



What's in CX Commerce Cloud?



20A release detail

May 2020 | Version 1.00
Copyright © 2020, Oracle and/or its affiliates

PURPOSE STATEMENT

Oracle CX Commerce is a cloud-native, fully featured, extensible SaaS commerce solution, delivered in the Oracle Cloud, supporting B2C and B2B models in a single platform. CX Commerce grants greater agility and cost savings, with the extensibility and control required in the ultra-competitive digital commerce market.

- **SIMPLIFY** your technology footprint.
- **INNOVATE** to stay ahead of demands and competitors in a low-risk way.
- **DELIVER** to every customer, every time to increase loyalty and revenue.

DISCLAIMER

CX Commerce has frequent releases. Please ensure you have the latest documentation

This document in any form, software or printed matter, contains proprietary information that is the exclusive property of Oracle. Your access to and use of this confidential material is subject to the terms and conditions of your Oracle software license and service agreement, which has been executed and with which you agree to comply. This document and information contained herein may not be disclosed, copied, reproduced or distributed to anyone outside Oracle without prior written consent of Oracle. This document is not part of your license agreement nor can it be incorporated into any contractual agreement with Oracle or its subsidiaries or affiliates.

This document is for informational purposes only and is intended solely to assist you in planning for the implementation and upgrade of the product features described. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described in this document remains at the sole discretion of Oracle.

Due to the nature of the product architecture, it may not be possible to safely include all features described in this document without risking significant destabilization of the code.

TABLE OF CONTENTS & PRODUCT FEATURES

Purpose Statement	1
Disclaimer	1
CX Commerce has frequent releases. Please ensure you have the latest documentation	1
Unified Admin	3
Core Platforms and APIs	3
Modular, Headless Options	4
Responsive Storefront	4
Guided Search	4
SEO	5
Drag and Drop Experience Creation	5
Support for Multiple Catalogs	6
Catalog Management	6
Promotions	7
Multi-site	8
Buy Online, Pick-Up in Store	8
Personalization with <i>Audiences</i>	8
A/B Testing with <i>Experiments</i>	9
Product Recommendations	10
Loyalty Framework	10
Content	11
Transactional and Registration Emails	11
Social Wishlist and Plug-ins	11
Payments and Tax Integrations	12
B2C and B2B in a Single Platform	12
Agent Console Call Center Application	13
Reporting	14
Leverage the Oracle Cloud Marketplace to Reduce Integration Cost & Complexity	14
Integrations with Oracle Applications	15
Purchasing and using CX Commerce	16
What's included with the Subscription Service?	16
Simple Purchasing	16
Working with CX Commerce	16
Create Beyond the Boundaries of Traditional SaaS	16
Leverage Oracle Cloud Services to Drive Down IT Complexity and Cost	17
See How Commerce Cloud Can Transform Your Business	17

UNIFIED ADMIN

Oracle CX Commerce unifies all admin tools in a single interface to simplify management and consolidate activities in a single location. CX Commerce features different “studios” for developers and business users, with drag-and-drop UIs that streamline daily tasks. These intuitive admin UIs are responsive and are supported in 35 languages.

- **Design Studio:** Merchants can leverage optimized AIs to easily create and personalize experiences with total creative control via drag-and-drop tools.
- **Merchant Studio:** Offers all of the tools needed to manage and merchandise the site experience for shoppers.
- **Developer Studio:** Provides capabilities for developers to build and manage their configurations and customizations for any device.

CORE PLATFORMS AND APIS

CX Commerce was built from the ground-up with an API-first architecture and a complete REST web services framework for agile, standards-based development and simplified integrations.

- **API-first:** All functionality is accessible through easy-to-use REST web services. Oracle-built, partner-built and customer-built storefront and applications all use the same APIs. And the API documentation is [publicly available](#).
- **Standards-based, flexible:** There is nothing proprietary about working with CX Commerce. CX Commerce leverages standards-based skills, allowing for fast development and scalability. The storefront is built in HTML5, CSS3, JavaScript, and NodeJS. Extensions can be built client-side and server-side depending on the requirement.
- **Simplified integrations:** The API and Webhooks framework allow for faster, cheaper, less complex integrations to Oracle, third party, and homegrown solutions. Additionally, CX Commerce features an adapter for Oracle Integration Cloud Service (ICS) for ‘drag-and-drop’ integrations and data mapping between Oracle and third-party applications. Another benefit is being able to leverage the [Oracle Cloud Marketplace](#) to access pre-built extensions and connectors with various technology partners to reduce costs and accelerate integrations.

The screenshot displays the Oracle Commerce Cloud Admin interface. At the top, the header reads "ORACLE Commerce Cloud" with a home icon and user profile icons on the right. The main content area is titled "Function APIs" and lists three API configurations: "Shipping Calculator - Production", "Credit Card Payment - Production", and "External Price Validation - Production". The "External Price Validation - Production" configuration is expanded, showing a description: "Validates prices with an external pricing system." Below this, there are input fields for "URL" (containing "https://supremo-a424591.integration.us2.oraclecloud.com:4"), "Basic Authorization" (with "Username (required)" set to "integration-user" and "Password (required)" masked with "*****"), and "HMAC Authentication" (with a "Secret Key" field and "Click to reveal" and "Reset" buttons). A "Add New Header Property" button is located at the bottom right of the configuration area.

MODULAR, HEADLESS DEPLOYMENT OPTIONS

Because CX Commerce is a flexible application with an API-first architecture and a complete REST web services framework, merchants can implement CX Commerce to best suit their business needs.

- **Fully integrated:** Leverage everything that comes with CX Commerce, fully integrated with a curated storefront. The UI layer and the commerce services layer are connected for a tight integration between commerce tooling and experience management.
- **Headless, non-integrated:** With this approach, the UI layer is separate from the set of backend commerce services, and communication is based on web services. Leverage CX Commerce’s services, and an external UI tool for managing the user experience in this headless, non-integrated model.
- **Headless, integrated:** With this hybrid approach, the UI layer is separate from the backend services but, the UI layer is still integrated with the CX Commerce application, so CX Commerce capabilities like site design tools, personalization, and A/B Testing, can be leveraged.

RESPONSIVE STOREFRONT

A customizable, out-of-the-box responsive storefront helps merchants get live quickly with fully featured experiences. Storefronts are supported in 40 languages and 60 global currencies. The storefront, which is easily configured by business users, can be customized and extended to meet branding and experience needs.

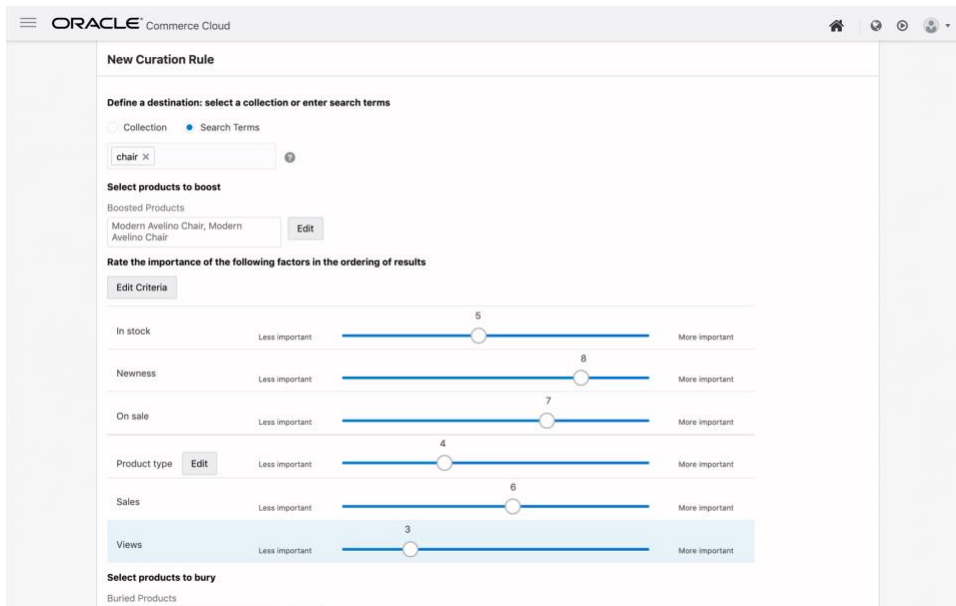
The storefront has pre-integrated features providing customers extra value while accelerating time to market. Sample storefront features included with the subscription include:

 Catalog, pricing, inventory management	 Promotions	 Social commerce	 Integrated tax solutions
 Responsive & adaptive design	 Content Management	 Transactional emails	 Multisite
 Drag & drop experience management	 Image scaling	 PCI & GDPR compliant	 Personalization
 Guided search & navigation	 A/B testing	 Payment gateway integrations	 B2B-specific support
 SEO management	 Product recommendations	 Edge Caching (CDN)	 Server-side extension framework

GUIDED SEARCH

CX Commerce features leading Search and Guided Navigation capabilities, with streamlined admin tools for more efficient and scalable management of search within the shopping experience. CX Commerce includes:

- Pre-integrated, intelligent storefront search and navigation features, like the search type-ahead mega-menu, did you mean?, spell correction, auto-correct, keyword redirects, thesaurus, and more.
- Access to many back-end configuration options via Search Application Configuration API, enabling customization for advanced search functionality, Boost and Bury, etc.
- Order search facets by statistical significance or control the simplicity and granularity of the navigation menu for different collections
- International language support.
- API support to control the order of navigation facets.



SEO

SEO is critical to any commerce program and CX Commerce simplifies how a business user can optimize their site(s) for SEO gains. Features include:

- Delivering a full https site that is Google desired.
- Integrated Edge Caching (CDN) for faster load time – also Google desired.
- Mobile-friendly support for both responsive and adaptive models – also Google desired.
- Streamlined ability to customize, optimize and configure URLs, tags, and metadata to impact search ranking.
- Auto-generation of a sitemap.
- Pre-render based snapshot generation service including the ability to configure web crawlers to receive snapshot.
- Ability to manage robots.txt.
- API 1:1 301 / 302 redirects allowing merchants to create 1:1 redirects per site or globally.
- Automatic application of canonical tags and rel attribute.
- Supports Open Graph social meta tags, and schema.org microdata.

DRAG AND DROP EXPERIENCE CREATION

Oracle CX Commerce Design Studio features UIs to create experiences with a full drag-and-drop interface easily. A layout and widget framework delivers dynamic experiences based on unique needs. Widgets are modular pieces of functionality with business rules that fit into layouts. CX Commerce ships with 20+ out-of-the-box page layouts and 70+ prebuilt widgets and elements. Merchants can also create their own templates, layouts and reusable widgets.

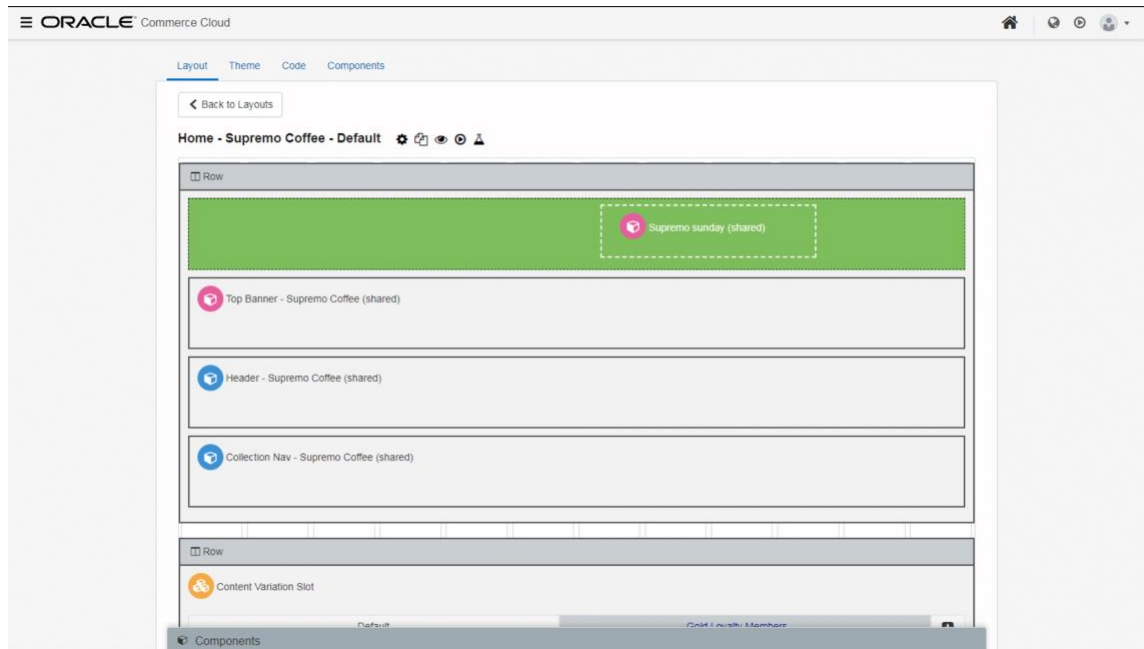
Functionality includes:

- Out-of-the-box libraries for widgets (70+), page layouts (20+), and themes.
- Ability to create and re-use new widgets, layouts, and Storefront themes.
- Ability to drag-and-drop widgets onto layouts and resize / organize them.
- Admin support for role-specific restrictions, role-specific access to Storefront layouts and widgets.
- Schedule full publishing events, and selectively publishing.
- Widget configuration including the ability to edit HTML, JavaScript and CSS.
- Business-user-friendly configurations for widget behavior.
- Associate Page Layouts to Products, Collections, and Product Types.
- Layout management for different viewports.

SUPPORT FOR MULTIPLE CATALOGS

Manage independent catalogs for brand sites or other sites that have unique catalog hierarchies. Includes support for truly unassigned products and collections, linking collections across multiple catalogs, and allowing a collection to exist multiple times in the same catalog hierarchy.

- With support for multiple catalogs, merchants can now perform a catalog-specific export, as well as manage each separate catalog within the Admin UI.
- The business user can also now edit any catalog directly, including adding unique collections and products to those catalogs.
- The enhanced multi-catalog model is useful when a merchant has unique catalog structures that need to be merchandised independently.
- It is also beneficial for B2C or B2B customers that have smaller catalogs, but that need uniqueness in the catalog contents.

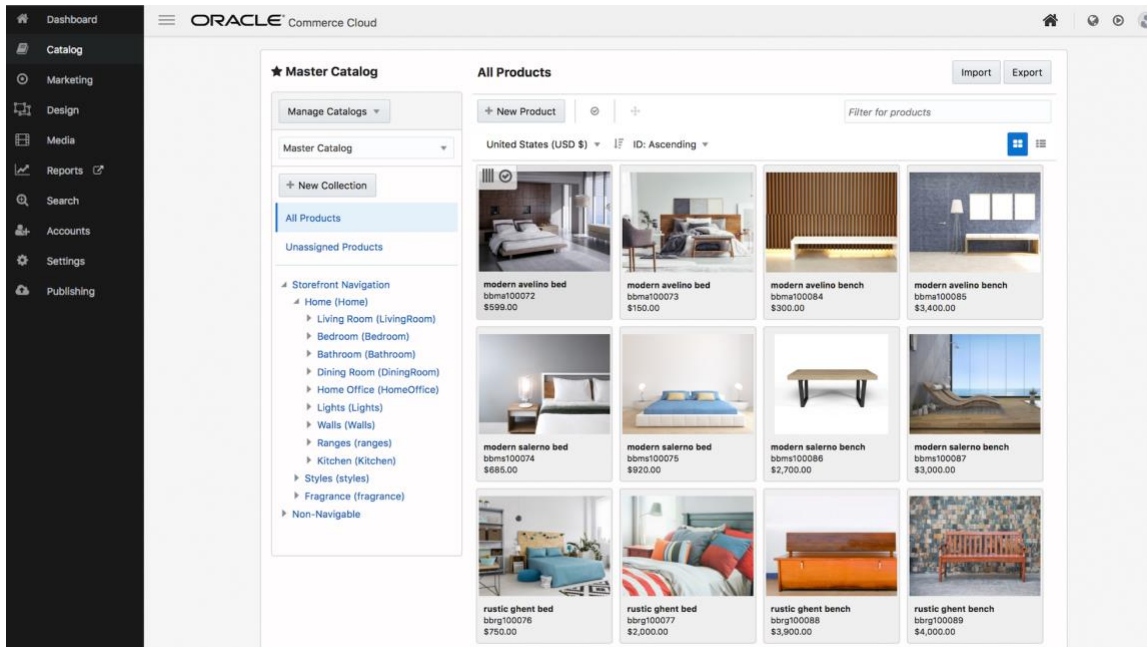


CATALOG MANAGEMENT

Oracle CX Commerce delivers robust catalog management capabilities that give merchants total control over their products, pricing, and inventory. Business users have full control over their products with an intuitive UI and can simplify SKU management, associated media, custom properties, and search. With CX Commerce, business users can:

- Import and export catalog data.
- Use embedded search to find what you need in the catalog easily.
- Curate catalog and organize products into Collections (categories).
- Manage product types, custom attributes, variants, child SKU definition.
- Use product properties to drive Collections and search faceting.
- Create SKU properties at the base or custom product type level.
- Create SKU bundles.
- Easily manage inventory, support for location-based inventory.
- Support for Add-on Products: additional features shoppers can select and add to cart (i.e., monogramming, product customization, gift wrap).
- Support for Pre-Order and Back Order.
- Manage list, sale, and VAT-inclusive pricing.
- Support to leverage external pricing, if desired.
- Support to leverage externally priced shipping methods.

- Media Library to manage Collection, Product, and General media assets, upload and assign product images to support different image sizes.
- Select a subset of items for publishing to production.
- Include dynamic properties on Collections
- Search for a SKU within inventory



Additional B2B-specific catalog features include support for customer-specific, account-based catalogs, pricing and orders (B2B page).

PROMOTIONS

Oracle CX Commerce has out-of-the-box promotion templates and a streamlined UI for simplified setup and management. In addition to out-of-the-box templates, an open promotions API framework allows merchants to create custom promotions of their choice. Out-of-the-box promotions templates include:

- Order, item, shipping levels.
- Get item discount.
- Spend Y in X, get item discount.
- Buy One, Get One.
- Buy X, get discount.
- Buy X, get Y.
- Buy X, get free shipping.
- Spend Y, in X get discount.
- Spend Y in X, get shipping discount.
- Tiered order discounts.
- Batch coupons.
- Gift with purchase.
- Shipping discounts on shipping groups.
- Create a discount by catalog property.
- Discount by SKU.
- Support for tiered offers.
- Support for stacking rules.
- Support for single-use coupons.
- Support for multiple promotions per coupon.
- Support for promotions by audience (CX *Audiences*)
- Support promotions from external source.
- Support promotions by credit card type.
- Open API to create custom promotions.
- Ability to clone promotions.
- Ability to assign promotions to folders.
- Ability to add promotional upsell message

MULTI-SITE

Deliver multiple websites on the same scalable infrastructure with a single subscription of CX Commerce. CX Commerce multisite enables merchants to quickly add country-specific, branded and microsites - with the flexibility to make each site consistent, or unique. With a single admin tool, central (or distributed) teams can deliver sites that engage their target audience, without starting from scratch.

- Share or customize catalogs, pricing, content, layouts, settings, and promotions.
- Localize languages, shipping methods, and payments by site.
- Manage personalization, search, and SEO strategies.
- Preview by site.
- Filter reports by site.
- Manage shopper settings by site.
- B2B multisite account management.
- Manage global email settings by / across sites.
- Manage extensions by site.
- Storefront supports 40 languages and 60+ currencies; UI supports 35 languages.
- Agent Console call center support for multiple sites (*page 16*).

BUY ONLINE, PICK-UP IN STORE

We now support Buy Online, Pick-Up in Store (BOPIS) via API and out-of-the-box Storefront widgets. Allows a shopper to order online and choose a store location to pick up the order from. Payment can be done online or in-store. Includes an “online-only” flag for products and SKUs to differentiate items that can be picked up in-store from those that cannot. Also includes API support to associate sites with lists of store locations, as well as distinguish store locations that are inventory locations from ones that are pickup locations.

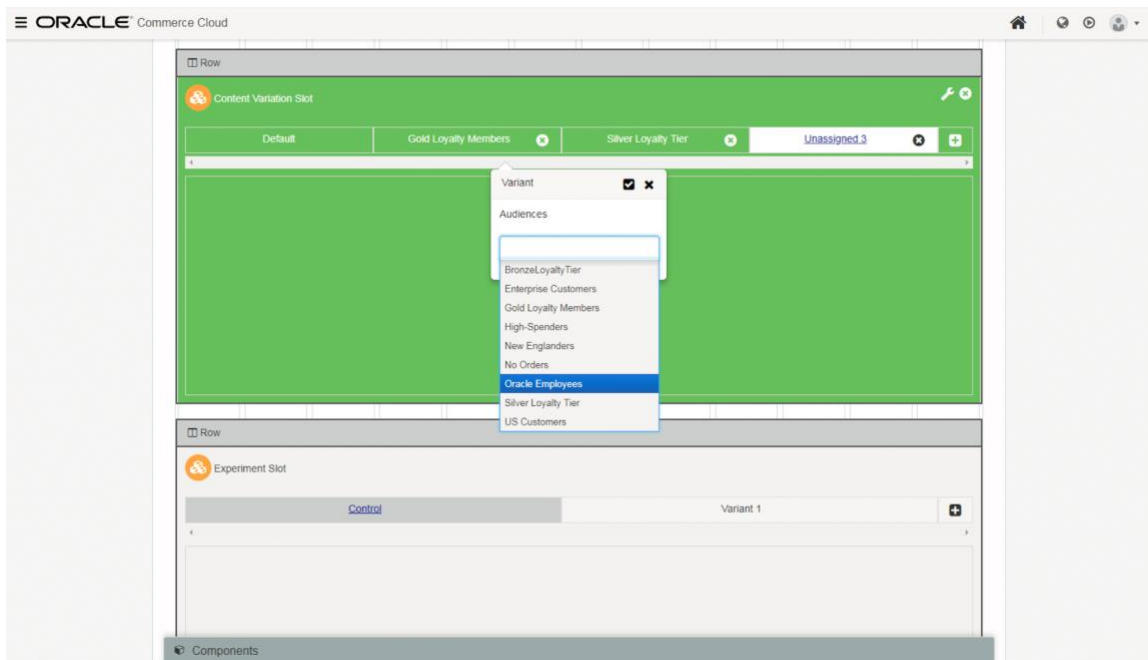
This feature provides a mechanism to capture BOPIS-specific data, including pickup location, inventory location, contact details of the person picking up the order, available pickup dates and time, and shopper preferred pickup dates and times. Admin API and webhooks have been updated to support all BOPIS data.

PERSONALIZATION WITH AUDIENCES

CX Commerce introduces the concept of *Audiences* – a new way to manage and scale personalization in user and site-friendly way. Personalization can be used for both registered and anonymous users.

Audiences includes:

- Ability to build audiences using standard and custom shopper profile attributes. Standard samples include:
- Spend: Lifetime spend, lifetime average order value, last purchase amount.
- Visitor: Visitor birthdate or visitor type.
- Ability to use custom query parameters to trigger audiences
- Frequency: number of orders, registration date, first purchase date, last visit date.
- Support for rule building based on standard or custom date properties.
- Ability to use “slots” to show different content to shoppers in different audiences.
- Ability to create promotions by audience.
- Integrated with Experiments to allow for A/B testing by audience.
- Manage sizes of audiences.
- Get reports by audience.
- Support for custom account properties that allows merchants to show tailored content to different B2B accounts.
- Support for Geolocation with Audiences so you can personalize around specific geolocations and regions
- Ability to personalize by UTM Query Parameters
- Ability to personalize by Landing Page and Referring Site
- Ability to personalize using AddThis Interests
- Ability to target promotions to specific Audience segments
- Ability to preview by Audience

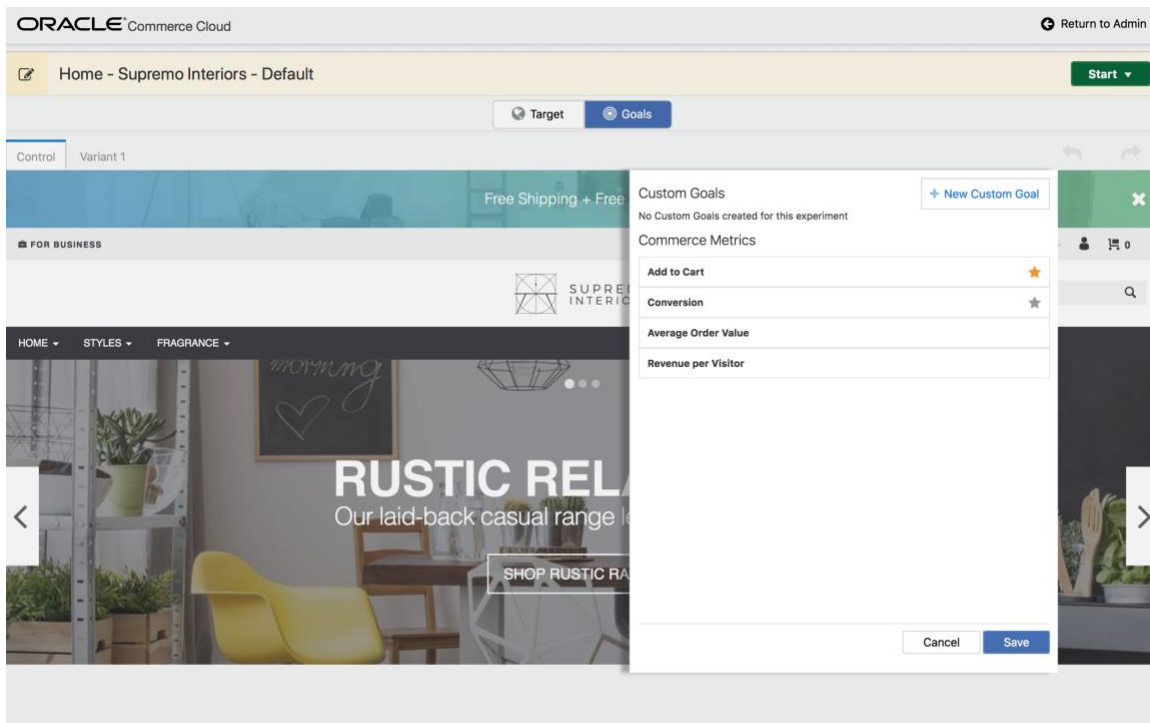


A/B TESTING WITH *EXPERIMENTS*

CX Commerce delivers integrated *Experiments* A/B testing for site optimization while reducing spend and eliminating the need for integration. Native A/B testing gives merchants greater insight, more control over what can be tested, and the ability to update sites to focus on high-value optimization immediately.

At a high-level, *Experiments*:

- Grants flexibility to support simple and advanced page modifications.
- Can be associated with layouts, widgets, collections, and product types.
- Updates result dynamically to show the impact of in-progress experiments.
- Allows business users to leverage out-of-the box or set up custom goals.
- Can A/B test on cart and checkout flows.
- Integrated reporting gives merchants visibility to core KPIs, including site metrics and monetary metrics (measured for each currency on the website).
- Allows merchants to schedule tests in advance and allocate traffic percentages for each variation.
- Enables business users to experiment on variations of the same widget, or even compare different widgets.
- Is integrated with Audiences personalization for A/B testing capabilities by Audience.



PRODUCT RECOMMENDATIONS

CX Commerce has embedded product recommendations to expose more products via tailored suggestions. Merchants can automatically deliver contextually relevant upsells and cross-sells to promote more of their catalog and to drive higher order values. Because recommendations come out-of-the-box and can be placed with page layouts using widgets, the cost of having a third party product recommendations engine is eliminated, and complexity of integration and management is greatly reduced. With CX Commerce products recommendations, business users can:

- Deliver dynamic or curated recommendations for suggested or related products.
- Surface-related upsells and cross-sells to increase order values.
- Surface most-recently-viewed.
- Deliver in-session or cross-session (multiple sessions) recommendations.
- Enable in-category restrictions.
- Include recommendations in *Abandoned Order* and *New Account* emails.

LOYALTY FRAMEWORK

To boost engagement and customer lifetime value, CX Commerce features a loyalty framework to integrate with an Oracle product or an external loyalty program or to support enrollment, accrual and redemption. Merchants can:

- Leverage integration with Oracle, or a third-party.
- Configure programs against a site.
- Leverage out-of-the-box widget to pay with points (points as currency).
- Create separate tax settings for points.
- Set up the conversion rate for converting currency to points.
- Set up a secondary currency for converting taxes/shipping to points.
- Set up a new payment method to handle loyalty points.
- Support for zero-value orders (I.e., special coupons, samples, free merchandise).
- Leverage web-hooks and APIs to send the loyalty details against profile and order details to external systems.

CONTENT

CX Commerce has native content creation and management capabilities to create rich, non-catalog Article pages, and integration with Oracle CX Content to streamline content creation and publishing within the commerce experience.

- Easily create non-catalog content pages with drag-and-drop tools.
- CX Commerce gets automatic alerts of new assets from CX Content.
- Manage product and editorial content within a single layout.
- Schedule full publishing events, and selectively publish.
- Vary content presented to Audiences, or by date.
- If desired, leverage external content creation systems and repositories via API, or integration with Oracle CX Content.

TRANSACTIONAL AND REGISTRATION EMAILS

CX Commerce can be configured to send emails to shoppers based on site-related activities. Business users can control the branding and timing of email communications. Sample transactional emails include:

- Shopper profile registration email with secure link.
- Thank you for your order / order completed email.
- Idle cart email reminder / abandoned cart.
- Back in stock notification.
- Return request.
- Refund issued.
- Scheduled order.
- B2B-specific emails for account or order updates.

Additional benefits of transactional emails include the ability to:

- Manage global email settings across sites (if leveraging multisite).
- Support marketing orchestration emails via native integration with Oracle CX Marketing or via Oracle Marketplace connectors to non-Oracle email systems.

SOCIAL WISHLIST AND PLUG-INS

Empower shoppers to share your products across their social networks with out-of-the-box plug-ins and shareable wish lists.

Merchants can:

- Allow shoppers to create, manage and share any product wish list to email or social channels such as Facebook, Twitter, and Pinterest.
- Allow wish lists to be set to 'Private,' 'Shared,' or 'Group' mode to allow for collaborative shopping.
- Allow users to create wish lists per site (if leveraging multi-site).
- Post comments on any product in a wish list.
- Allow shoppers to have unlimited wish lists.
- Support sharing products from any product detail page on Facebook, Twitter, Pinterest or email.
- Leverage the Social Metatag Widget, which includes Open Graph and schema.org microdata support to enable better discovery of site, brand, and products.

PAYMENTS AND TAX INTEGRATIONS

CX Commerce reduces the complexity of integrating to payment gateways. CX Commerce has out-of-the-box integrations that only require entering credentials to get started and enable the merchant to configure custom payment types and tax processors of their choice. CX Commerce payment features include:

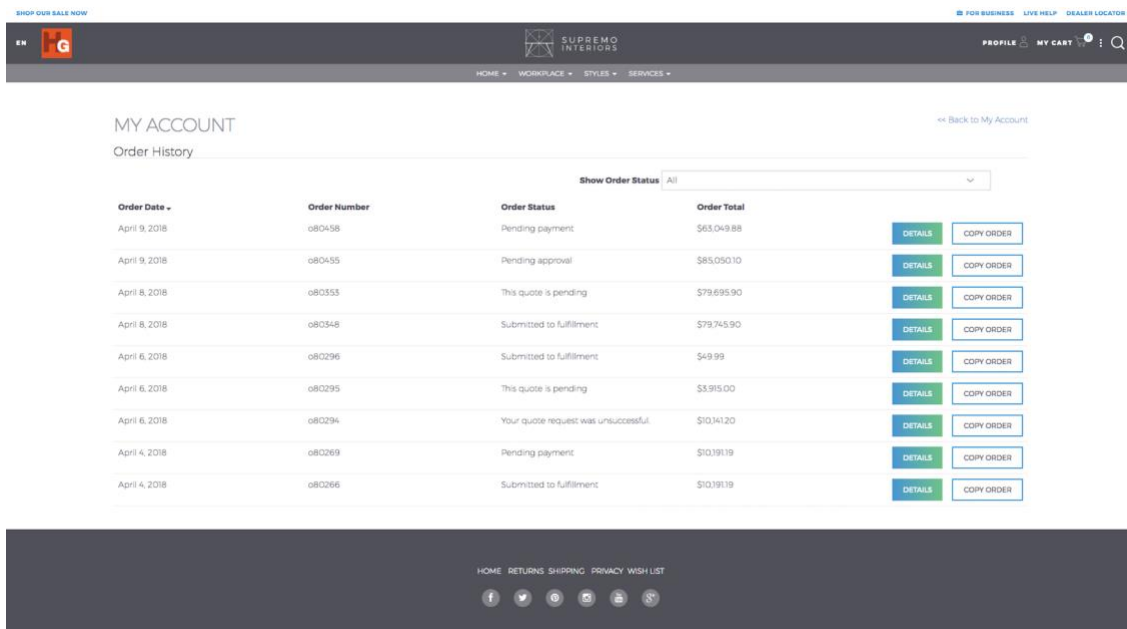
- Out-of-the-box integrations with PayPal, Cybersource, Chase, and PayU LATAM.
- Out-of-the-box integrations with tax providers Avalara and Vertex.
- An open payment and tax framework to integrate with payment providers of choice.
- Connectors with global payments partners available in the Oracle Cloud Marketplace (*page 18*).
- Pay by invoice.
- Pay by gift card.
- Pay with points.
- Pay with points and currency.
- Ability to support deferred payments (i.e., cash on delivery).
- Ability to support split payments.
- External tax Webhook.
- Support for VAT-inclusive pricing.
- Support for tax exemption management.
- Tax Included/Excluded by Price Group.
- Support for zero-value orders (i.e., coupons, samples, free merchandise).
- Support for Stored credit cards
- Support for integrated payment fraud solutions
- Support of Payment Service Directive 2 (PSD 2)

B2C AND B2B IN A SINGLE PLATFORM

CX Commerce simplifies how companies with multiple business models manage their sites and operations. In addition to delivering superior consumer shopping experiences, CX Commerce is designed to meet the complex needs of organizations selling to other businesses. It is the only enterprise SaaS commerce solution on the market that can support B2C and B2B selling natively, with a single platform and single UI.

Sample B2B-specific functionality includes:

- Account management: contacts, contracts, roles, and permissions.
- Account-specific catalogs & price groups.
- Volume-based pricing.
- Custom payment terms and pay by invoice.
- Purchase lists.
- Recurring (scheduled) orders.
- Support for Punch-out (integrating to the buyer's procurement system).
- Support for SSO (create contact and account in external system).
- Support for 'Quick Order'.
- Enhanced search for accounts and contacts.
- Support for account hierarchies and account hierarchy reporting.
- Access Control for account (Storefront) and users (Buyer and Admin).
- Delegated administration.
- Support for custom order approvals.
- B2B-specific email communications for orders and account updates.
- Support for B2B in the 'Agent Console Call Center Application'.



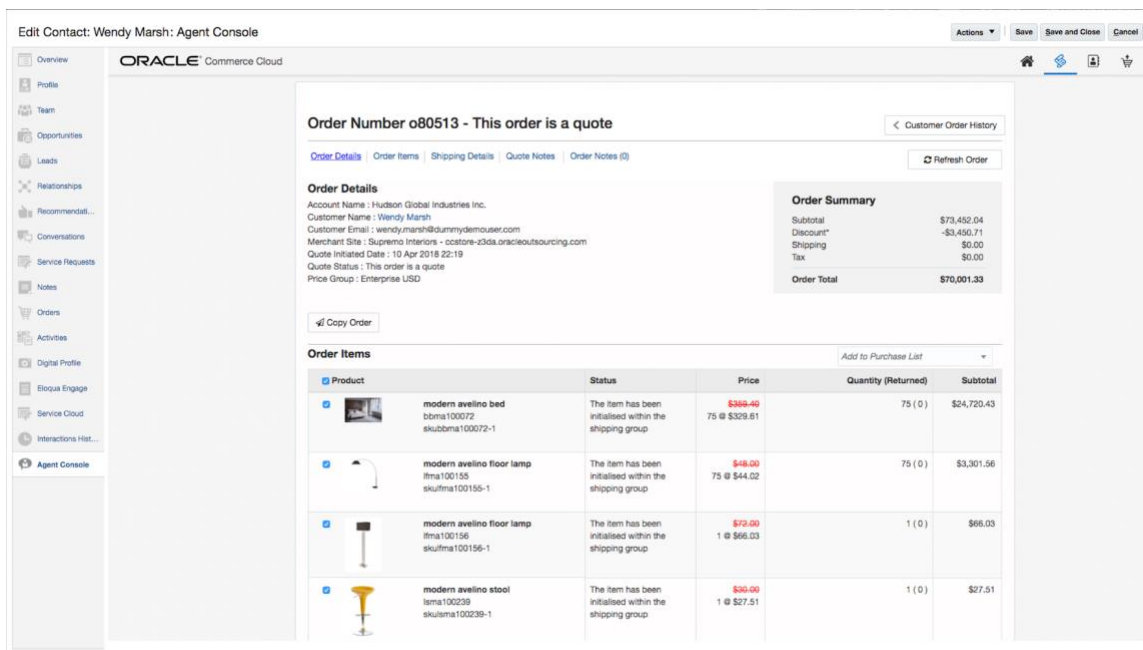
AGENT CONSOLE CALL CENTER APPLICATION

(10 seats included with subscription)

Commerce Cloud features an integrated call center application that enables service representatives to deliver informed, consistent experiences to shoppers with a complete view of cross-channel behavior and history. Customer Service Representatives (CSRs) can use Agent Console to deliver superior customer experiences – and uncover additional sales opportunities.

Agent Console capabilities include:

- Access to customer shopping carts and profiles.
- Create, edit, and delete orders, and initiate returns and refunds.
- Assist with completion of orders initiated in other channels.
- Initiate and complete new orders.
- Support for coupon usage, price groups, tiered discounts, custom order properties, or custom shopper profile properties.
- Ability to reset customer passwords.
- This interface can be customized to better fit your team’s workflow or branding needs



REPORTING

Commerce Cloud has integrated near real-time reporting dashboards to help you continually monitor and measure your site performance and to put insight into action.

Sample capabilities include:

- Near real-time reporting based on core commerce KPIs.
- Sales reports: By time, products, and other attributes.
- Site traffic reports: By key traffic indicators such as page views, visits, or conversions.
- Reports by audience.
- Embedded Experiments A/B testing reporting.
- Ability to export reports for further analysis.
- Account support.
- Ability to filter reports by site (if leveraging multi-site).

ORACLE CLOUD MARKETPLACE: REDUCE INTEGRATION COST & COMPLEXITY

The Oracle Cloud Marketplace allows merchants to access pre-built extensions and connectors with these technology partners for use within their storefront:

- Payments: CyberSource, Chase Paymentech, PayPal, PayU, AliPay/WePay, SnapPay, Stripe, Integra Payments for Tokenization
- Tax: Avalara, Vertex
- Ratings and Reviews: Verified Reviews, PowerReviews
- Marketplace and Channel Management: Mirakl, GoDataFeed, Yami
- Visual Search and Merchandising: Snaptech, Macty, Duel
- Social and Chatbot: AddShoppers, ChatCom, Roobot, Annex Cloud
- Performance: Yottaa
- Order Management and Logistics: Jagged Peak, Freestyle, Intelipost
- Marketing: Bluecore, SmarterHQ, Infinite Analytics

A full list is available at <https://cloudmarketplace.oracle.com/marketplace/product/commerce>.

INTEGRATIONS WITH ORACLE APPLICATIONS

Oracle CX Commerce has out-of-the-box connectors and integrations with other Oracle applications to reduce cost and time to market, while improving the customer experience.

These include:

- Oracle Autonomous Oracle Integration Cloud (OIC): OIC is a drag-and-drop environment for mapping and integrating multiple Oracle and third-party applications. OIC can help merchants dramatically reduce the time and cost of integrating applications and mapping / passing data.
- Oracle CX Marketing – Responsys: Connect commerce with orchestrated marketing communications to send abandoned cart emails, make personalized suggestions, and complete user profile data.
- Oracle CPQ: Configure, price, and quote engine for custom product configuration.
- Oracle Retail Cloud Order Management System: Leverage customer information more effectively throughout the purchasing transaction and as part of marketing, merchandising, and customer service efforts.
- Oracle CX Content: Oracle Content Cloud allows for enhanced content collaboration and streamlining of content creation and publication for commerce.



PURCHASING AND USING CX COMMERCE

What's included with the Subscription Service?

- **Modern SaaS, Hosted in the Oracle Cloud:** Oracle deploys all CX Commerce sites in the Oracle Cloud. Oracle manages and guarantees SLA, uptime, and offers scaling for peak periods.
- **Security and compliance:** Oracle adheres to and manages all compliance standards including PCI, and GDPR requirements.
- **Access to three environments:** Subscription includes three environments - production, development and staging - with preview capability.
- **Regular, automatic push upgrades:** CX Commerce pushes automatic updates on a regular cadence to customer's pre-production environments. Customers can access the most modern technology faster and don't need to invest heavily in order to deliver innovation, or manage upgrades.
- **Simplified integrations to other cloud and on-premise technologies:** CX Commerce's API and Webhook architecture reduces the time, cost, and complexity of integrations to other Oracle, third-party, or homegrown solutions critical to our customers' businesses. Additionally, CX Commerce customers can leverage the Oracle Cloud Marketplace to access prebuilt extensions and connectors with various technology partners to reduce costs and accelerate integrations.

Simple Purchasing

- **Predictable, transparent pricing:** Fees can be based on annual page views (consumption model) or revenue share, if desired. The 'Page View' model sizes customers accordingly, helping them know exactly what they will pay within the page count; thus there are no hidden fees or minimums.
- **Flexible subscription model:** CX Commerce is sold as a subscription service, which moves many merchants from a CapEx to an OpEx model. Fees can be paid on a monthly, quarterly, or annual basis, per the contract.
- **Service model:** Oracle hosts and handles the infrastructure to eliminate the need for customers to purchase and manage additional systems (e.g., database, app server, hardware, software, etc.). Oracle offers a variety of cloud-based services to assist with any virtual infrastructure, integration, or platform needs.

Working with CX Commerce

- **Business users:** A non-technical business user can easily manage many daily tasks. Drag-and-drop tools and other intuitive UIs, make traditionally complex IT tasks streamlined and accessible by the business user.
- **Developers:** There is nothing proprietary about working with Oracle CX Commerce. CX Commerce leverages standards-based languages: HTML5, CSS3, JavaScript, and NodeJS for client-side and server-side extensions. Functionality can further be extended while maintaining upgradability in the Oracle Cloud. These functionalities make finding developers easy and more affordable, and developers can build and extend experiences with modern, scalable technology.

Create Beyond the Boundaries of Traditional SaaS

- **Customize** the look and feel of your site(s) without vendor boundaries using HTML5, CSS3, and JavaScript.

- **Extend** functionality with unique, modern server-side extension model using Node JS, and leverage other components of the Oracle Cloud without impacting upgradability.
- **Maintain upgradability and compatibility** with client-side extension and customization models which allow merchants to take new push upgrade releases without disrupting previous customizations or the site(s).

Leverage Oracle Cloud Services to Drive Down IT Complexity and Cost

Oracle Cloud helps organizations drive innovation and business transformation by increasing business agility, lowering costs, and reducing IT complexity. The Oracle Cloud allows merchants to meet their goals faster, providing a platform for fast development and innovation, while substantially reducing infrastructure footprint and simplifying integrations. Some of the Oracle Cloud Services that compliment CX Commerce are:

- **Oracle Integration Cloud Services (ICS):** Maximize the value of your investments in SaaS and on-premises applications through a simple and powerful integration platform in the cloud that enables simplified data passing.
- **Oracle Data as a Service (Daas):** Leverage a myriad of data sources to connecting you to the right customers, making every interaction personal, and effective.
- **Oracle Infrastructure as a Service (IaaS):** Provides a set of core capabilities, such as elastic compute, storage, networking, bare metal, migration tools, and container to help you quickly increase business value and performance.
- **Oracle Platform as a Service (PaaS):** Develop, test, and deploy the next generation of applications in the cloud in a secure, cost-effective manner that speeds time to market and increases competitive advantage.
- **Oracle Developer Cloud Service:** Allows developers, IT professionals, and business leaders to quickly develop, test, and deploy the next generation of extensions and custom applications in any language in a secure, cost-effective manner. Development can be done in popular IDEs using Oracle Cloud environments provisioned in seconds.
- **Oracle Mobile Cloud Service:** Makes mobile app development and integration quick, secure, and easy to deploy.

SEE HOW CX COMMERCE CAN TRANSFORM YOUR BUSINESS

Website: oracle.com/commerce

Public Documentation: http://docs.oracle.com/cloud/latest/commercecs_gs/

Oracle Cloud Marketplace: https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx


Release Readiness: https://cloud.oracle.com/en_US/saas/readiness?offering=commerce

CONNECT WITH US

Call +1.800.ORACLE1 or visit oracle.com.

Outside North America, find your local office at oracle.com/contact.

 blogs.oracle.com/cx/

 facebook.com/OracleCustomerExperience

 twitter.com/oracleCX

Copyright © 2020, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0120

