

The Eight Reasons to Choose Oracle Commerce Cloud Over Salesforce Commerce Cloud





With changing customer trends, channels and technologies creating a new era of commerce, you can't afford to use old tools.

To succeed and grow, you need a modern commerce platform that can seamlessly scale to help you react to changing business conditions—one that is built on powerful SaaS architecture and deep industry expertise.

Oracle Commerce Cloud offers you all of these benefits—and more. Additionally, Oracle beats Salesforce in the most recent Gartner Magic Quadrant for Digital Commerce.¹

Here are eight reasons why Oracle Commerce Cloud is the smarter choice for your business when compared to Salesforce Commerce Cloud:

1	Proven, Scalable Platform with Lower TCO
2	Ultimate Control and Agility for Business Users
3	The Latest Technology for Endless Innovation
4	Total Creative and Branding Flexibility
5	Powerful AI and Personalization at the Core
6	Support for B2C and B2B in a Single Platform, Single Toolset
7	1:1 Customer Service Embedded Across the Shopper's Journey
8	Complete Customer Journeys



1

Proven, Scalable Platform with Lower TCO

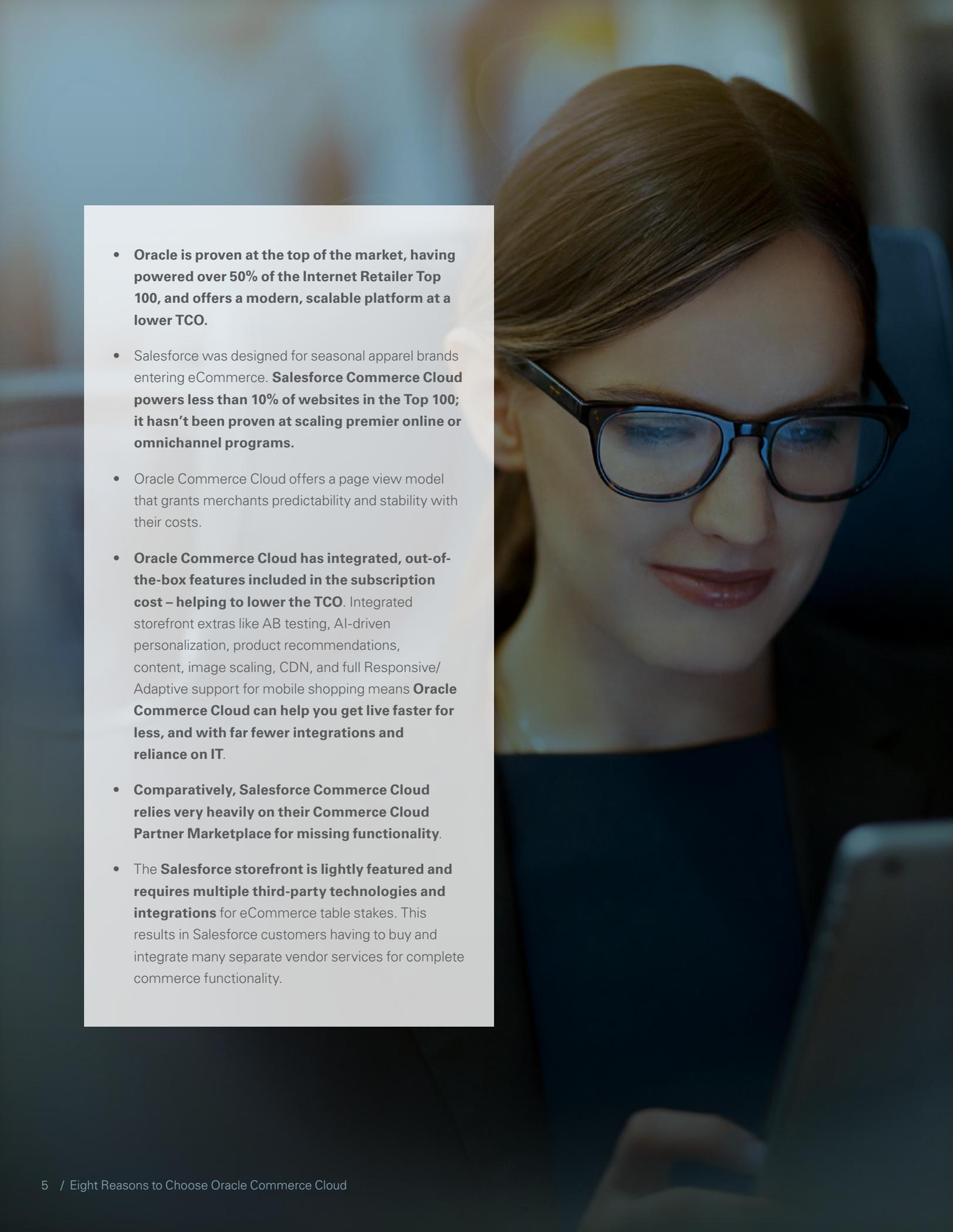
Succeeding in the next era of retail requires modern, flexible technology proven at scale. With the right platform, retailers can move faster, integrate to powerful digital and stores systems, and focus on delivering a shopping experience that drives sales and loyalty.

Oracle Commerce Cloud is the next generation of the industry-leading Oracle Commerce platform (ATG and Endeca). Oracle modernized the platform, focused on ease of use and extensibility, and automatic SaaS delivery to ignite fast innovation for our customers.

The core elements of a SaaS solution are agility and Total Cost of Ownership (TCO). Without consistency and transparency in your costs, your business has to deal with price fluctuations, and the knock-on effects this can have on profitability.

Analysts and Salesforce customers cite growing, unpredictable costs as a major complaint of the platform.

With Oracle, you always get a transparent, predictable price. **Oracle's pricing model is based on page views, unlike Salesforce's revenue share model, so product returns, sales tax, and year over year (YOY) growth doesn't mean unpredictable cost fluctuations which can eat into profitability.** With Oracle Commerce Cloud, merchants can also **scale up easily for optimal performance during peak periods.**

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- A woman with brown hair and glasses is looking down at a laptop screen. The background is blurred, showing what appears to be an office or retail environment.
- **Oracle is proven at the top of the market, having powered over 50% of the Internet Retailer Top 100, and offers a modern, scalable platform at a lower TCO.**
 - Salesforce was designed for seasonal apparel brands entering eCommerce. **Salesforce Commerce Cloud powers less than 10% of websites in the Top 100; it hasn't been proven at scaling premier online or omnichannel programs.**
 - Oracle Commerce Cloud offers a page view model that grants merchants predictability and stability with their costs.
 - **Oracle Commerce Cloud has integrated, out-of-the-box features included in the subscription cost – helping to lower the TCO.** Integrated storefront extras like AB testing, AI-driven personalization, product recommendations, content, image scaling, CDN, and full Responsive/Adaptive support for mobile shopping means **Oracle Commerce Cloud can help you get live faster for less, and with far fewer integrations and reliance on IT.**
 - **Comparatively, Salesforce Commerce Cloud relies very heavily on their Commerce Cloud Partner Marketplace for missing functionality.**
 - The **Salesforce storefront is lightly featured and requires multiple third-party technologies and integrations** for eCommerce table stakes. This results in Salesforce customers having to buy and integrate many separate vendor services for complete commerce functionality.



2

Ultimate Control and Agility for Business Users

In the new era of commerce, being able to outpace customer demands and competitors is key.

Gartner ranked Oracle Commerce Cloud the highest of 18 top vendors for “fast, nimble implementations”² - and grants business users control over the site.

Oracle Commerce Cloud is fully featured out-of-the-box -- ready to be customized to meet your specific business needs and launched often within a handful of months. The commerce engine, experience management, search and SEO, content, PIM, AI, pricing, promotions, merchandising, intelligence, media, and catalog management are fully **unified and managed centrally with visual drag-and-drop tools for business users.**

With a single UI, they can manage the entire customer experience— and preview compete pages. Tasks such as refreshed page design, optimizing search, and refined navigation that requires IT intervention with other solutions can be done immediately by the business user with Oracle Commerce Cloud.

Additionally, as the business needs grow, **merchants can leverage multisite to expand to new countries, test new markets, brands and business models** without having to start from scratch.

Conversely, **Salesforce Commerce Cloud is built on proprietary code that typically experiences a slower deployment, and requires specialist IT** knowledge.

- **Any visual change with Salesforce Commerce Cloud requires IT intervention. There is no drag and drop interface for business users** to control the experience or create mobile-first and content-rich sites.
- **With Oracle**, merchants can get live fast for less with modern, fully featured sites. Business users enjoy pixel-level control, combined with intuitive drag-and-drop tools, and complete access to HTML5 and CSS when needed.

1, 2 Gartner Magic Quadrant for Digital Commerce, June 2018.

A person with long blonde hair, wearing an orange jacket and a black watch, is using a payment terminal. The background is blurred, showing what appears to be a computer screen with a grid of icons.

3

The Latest Technology for Endless Innovation

To get ahead of the changing world of commerce, you need a fast, stable and scalable commerce platform designed for today's (and tomorrow's) commerce climate and innovative digital trends.

It's not just about getting automatic SaaS updates, it's about having **a modern platform for innovation**.

With Oracle Commerce Cloud brands can rely on the latest technologies available thanks to the Oracle R&D machine – to get to market fast and experiment in a low-risk way. **Oracle Commerce Cloud has been built from the ground-up to be API and mobile-first as a standards-based solution**—with no proprietary technology, and no heavy investment to get new initiatives off the ground. Easily extend your platform, add plug-ins from the Oracle Cloud Marketplace, and tailor your platform to suit your unique needs – quickly.

Launch a new app, experiment with voice control, turn on ApplePay, or expand to a new market without requiring a lengthy project.

While many brands love a fully-baked commerce solution ready for customization and production, others want more options.

Since all Oracle Commerce Cloud functionality is available via services, there is a wide range of flexible options for implementation, including headless and hybrid options.

Based on Oracle's 20 years of experience in commerce, it's a platform you can depend on—with a clear roadmap for updates well into the future.

- **Oracle Commerce Cloud features an open API-first architecture** and requires no specialized knowledge to pick it up and start delivering differentiated, revenue-driving websites.
- **Developers can turn their focus from basic daily tasks to differentiating and innovative projects.** With an open API architecture, RESTservices, and modern, standards-based skills like HTML5, CSS3, JavaScript and node.JS, Developers are free to play and build - putting their creative skills to work to add real value to the business.
- **Implementations are modular and flexible** – choose from an all-in-one packaged solution, a headless architecture, or a hybrid model.

By comparison, **Salesforce acquired and rebranded Demandware as Salesforce Commerce Cloud. Demandware technology is over a decade old, based on proprietary scripting language and is comprised of various previously acquired technologies.**

Additionally, **Salesforce Commerce Cloud's dated architecture was built on a closed system before mobile commerce or the emergence of APIs and offers much more limited capabilities.** While some APIs that have been made available piecemeal over time, they are often bolted on with limited support, meaning they are much harder to manage, less scalable, and inflexible as they are not core to the platform.

- While Salesforce is certainly investing in more Developer tools, documentation, and mobile with the release of a Mobile Reference Architecture (MCRA released mid-2018), **the future of the Salesforce Commerce Cloud platform as we know it is unclear**, especially with the acquisition of CloudCraze (which unlike Salesforce Commerce Cloud, is already on the Force platform).

A photograph of two women in a clothing store. One woman is holding up a grey top on a hanger, and the other is looking at it. They are both smiling. The background shows clothing racks and a store interior.

4

Total Creative and Branding Flexibility

Oracle Commerce Cloud was designed to power direct-to-consumer brands, large omnichannel retailers, and complex B2B organizations. To compete, these businesses need broad inventory that is updated regularly, they need control to scale permutations of SKUs and products, and they need their site to look and perform exactly how they want it to.

Contrary to older software-as-a-service commerce platforms like Salesforce Commerce Cloud, **total creative control based on non-proprietary standards is given to you within Oracle Commerce Cloud.**

Oracle Commerce Cloud is the perfect platform for designers to express themselves. Sites can be branded in any way with new, differentiating technologies included. **There are no limitations on how you tailor your site experience, or branded look and feel.**

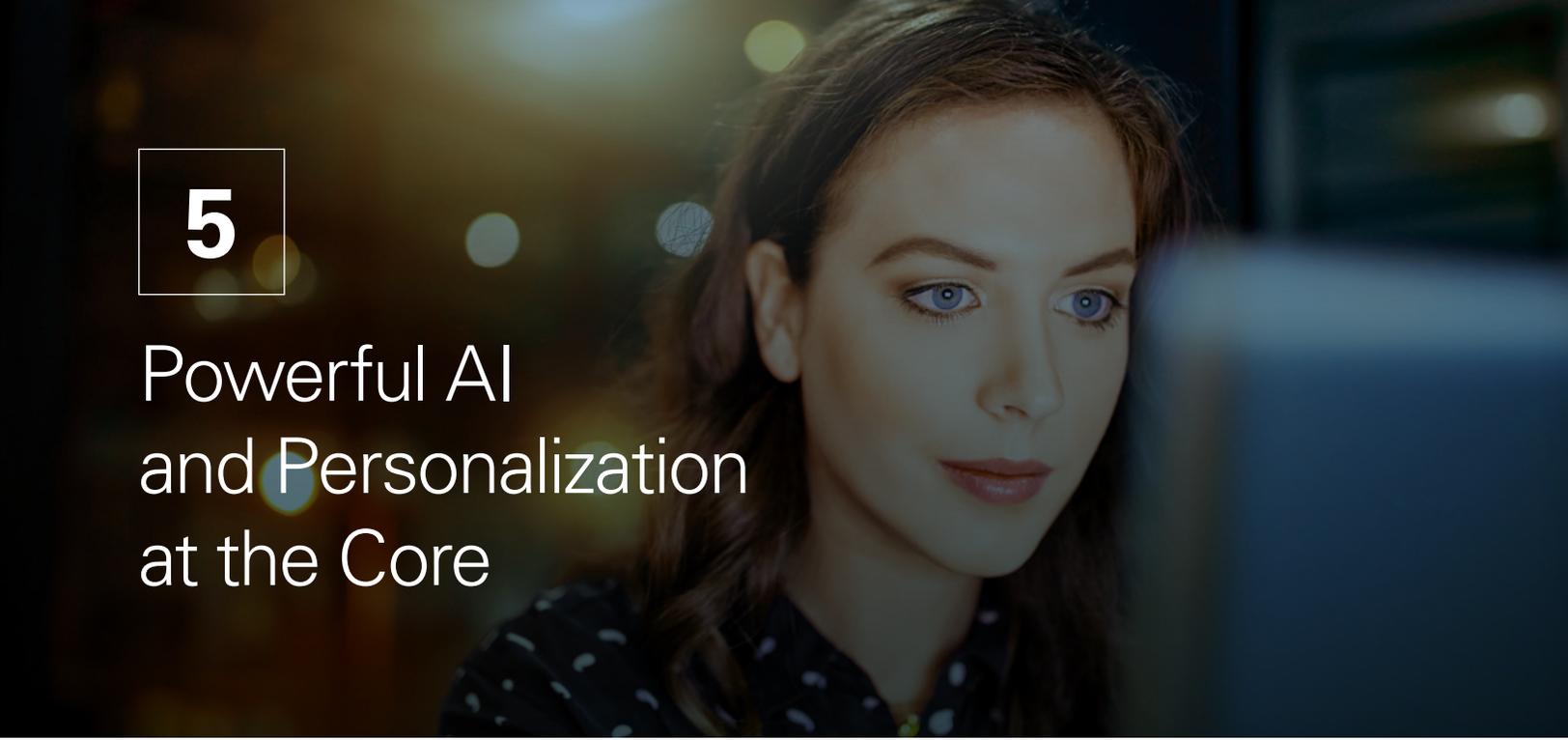
Oracle Commerce Cloud offers you and your teams complete brand control to create without bounds, and extend to suit your business needs. There are no rules on innovation, and drag-and-drop business user tools to help you rapidly change layouts across sites, design, and mobile-specific experiences.

It's not just designers who love the flexibility of Oracle Commerce Cloud. IT professionals appreciate how it's **designed to make integrations straightforward and more cost-effective.**

Everything is exposed as a REST-based web service to enable straightforward integrations and data passing with other critical on-premise and cloud systems – whether it be Oracle, third-party, or homegrown. Customers can take advantage of prebuilt connectors to other Oracle applications, and third-party integrations can be added via the Oracle Cloud Marketplace.

Unique to Oracle are server-side extensions which empower Developers to **extend and customize site functionality without impacting upgradability.** This level of flexibility will increase your business' agility, creative flexibility, and lower long-term maintenance costs.

By contrast, Salesforce Commerce Cloud sites have a basic, templated look and feel. With more rigid layouts, lack of business user control, and delivery constraints over how much customization a brand can do, sites look very similar to competitors. The platform doesn't have fully exposed APIs that mesh well with other systems, resulting in costly, fragile integrations.



5

Powerful AI and Personalization at the Core

Oracle AI is available with Oracle Commerce Cloud and can be used to present the right offers, product recommendations, and relevant search results to shoppers from the moment they land on your site or open an email. Oracle's **decision science engine** makes this possible by analyzing **the largest set of third-party audience data available along with shopper context data** (e.g. click stream information) and your first-party CRM/customer data. Within milliseconds, it returns personalized offers click by click.

But don't worry; **there's opportunity for Marketers to guide the engine by exception**, setting various boost/constrain guidelines and other policies related to inventory and brand with advisory controls.

When the slightest hitches in the commerce experience can be the difference between a sale and an abandoned cart, getting real insights into the way customers shop is essential.

With **powerful native AB testing in Oracle Commerce Cloud**, merchants can **quickly set up and run tests on cosmetic and functional elements of the site** for different segments of users to optimize engagement, sales, and order values. Paired with integrated Product Recommendations, intelligent search, and powerful Audiences personalization, Oracle powers sites that make shoppers feel known and valuable.

While Salesforce promotes Einstein and includes it with Salesforce Commerce Cloud, very few of their commerce customers reported satisfaction with it at the latest Dreamforce user conference. Salesforce partners with IBM for the data that drives Einstein; it is not as vast or complete as Oracle's dataset. Plus, Einstein is a brand, not a capability. It's made up of numerous acquired and third-party technologies that make it harder to create connected experiences across commerce, marketing, and service.

Additionally, **Einstein within Salesforce Commerce Cloud lacks the control that merchants need.** They lack advisory controls, the ability to impact the algorithm/ results, and it is **unclear if their commerce AI is anything more than relevant search and product recommendations.**

Additionally, **Salesforce has weak AB testing**, that has forced merchants to find a bolt-on solution from a third party—adding to IT costs, complexity, siloed data, and the inability to test anything other than cosmetic changes. **Another key complaint of Salesforce customers is reporting** and its lack of ability to give suggestions or guide optimization.



6

Support for B2C and B2B In a Single Platform, Single Toolset

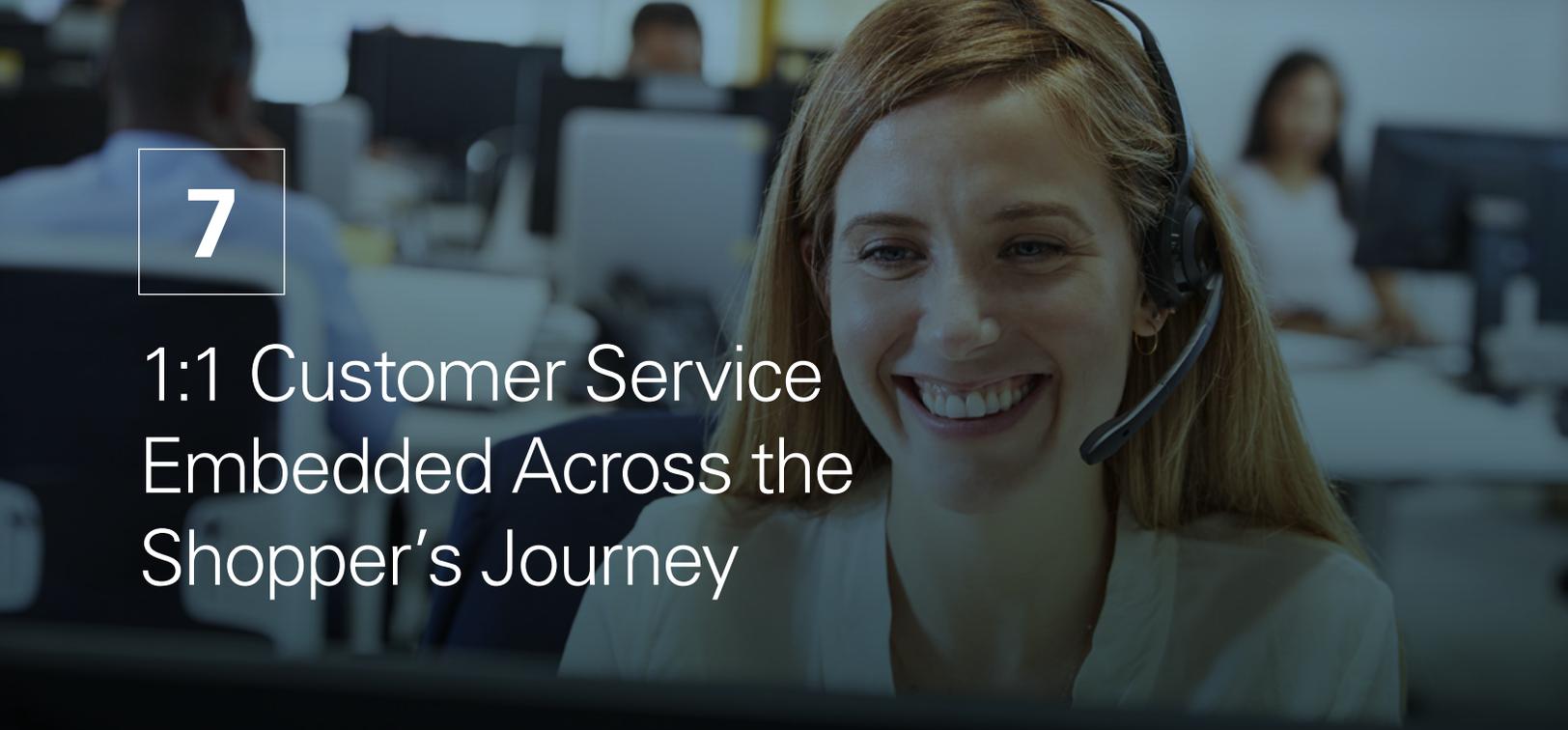
Many brands have split their B2C and B2B offerings into distinct silos. As direct to consumer and B2B programs have evolved, separate systems have led to inefficiency, wasted effort, and time spent duplicating and maintaining separate e-commerce infrastructures.

For consumer brands that sell direct to consumer and wholesale to retail channel partners, unifying B2C and B2B is a slam-dunk.

Oracle Commerce Cloud offers a single platform that can natively support both B2C and B2B transactions with a single platform, single UI, and single cost, helping you improve commerce efficiency and agility across your organization. And by unifying B2B and B2C in a single solution, you can also share data and insights between the two—helping you make more informed decisions across all product ranges – even if the two teams operate independently.

Teams can leverage the same core data, content, layouts, and backend integrations – and ensure that sites supporting each business model have “made to order” features and experiences needed for each specific audience. For example, a B2B or wholesale site needs custom catalogs, pricing, and payment terms, while B2C experiences may leverage more social shopping and omnichannel features.

Meanwhile, Salesforce Commerce Cloud can’t support B2C and B2B commerce in a unified platform. In 2018, Salesforce acquired CloudCraze, a former partner, to handle B2B commerce programs. However, it has not yet solved the core business challenges of having two separate platforms and siloed operations. Salesforce Commerce Cloud and CloudCraze are built on two separate technology stacks, with two separate toolsets/UIs, and two separate pricing models. Not only does the use of two separate platforms mean different roadmaps, integrations, and skills to manage, but benefits and efficiencies of unified B2B and B2C programs seem difficult to achieve.



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1:1 Customer Service Embedded Across the Shopper's Journey

Shoppers rate great customer service as a critical factor when deciding where they buy. They want to feel known and valued by the brand they spend with, and customer service can create a loyalist – or an ex-customer who won't be returning.

Oracle Commerce Cloud features included multichannel customer service applications for a 360° view of the customer's activity across a variety of channels. The Agent Console comes included for call center agents, and an Assisted Selling Application is designed for associates to use on a tablet while assisting shoppers in a store.

Service representatives using Oracle Commerce Cloud have a complete view of customer cross-channel behavior deliver superior customer experiences and uncover additional sales opportunities. Associates have access to shopper carts, history, segment(s), personalized recommendations, and the ability to place orders and process payments on the shopper's behalf.

Salesforce Commerce Cloud has limited customer service support and their in-store tablet applications are unproven at scale.



8

Complete Customer Journeys

Your commerce platform is just one way a customer will engage with your brand. If a company's goal is to create a unified Customer Experience, the smartest way to accomplish this is to use a unified solution—one effortlessly consumed by your business.

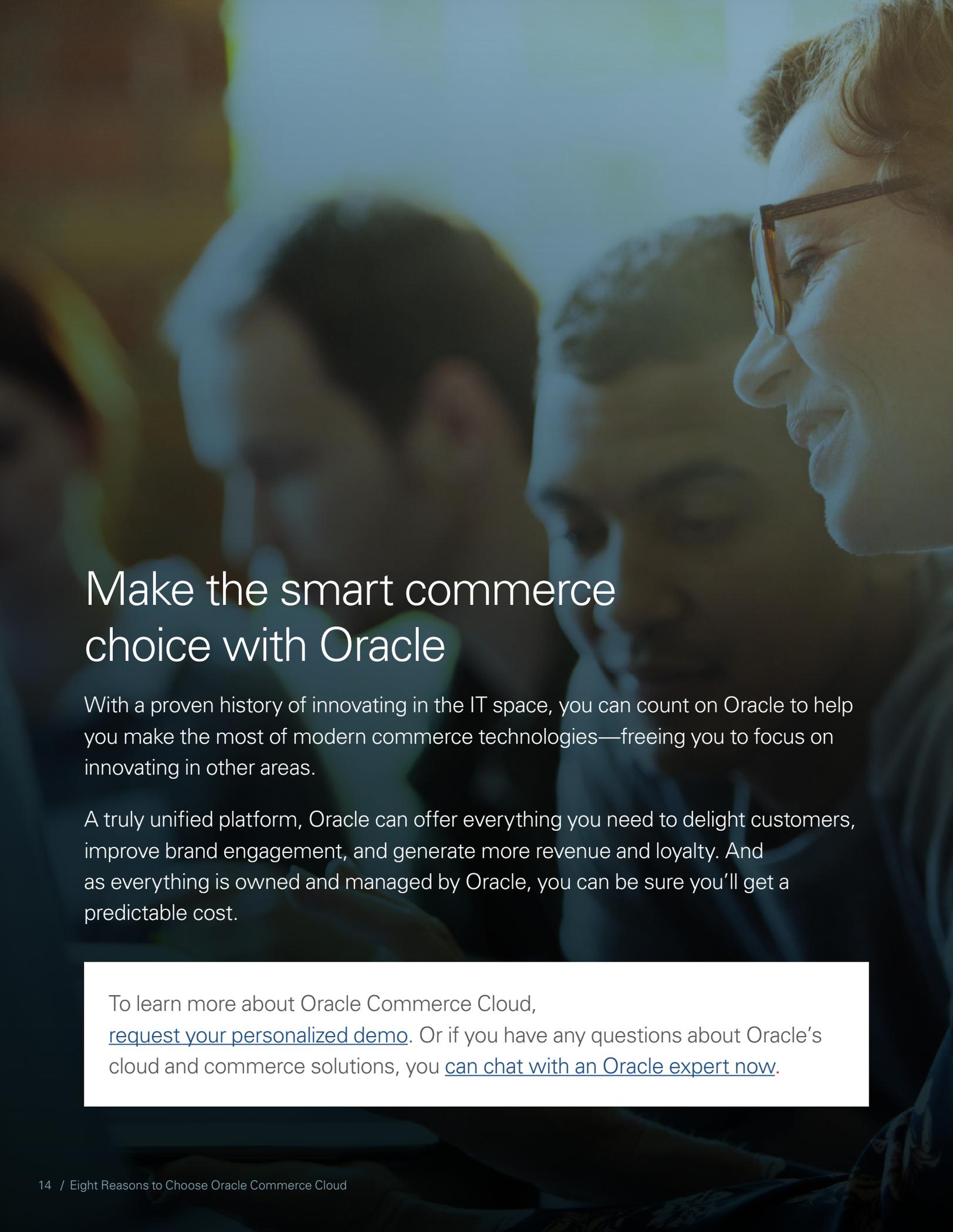
Forrester rates Oracle as the only complete Digital Experience provider on the market.³ From a digital experience perspective, **Oracle beats Salesforce for the unified CX digital portfolio** of native Commerce, Marketing, Loyalty, Service, Content, CPQ, and Sales Clouds. For merchants with stores, **Oracle Retail Cloud provides proven, industry-leading stores systems** like planning, point of sale, inventory, and supply chain for the largest, most successful retailers in the world. **Oracle also features a leading Cloud Services portfolio like Platform as a Service (PaaS) and Infrastructure as a Service (IaaS)** for fast development and manageable costs.

Salesforce Commerce Cloud was originally created as a standalone point solution (Demandware); far before merchants had omnichannel or integrated marketing needs. It lacks the pieces to run the entire customer journey at scale or an integrated omnichannel retail program. Salesforce Order Management has been replaced with partner integrations, and their Point of Sale is unproven at scale. **Salesforce relies heavily on partner integrations for missing or weak functionality – increasing their customer's complexity and total cost of ownership.**

While Salesforce does offer some integration across its products, **Salesforce Commerce Cloud it is not part of the Force.com platform.** Separate legacy architecture between Commerce, Marketing, and Service can make integrating systems, protecting your applications, and unifying data complex and costly.

By contrast, **Oracle Commerce Cloud was designed from the ground up as a critical piece of Oracle CX and Oracle Retail Suites, while also having the flexibility to easily integrate to outside systems that all merchants will require.**

³ The Forrester Wave™: Digital Experience Platforms, Q3 2017. <https://go.oracle.com/LP=58601/?>



Make the smart commerce choice with Oracle

With a proven history of innovating in the IT space, you can count on Oracle to help you make the most of modern commerce technologies—freeing you to focus on innovating in other areas.

A truly unified platform, Oracle can offer everything you need to delight customers, improve brand engagement, and generate more revenue and loyalty. And as everything is owned and managed by Oracle, you can be sure you'll get a predictable cost.

To learn more about Oracle Commerce Cloud, [request your personalized demo](#). Or if you have any questions about Oracle's cloud and commerce solutions, you [can chat with an Oracle expert now](#).

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Integrated Cloud Applications & Platform Services

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