

# Oracle iStore



Oracle® iStore is the Enterprise E-Business Suite eCommerce application that provides a personalized, comprehensive and cost-effective Internet sales channel. iStore is a key component of the Oracle Customer Relationship Management solution, an integrated suite that drives profitable customer interactions.

## KEY BUSINESS BENEFITS

Oracle iStore is a market leading solution for B2B and B2C eCommerce, providing a cost-effective and comprehensive Internet sales channel.

- Drive Profitable Sales
- Deliver a personalized customer experience
- Analyze and optimize your online initiatives with Oracle Marketing

## KEY FEATURES

- Multi-organization, multi-lingual, multi-currency
- Procurement System integration
- Scalable, extensible catalog
- Rules based configurator
- Rich content management
- Extensible, pre-seeded templates, configurable layout
- Multiple payment support for credit cards, invoices, purchase orders
- Real-time cross sell, up-sell
- Customizable Product Comparison user interface
- Featured products, promotional goods, discounts and specials
- Dynamic Terms and Conditions
- Online sales assistance, negotiation capability
- Cart sharing, messaging
- Track orders, invoices, payments and returns

## Deliver Intelligent, Personalized Customer Experiences

In a world where every competitor has eCommerce capability, the advantage rests with those who deploy the most evolved and sophisticated tools. Oracle iStore is a market-leading eCommerce product that has been built over a decade, and allows you to deploy a comprehensive web presence from pre-sales and lead-generation to sales to post sales support.

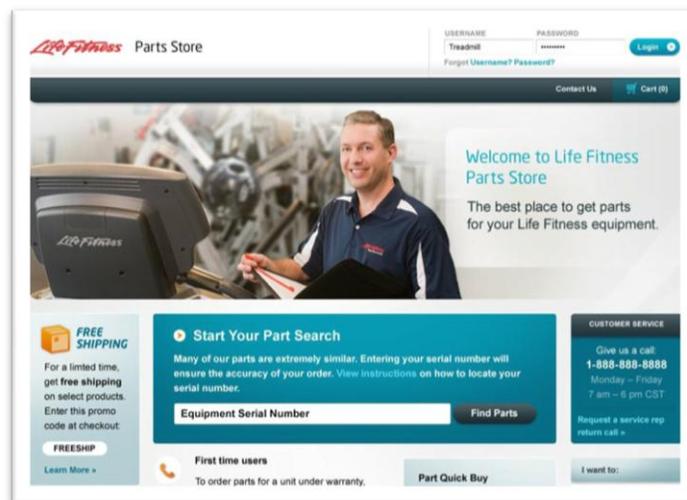


Figure 1. Leading companies use iStore to create powerful web stores.

Oracle iStore's powerful and scalable eCommerce system easily lets you create, track and evolve B2B and B2C sites for different customers, locations, languages and more while reducing order-to-fulfillment costs. Cross-sell and up-sell capabilities use unified, enterprise-wide customer data to personalize customer experience and maximize per-customer purchase. Self-service order tracking and returns improve customer satisfaction while driving down customer service costs. And because it is a component of Oracle's E-Business suite, iStore integrates eCommerce with related enterprise business processes such as campaign planning and execution, order to cash, call to resolution.

Such a level of integration allows you to effectively deploy and execute a multi-channel strategy, where product information, pricing, availability information, order inquiries, etc. are consistent across any customer touch point, including the online channel.

## Drive Profitable Sales

Oracle iStore delivers profitability by supporting horizontal and vertical selling processes, delivering customer retention and delight, and ensuring the lowest possible costs from order to fulfillment. The key business benefits enable iStore customer to:

- **Deliver a personalized customer experience**
- **Analyze and optimize your online initiatives with Oracle Marketing**

## Drive Conversions and Revenue with Robust Storefronts

Oracle iStore puts your entire sales process online—providing an Internet sales channel that is always open when your customers are ready to buy. Moreover, it enables you to open your existing iStore sites to users of Procurement Systems operated by your business partners, allowing you to easily target new customer segments. Oracle iStore supports online ordering of products and services for the Telecommunication industry.

Unlike basic “web stores”, iStore’s advanced cart features enable an interactive, intuitive sales process, allowing customers to seek live sales assistance, apply promotion codes, or perform availability checks during their visit. iStore provides users with the ability to select items from the product catalog and display a product comparison page showing the products selected and their attributes, as well as score the product features of most importance. Cross-sell and up-sell opportunities are created dynamically on a compelling and easy-to-use user-interface. Checkout processes are short and efficient, reducing cart abandonment. For example the B2C checkout can be completed on a single page. You can also allow users to specify the ‘end-customer’ to support reseller / partner and indirect business sales scenarios.

## Reduce Transaction Costs with Sophisticated Order Capture

Incomplete or incorrectly entered order information causes expensive manual rework for you and fulfillment problems for your customers. Oracle iStore reduces your operational costs and increases customer satisfaction by making sure that orders are placed correctly the first time. Customers can even check inventory stock to ensure availability. Multiple payment options are supported, and credit card CVV codes and statement addresses can be validated to reduce transaction fraud.

Terms and conditions displayed during the checkout process can be derived from the shopping cart content ensuring that your complex contracts requirements are met. Store and customer-specific pricing is automatically applied, along with the correct shipping and handling charges.

For power users such as your large business customers and partners, iStore provides spreadsheet upload for large or repetitive orders. Flexible checkout options such as saved carts and shopping lists make it easy for customers to replenish frequently needed items and become more loyal through repeat purchases.

## Complete Self-Service Streamlines Fulfillment and Customer Service

Whether a customer needs a product question answered or needs to download documentation at 3 A.M., web support is the most direct path for customers and the lowest-cost service option for your organization. iStore's enhanced order tracker lets customers easily search their orders and view fulfillment status details. Even complex transactions such as initiating returns across multiple orders can be handled without costly human intervention.

## Deliver A Personalized Customer Experience

Oracle iStore simplifies the maze of products and promotions for the end-user by enabling you deliver personalized offers and interactions that make it easy for customers to buy what they need.

## Target Customer Segments with Specialty Stores

Different types of customers have different needs. With iStore, you can create individual, unique stores for particular B2B and B2C customers and partners. Each store can have its own "personalized" product selection, UI and process flows—while all stores leverage a unified central repository for products, content, and administration.

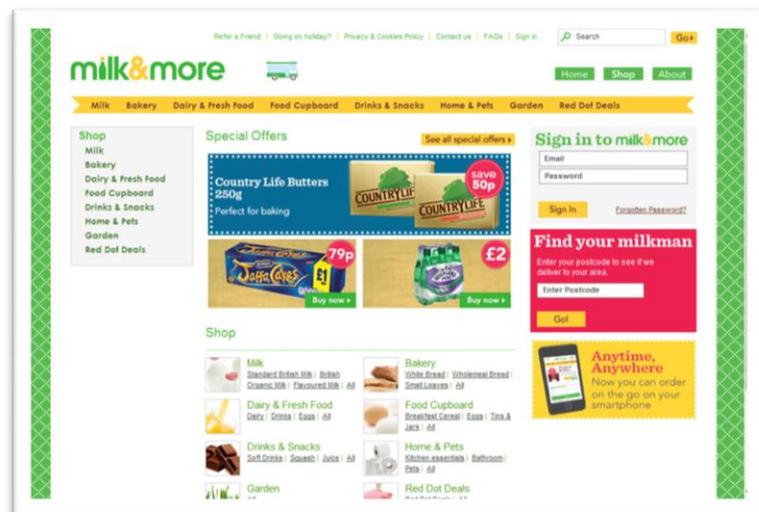


Figure 2. Create specialty stores for different customer segments and interests

## Custom Configuration Simplifies Complex Buying

Selling complex configured products such as wireless or wire-line plans with rules-based options can be expensive regardless of whether they are sold directly by agents or through your call center. These expenses can increase when customers reconfigure plans and options.

Oracle iStore makes configuring products easy. Leveraging the Oracle Configurator rules engine, the guided configuration process provides a simple wizard interface for novices and a professional interface for experts. Collaborative buying and secure cart sharing let customers to seek live online assistance, or work with colleagues on shared purchases.

For indirect sales scenarios, you can capture the information pertaining to final users of your products or services during check out, enabling you to better market and service your end-users.

The specialty store pricing qualifier lets you offer discounts and promotions specific to particular stores. You can create multiple segment-specific sites with a unique look and feel, all sharing global catalog data. iStore's full multi-language and multi-currency support ensures that you are able to convert global revenue opportunities.

## Tailor Site To Each Customer Segment

Why overload customers with promotions, when you can provide targeted offers that are just right for them? Oracle iStore's rich product catalogs provide dynamic content that can be personalized for each customer—including up-sell and cross-sell recommendations.

iStore leverages Oracle's unified Customer Master to target each customer with the right combination of products, prices, and promotions. This advanced customer model allows you to segment customers and analyze buying patterns to further personalize interactions and content. Through seamless integration with Oracle Marketing, iStore can provide even more sophisticated personalization. This combination enables marketers to cross-sell and up-sell related products and make additional offers based on predictive models of an iStore customer's propensity to buy.

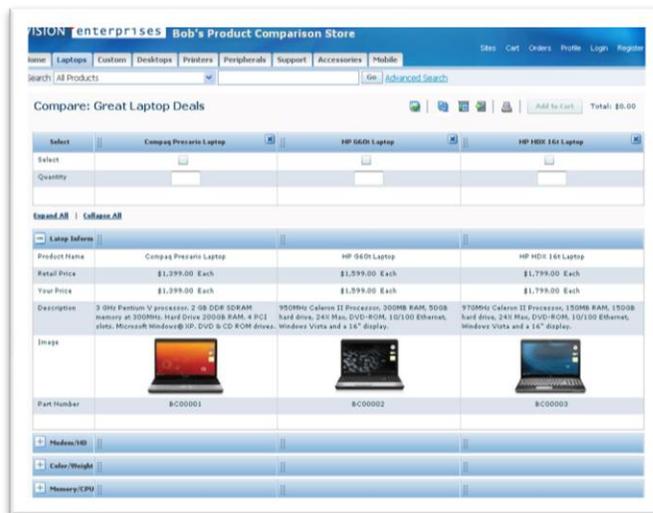


Figure 3. Showcase products and offerings to meet unique branding needs

## "Powered by Oracle iStore"

In today's competitive and dynamic eCommerce market, creating powerful Internet store fronts is the key to attracting and retaining web based shoppers, and lowering transactions costs is the goal of every sales organization. Oracle iStore enables companies to bring products to market faster and to provide a unique customer experience. With seamless integration to Oracle's CRM and ERP applications, iStore assists companies execute a profitable sales process through increased top-line growth and reduced transaction costs, while providing tracking and metrics to help predict, refine and fine-tune product offerings and promotions based on customer behavior and trends. Oracle iStore offers a compelling solution, which is built on the perspective resulting from the experience of customers worldwide.

## ORACLE ISTORE

Oracle iStore is a market leading solution for B2B and B2C eCommerce, providing a comprehensive and cost-effective Internet sales channel.

## RELATED PRODUCTS

The following related products are fully integrated with Oracle iStore:

- Oracle iStore Information Discovery
- Oracle Advanced Pricing
- Oracle Configurator
- Oracle Contracts
- Oracle Inventory
- Oracle Marketing
- Oracle Order Management
- Oracle Quoting
- Oracle Sales
- Oracle Advanced Supply Chain Planning
- Oracle Content Management
- Oracle Payments
- Oracle Receivables

## RELATED SERVICES

The following services support Oracle iStore:

- Update Subscription Services
- Product Support Services
- Professional Services
- Oracle University



Figure 4. Name brand customers choose iStore to drive their sales

## Oracle E-Business Suite -- The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

## CONTACT US

For more information about Oracle iStore, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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## Hardware and Software, Engineered to Work Together

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