

# Oracle Commerce Cloud Business and Administrative User Training

Looking to get started with your new Oracle Commerce Cloud (OCC) application and want some in depth training from the experts? Need a refresher to allow you to maximize the ever-expanding capabilities of the OCC application? The Commerce Cloud Business and Administrative User Training provides a **comprehensive overview of OCC's rich set of features and how to use them** in an engaging class setting at your location.

## WHAT DOES THE BUSINESS AND ADMINISTRATIVE USER TRAINING LOOK LIKE?

Two of our seasoned consultants will travel to your site to deliver the Business and Administrative User Training for up to 20 members of your team. The sessions last 3.5 days and your team will be hands-on in the application during the training to maximize the uptake of the material. The training covers the latest, standard OCC B2B and B2C features and functions.

## ENGAGE THE EXPERTS

Quickly get the most out of your Oracle investment by engaging the experts:

- **Leading Expertise:** Oracle's own experts provide thought leadership for the Oracle Commerce Cloud.
- **Broad Coverage:** Our experts understand the complexities of omnichannel commerce.
- **Global Scale:** 100+ Commerce dedicated consultants.

## THE BUSINESS AND ADMINISTRATIVE USER TRAINING COVERS:

### OCC Introduction and overview

- OCC architecture
- Business-to-Consumer (B2C) features
- Business-to-Business (B2B) features

### Catalog

- Product types
- Price groups
- Inventory
- Navigational taxonomy
- Managing multiple catalogs

### Marketing

- Promotions
- Stacking rules
- Audiences

### Design Studio

- Layouts
- Components
- Widgets
- Themes
- Experiments and A/B (split) testing
- Managing Search Engine Optimization (SEO)

### Media

- Naming conventions
- Image sizing

### Reporting

### Search

### Settings

### Service operations

### Publishing

### Overview of OCC agent console

## WHAT IS INCLUDED?

The training includes features and functions most relevant to merchants, marketers, art directors, product administrators, content administrators and web designers.

In addition, we will provide a Training Overview Document that provides a summary of the topics covered in the training with screenshots and annotations of the material covered.

## HOW ARE WE DIFFERENT?

Count on Oracle Commerce Consulting's proven approach to delivering the most up-to-date training, based on our knowledge of end-to-end, integrated business processes, applications, and technology. With Oracle, you get seasoned consultants who have experience with a variety of commerce contexts.

The Consulting team is focused exclusively on Oracle Commerce products related integrations, and we have the experts that others turn to for leading practices in Commerce. We know how to best optimize your investment in Oracle Commerce products and can provide your business with tightly integrated, comprehensive, superior services throughout your ownership experience.

## GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse commerce sectors and geographies. Working with Oracle Retail Consulting provides you with a unified conduit to commerce experts in Development, Support, and Global Delivery, having the entire Oracle team behind your success. To learn more, contact your local Oracle Sales or Consulting representative.

## CONNECT WITH US

Email us at [retail-central-consulting\\_ww@oracle.com](mailto:retail-central-consulting_ww@oracle.com), or visit [oracle.com/goto/retail](http://oracle.com/goto/retail)

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## Integrated Cloud Applications & Platform Services

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