What's needed?

- Oracle Commerce
- Oracle CPQ
- Oracle Cloud ERP





3. Sell distinctly:

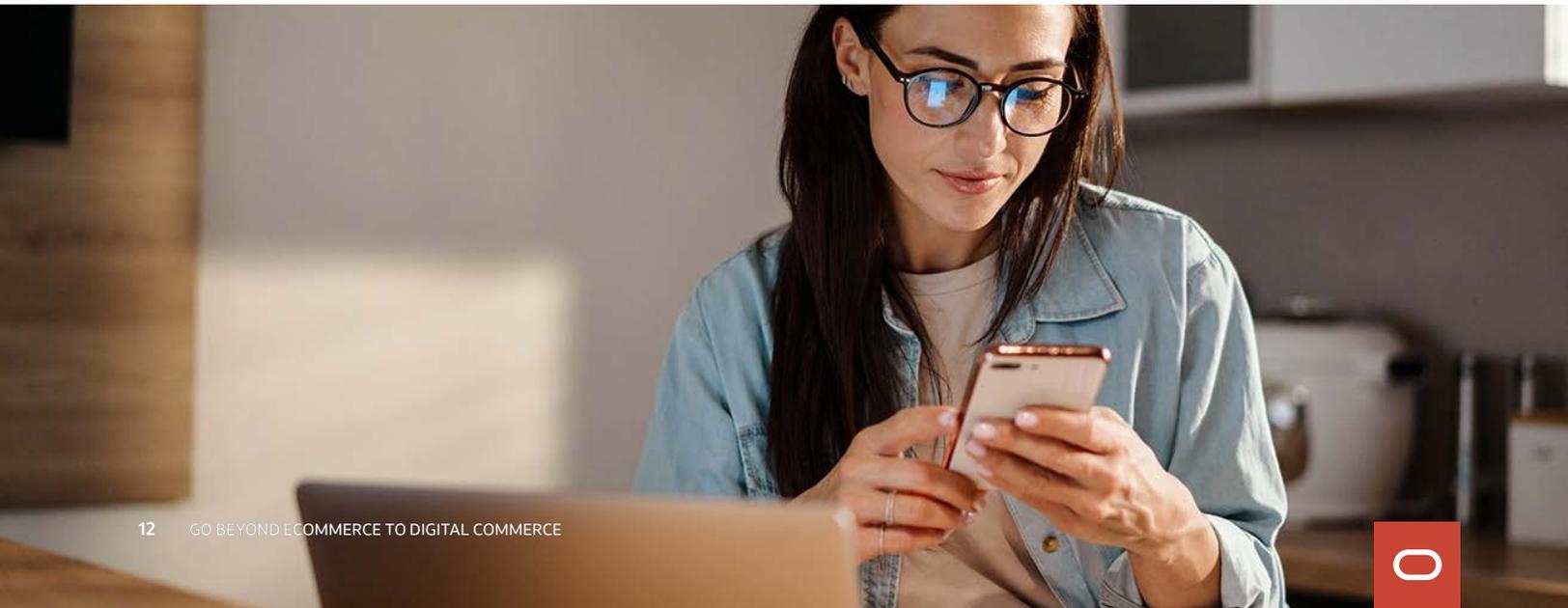
To stay competitive, companies need to streamline online buying decisions by providing customers with everything they need to make selections easier. Give your customers the tools they need to navigate complex purchasing and configurations. That way, they have the flexibility to explore and complete transactions with access to a rep if they want one.

These capabilities will get you there:

- Self-service activation and maintenance across monetization models
- Integrated omnichannel and partner workflows with different, user-specific rules and approval chains
- Intuitive business user tools to handle complex business rules with point-and-click ease, substantially reducing the need for IT's involvement
- Configurable workflows tailored to specific groups, users, regions, products, agreements, or other variables

What's needed?

- Oracle Commerce
- Oracle CPQ
- Oracle Subscription Management
- Oracle Cloud ERP



The why and how of subscription pricing

Companies that embrace subscription pricing can extend their reach into new markets and demographics—and the impressive growth that comes with them. Subscription models make it possible to enjoy recurring product deliveries or services for an ongoing fee—a “set it and forget it” experience that’s very attractive to today’s self-service buyers. It comes as no surprise, then, that the online subscription market has more than 100 percent a year over the past five years.⁷

While they feel effortless for customers, subscription-pricing models are quite complex to manage and can be tricky to implement within the constructs of existing front- and back-office solutions. There are several reasons why:

1. Buying options increase infinitely, translating to thousands of consumption choices for the average B2B business.
2. How customers buy—whether that purchase is made via sales rep or self-service—affects how your service is going to be delivered and fulfilled, billed, paid, and accounted for.
3. Each amendment, add-on, cancellation, and every other change/update triggers all relevant data to flow through different systems.
4. Supporting subscription models changes how your company must track deal activity, opportunities, and customer buying habits. Customer lifetime value (CLV) and churn become KPI focal points.



There’s a lot at play here. But, armed with a complete, integrated digital commerce solution, you can turn subscription management into the same set-it-and-forget-it experience for your team as it is for your customers.

⁷ Tony Chen, Ken Fenyo, Sylvia Yang, and Jessica Zhang, “Thinking Inside the subscription box: New research on e-commerce Consumers,” McKinsey & Company, February 9, 2018.

“We are almost exclusively a digital retailer. With the help of Oracle CX Cloud and Oracle ERP Cloud, [you will receive a firm quote digitally, on the day]. Here’s the quote, the price, shipping, and graphical rendering. That’s a custom product, not off the shelf. Speed. That’s the way we win.”

Mike Daniel
CEO, Sportable Scoreboards



04

DIGITAL COMMERCE VERSUS ECOMMERCE: MAKING THE SMART CHOICE

So, do you want an online ecommerce solution or a digital commerce solution?

To remain successful, B2B companies must scale sales, iterate new products, provide choice in an easily consumable fashion, enter new markets, add new sales channels, add accounts, establish new pricing models, and scale their business models.

The same holds for B2C companies. They need to use each and every channel their customers expect them to (and provide an omnichannel experience across all of them), iterate new products, add upsell and cross-sell opportunities, enter new markets, acquire new customers, and offer customers a variety of pricing and consumption models.

So you may be asking, “Why do I need to deploy a digital commerce solution across Oracle Commerce, Subscription Management, ERP, and CPQ?” Let’s explore why.

9 benefits of a true digital commerce solution

Having an automated commerce solution (including content and CPQ) that's fully integrated to financial, inventory, logistical, and manufacturing data provides a range of benefits for your company, including the following:



1 Sales consolidation

One of the main benefits of ERP/CPQ/ecommerce integration is the centralization of all sales data—no matter the source. So, if your company conducts sales across multiple channels (brick-and-mortar stores, online, catalogs, field sales teams, partners/distributors, etc.) without a centralized data repository, it can be challenging to keep sales-related information organized, especially when working with third-party platforms.

Oracle Cloud ERP consolidates all relevant data points, creating a single source of truth for your automated CPQ and Oracle Commerce systems. It also enables you to leverage the power of AI and machine learning to turn that data into actionable insight for improved forecasting and planning. Say goodbye to spreadsheets.

2 Improved functionality on the ecommerce site

The integration of Oracle Cloud ERP with Oracle Commerce makes real-time data available to the storefront, allowing, for example, customers to view and access available inventory and the latest order status while also tracking shipments using the Internet of Things. This reduces operational costs and improves the online customer experience.

3 Reduced inventory costs

An integrated Oracle Cloud ERP and Oracle Commerce solution provides real-time updates about web sales and other online transactions. Accurate ecommerce sales and inventory data improves your ability to track and monitor inventory in real time and forecast what and how much is needed.

“The advantages of using Oracle Commerce and CPQ together are for the customers themselves. They can check orders, inventory, configure products, etc. Self-service allows them to be agile and on the go.”

Mike Daniel

CEO, Sportable Scoreboards

4 Support for subscription-based pricing

Subscription-based pricing extends your reach into new demographics and markets. By combining the power of Oracle Commerce and Subscription Management with Oracle Cloud ERP and CPQ, your business can support subscription pricing, recurring licenses, support agreements, and modular solutions through an online storefront. These transactions can be handled beyond the initial sale, effectively managing renewals and changes. And again, they provide opportunities for upsell and cross-sell, delivering enhanced revenue and profit.

This unified solution provides the ability to manage all these transactions through your digital commerce storefront. Traditionally, any contract changes were a back office/ERP maintenance process, disconnected from the customer-facing commerce site. With it, this data is linked to the site, helping you quickly provide the customer with the right deal at the right price.

5 Increased productivity and time savings

An integrated Oracle Cloud ERP, Oracle Commerce, and Oracle CPQ solution streamlines multiple business processes, reducing the need for human involvement. Employees no longer have to manually input data into individual systems or migrate data between different systems for shipping, inventory, or products. Everything is automated, saving time and money and freeing employees for more value-added tasks.

With this integration, the order fulfillment cycle shrinks since all online orders are automatically inputted into and accessible from Oracle Cloud ERP. Back-office employees can track orders and start processing them.

6 Reduced data errors and redundancies

Information, such as customer details, web orders, and payment and shipping information, is accessible to business users in Oracle Cloud ERP. Item and inventory details can be uploaded from Oracle Cloud ERP to Oracle Commerce, eliminating the need to re-enter the data. The integration between ERP and commerce systems reduces human involvement, data redundancy, and errors.

7 Improved customer service

A unified Oracle Cloud ERP and Oracle Commerce solution enables businesses to provide real-time product information and details about inventory availability, order tracking, and more. In addition, the process of tracking shipments and sending notifications when a product has arrived can be automated. By streamlining these after-purchase processes, your company is able to proactively meet customers' needs, creating a better customer experience which leads to higher customer retention rates and greater CLV.

8 Simplified financial operations

Oracle Commerce generates complete, up-to-date sales reports. When integrated with Cloud ERP, businesses can easily combine that data with balance sheets, P/L statements, trial balances, cash-flow reports, and more to provide greater transparency into web transactions and more accurate financial information across the organization.

9 Improved business controls

Integration of the business processes within Oracle Commerce and Cloud ERP provides the ability to manage all processes from one location. It unifies Oracle Commerce with inventory, logistics, financials, and more to improve the communication between departments. And if you sell both online and offline, this integration allows you to have a holistic picture of your sales.



Let's get started

Your customers' needs and expectations will never remain static. But by providing an online, frictionless shopping experience, your company has the opportunity to earn their trust, loyalty, and advocacy.

Learn more about the power of combining Oracle Commerce, Oracle Cloud ERP, and Oracle CPQ (along with Oracle Subscription Management and Oracle Content Management) to exceed customer expectations and promote customer loyalty.

[Visit site](#)

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Advertising and CX

About Oracle and Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service.

[Oracle Advertising and Customer Experience \(CX\)](#) is a connected suite of applications that goes beyond traditional CRM to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

For more information on Oracle Marketing:

[Overview of Oracle Marketing](#)

[The Modern Marketing Blog](#)

[Oracle Advertising and Customer Experience \(CX\)](#)

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