ORACLE
COMMERCE

What's New in Oracle Commerce 11.1

July 2014

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Summary of Oracle Commerce 11.1

A short six months after the v11.0 release, Oracle Commerce 11.1 provides an impressive payload for enabling our customers to deliver differentiated digital commerce experiences.

Oracle Commerce 11.1 brings the Oracle Commerce 11 series to the next logical step in enabling organizations to deliver differentiated digital commerce experiences. In a rapidly evolving omni-channel marketplace, today's B2C and B2B commerce organizations require a platform that can deliver the most relevant content across all touchpoints, sites, and channels, enabling business users to build and adapt the experience to meet their business objectives.

From the shopper's perspective, v11.1 provides further enhancements to deliver relevant, persistent commerce experiences wherever they are. From an internal operations perspective, v11.1 makes creating and scaling these experiences across all enterprise sites simpler.

The Oracle Commerce 11.1 release continues four major themes, which are in direct response to challenges our customers have shared with us:

- Omni-channel Experience Delivery
- Digital Experience and Content Management Business User Control
- B2B Commerce Feature-set Enhancements
- Platform TCO Enhancements & Integrations

Summaries below describe what we have done in v11.1 in each of these areas and why, followed by further details on all new key features.

Omni-Channel Experience Delivery

Our customers have shared with us that they expect a platform that can manage all customer touchpoints across all channels. This includes a single instance that can service any device form factor—smartphone, tablet, or web; any site across countries, brands, languages, or currencies; and brings together the digital and in-store experience.

With this as our charter, we have expanded the multisite capabilities in the platform and have further enabled a Commerce Anywhere experience with the second release of the Oracle Commerce Assisted Selling Reference Application. The v11.1 release of the Assisted Selling Reference Application focuses on furthering the reach of the digital channel to in-store experiences so customers can have a seamless experience between digital and brick-and-mortar. Our focus with this release was to provide an out-of-the-box integration point with the Oracle Retail Point-of-Service (ORPOS) solution and the ability to suspend an order that was started on the Assisted Selling Reference Application and transfer the order for transaction on the ORPOS register.

The Oracle Commerce Platform delivered the core multisite framework in the 10 series of the platform, and we have continued to build out features on this framework. As we continue to unify the platform across commerce, content, and experience, we have introduced the concept of Site to the Experience Manager tool. Beginning in v11.1, business users will see sites within the Site Pages section of Experience Manager and the set of pages that have been created for each site.

Digital Experience and Content Management Business User Control

One of the core elements that defines a Digital Experience Management platform is the ability for business users to create, manage, and tune the customer experience with intuitive business user tools without the need for IT intervention. Oracle Commerce 11.1 brings two primary enhancements of significance to the business user in managing the experience: the ability to author and manage non-

catalog content more easily with out-of-the-box extensions in the Business Control Center (BCC) and the ability to edit cartridge configuration details directly in the preview environment within Experience Manager.

The Oracle Commerce solution has always delivered a merchandising tool set to manage, enrich, and deliver product data across digital channels; many Oracle Commerce customers have also used this framework to manage non-catalog content such as articles, images, and marketing text. With the release of v11.1, business users can now leverage two new productized assets for authoring and enriching web content within the Merchandising tool suite.

The "edit in preview" capability enables business users to access configuration editors directly within the preview environment within Experience Manager. As the business user tooling leverages the preview environment as the form for editing experiences based on a particular context, business users have a more intuitive experience to manage digital commerce experiences.

B2B Commerce Feature-Set Enhancements

Many Oracle Commerce customers look to deliver omni-channel experiences across a number of different business models—B2C, B2B, and B2B2C—all within one unified Oracle Commerce platform. In fact, we find B2B scenarios to be one of the biggest areas of growth for Oracle Commerce, across distribution, manufacturing, and communications industry customers. Oracle Commerce 11.1 delivers two key capabilities targeted specifically at the B2B marketplace: B2B organization structure flexibility and a quoting framework.

The Oracle Commerce solution allows you to manage users across organizations. With Oracle Commerce 11.1, individuals are now allowed to be members of multiple organizations. The user can shop on behalf of a single organization at a time, using the catalog, pricing, etc. for that organization, and chose to switch their context to then buy on behalf of a second organization, using the catalog and pricing of the second organization.

Another critical B2B requirement, though often a requirement in B2C as well, is the ability for merchants to provide a guaranteed quote to customers. Oracle Commerce 11.1 now provides the ability to serve as the storefront of a quoting solution, providing basic quoting capabilities and new APIs to interact with backend systems, such as CPQ's, in order to expose quoting functionality to shoppers.

Platform TCO Enhancements & Integrations

As with all releases of the Oracle Commerce solution suite, enhancements are made to the core platform infrastructure in the form of new features, functional fixes, enhanced performance, enhanced documentation, and improved packaging and developer tools.

New integrations are also incorporated in to each release. In addition to building new APIs that form the foundation for future integrations (e.g., the quoting framework APIs that will be used to integrate in with the Oracle CPQ solution (via the Big Machines acquisition), v11.1 provides an out-of-the-box integration with the Coherence*Web solution. Coherence*Web recently added new capabilities that allow it to properly work with Oracle Commerce for Commerce session replication and session failover. The new capability called Concurrent Access to Same Session Instance is fully tested and supported with the Oracle Commerce platform.

Oracle Commerce 11.1 also brings enhancements to single sign-on capabilities in the platform across the business user tools suite, new enhancements to the MDEX in terms of how the spelling dictionaries are managed, and enhanced packaging and developer tools.

Oracle Commerce Components

This release includes the following separately downloadable components:

- Oracle Commerce Platform 11.1
- Oracle Commerce Tools and Frameworks 11.1
- Oracle Commerce MDEX Engine 6.5.1
- Oracle Commerce Service Center 11.1
- Oracle Commerce Content Acquisition System 11.1
- Oracle Commerce Assisted Selling Application 11.1
- Oracle Commerce Reference Store 11.1

Oracle Commerce Platform

Coherence*Web Support

Oracle provides a complete solution and technology stack for its customers, including applications such as commerce, middleware, database, operating systems, and hardware. This provides a single vendor solution for customers and simplified integration and support.

A key middleware solution from Oracle is Coherence*Web, which is an HTTP session management module dedicated to managing session state in clustered environments. It provides a number of capabilities, such as session sharing and management across different web applications, domains, and heterogeneous application servers.

Based on Coherence data grid, Coherence*Web leverages its data scalability, availability, reliability, and performance to in-memory session management and storage.

Coherence*Web recently added new capabilities that allow it to properly work with Oracle Commerce for Commerce session replication and session failover. The new capability, "Concurrent Access to Same Session Instance" now fully supports Oracle Commerce requirements.

Starting with v11.1, Oracle Commerce Platform has been tested with Coherence*Web and is now supported as a solution. Prior releases have not been certified.

Benefits

- Leverages the benefits of Coherence*Web for session management in an Oracle Commerce deployment.
- Provides additional capabilities beyond application server clustering, such as sharing across different applications, domains, and different application servers.
- Leverages Coherence data grid to support sharing session data on a large scale and over long distances.

LDAP Support for Commerce SSO

Beginning with Oracle Commerce 11.0, the platform provides single sign-on (SSO) capabilities between Workbench and the BCC to simplify business users' workflow. The SSO capabilities are provided either via use of Oracle Access Manager (OAM), which provides SSO support with applications beyond Oracle Commerce or via the use of Oracle Commerce-specific enhancements to provide SSO between the Oracle Commerce tools only.

When using the Commerce SSO solution, it is now possible to use an external LDAP server as the basis for user authentication. Customers who have existing corporate LDAP servers and desire to use them with the Commerce SSO solution can leverage that server to easily provision users in the Commerce tools.

Both the BCC and Workbench now have capabilities to leverage LDAP group information to provision application rights and roles for users when they log in. Workbench includes capabilities to map groups to roles to provide this capability. With v11.1, the BCC has been updated to include similar functionality and uses internal user organizations as the mapping mechanism from groups to roles.

By providing the group mapping capabilities, user management is greatly simplified. Once a user is in the LDAP server, with an appropriate group assigned, they are immediately able to log into the Oracle Commerce tools, receive appropriate roles, and begin working. No additional provisioning would be necessary in the Commerce tools.

Benefits

- Allows businesses to leverage existing corporate LDAP servers for tools authentication.
- Allows common authentication credentials with Commerce tools as used elsewhere in enterprise.
- Simplifies the management of rights and roles by using LDAP group information to assign roles to individuals.

Improved Commerce SSO User Management

In addition to the support for LDAP integration, a number of additional enhancements have been made to the Commerce SSO solution to simplify user creation and management. With these enhancements, a user that requires access to both the BCC and Workbench can be created once in the Commerce SSO server and begin working in both tools without additional provisioning.

The enhancements allow the Commerce SSO server to provide group information to Workbench to allow customers to use the group-to-role mapping capabilities to provide rights and roles to users.

Once a user has been created in the Commerce SSO (via the BCC), that user can be placed in an internal organization (which, as described above, identifies a group) and receives rights and roles associated with that organization. When the user logs into Workbench, the Workbench tool receives the group information from the SSO server and assigns the user a role based on Workbench mappings for that group.

Benefits

- Simplifies the management of Commerce tools users when using the Commerce SSO solution.
- Allows administrators to create users in one location and provide access to both Workbench and BCC.

Oracle Core Commerce Engine

B2B: Users in Multiple Organizations

The Oracle Commerce solution allows merchants to manage customer organizations and sub organizations. Each organization can have different experiences, with different catalogs, pricing, shipping addresses, etc. Individual end-users are assigned as members of a specific (sub) organization, and they inherit the experience from that organization when shopping the site.

With Oracle Commerce 11.1, individuals can now be members of multiple organizations. The user can shop on behalf of a single organization at a time, using the catalog, pricing, etc. for that organization.

When the individual desires to work on behalf of another organization, tools are provided for the user to switch their context to the other organization and work on behalf of the second organization, using the catalog, pricing, etc. associated with that organization.

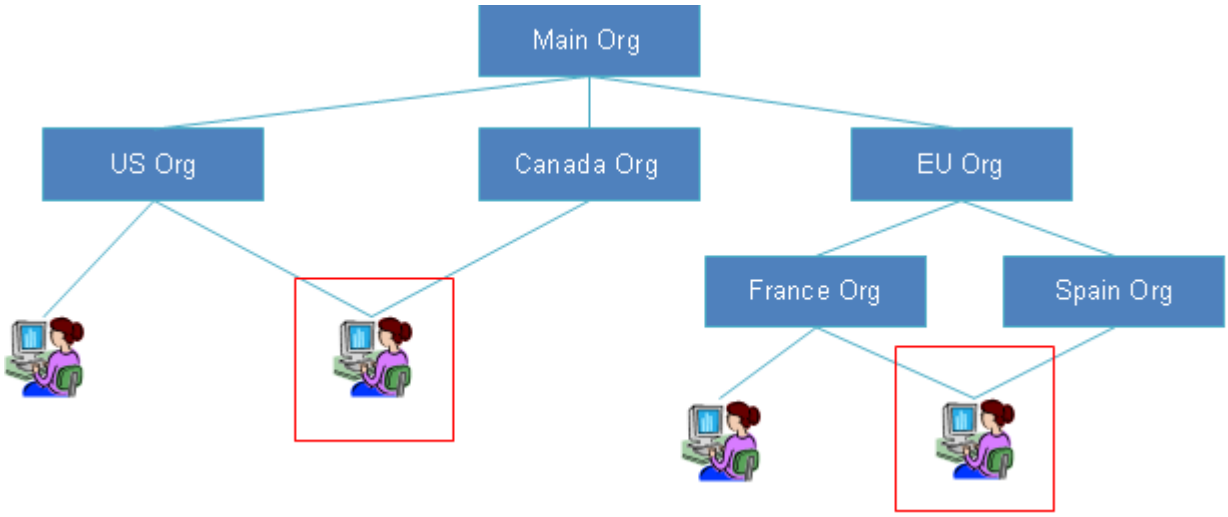

Figure 1 - Support for Multiple Organizations

Benefits

- Allows individuals at end-customer organizations to reside in multiple organizations and switch between organizational contexts as needed.
- Provides always relevant information for the end-customer by using the attributes associated with their current organization, such as catalog, price list, etc. as they switch their organizational context.
- Better reflects the structure of many businesses by allowing a single individual to be a member of multiple different organizations or sub organizations.

Quoting Framework

A key business activity for many merchants is to provide feedback to customers on pricing and availability of products in the form of a guaranteed quote. While the capability is predominately found in the B2B space, it can also be used in a B2C setting.

Oracle Commerce 11.1 adds capabilities to act as the front end of a quoting solution, working with back-end quoting systems (e.g. CPQ's) in order to expose the functionality to end shoppers. These capabilities provide a number of critical functions, including:

- API to send requests for quotes from Commerce to an external quote-generating system
- API to receive a quote from an external system
- Ability to track multiple versions of quotes, quote history, and comments for each version
- Ability to search and display existing quotes
- Stored metadata on each quote, such as the creation date and dates for which it is valid
- New code paths to turn the cart into a request for quote, convert a quote into an order without re-pricing, or resubmit a request for quote with additional data

Benefits

- Simplifies implementation of quoting functionality for B2B or B2C merchants.

- Reduces the need to customize Commerce to add quoting capabilities, reducing implementation costs.
- Reduces implementation costs for integration with CPQ solutions, such as Oracle CPQ,

Catalog Maintenance Service Updates

The Catalog Maintenance Service (CMS) is a batch process that runs after changes are made to the catalog. It fills in additional data, such as ancestor categories on products and SKUs that are not computed in real-time while items are in process of being edited in the BCC.

The CMS process has been updated to scale for greater-sized catalogs and to perform better with larger catalogs. Key functionality of the CMS process has been moved from the Commerce JVM and now executes as a stored procedure in the database.

In initial tests, the updated CMS process is shown to scale to large catalogs, with testing on catalogs over 10 million items. Further, the performance of the CMS process is improved from prior releases, especially as the catalog size grows. Tests have shown that the overall performance can be as much as three times faster than prior versions for large catalogs.

Benefits

- Supports operating CMS on very large catalogs for merchants with huge product offerings.
- Improves performance (up to 3x for catalogs with several million SKUs), reducing the amount of time it takes to run the CMS process.

No Persistence of Empty Orders

Oracle Commerce 11.1 has added new logic to minimize the saving or persistence of orders. The Platform will no longer save orders until a shopper has placed an item in the cart. In prior releases, orders are persisted at the beginning of the session.

This change will reduce the number of saved orders by eliminating orders that have no items.

Benefits

- Significantly reduces the amount of data written to and saved in the order repository.
- Eases database management efforts by only saving critical order data and eliminating order data of no value.

Oracle Commerce MDEX Engine

Spelling Dictionary Auditing

The MDEX Engine now enables you to generate reports that list the indexed terms that are unknown to the Oracle Language Technology (OLT) analyzer.

Terms can be unknown for any of the following reasons:

- *Invalid language assignment*: The terms belong to a language other than the language associated with the records and/or properties where they occur.
- *Non-linguistic entities*: The terms are non-linguistic entities such as weights and measures or part numbers.
- *Linguistic analyzer limitations*: The terms are not included in the OLT dictionary even though they are valid words in their proper languages.

These unknown values may appear in source data property values or dimension names.

The reports can include the following information about each unknown term: the number of times that this term occurs in your indexed data, as well as the language associated with the records and/or properties where the term occurs.

By reviewing the generated reports you can then correct or modify the terms so that OLT can recognize them, perform linguistic analysis, and improve search quality.

Benefits

- Improves language specific search quality by enabling easy root cause analysis on unknown indexed terms.

Oracle Commerce Business Control Center

Web Content Authoring

Oracle Commerce 11.1 provides two new out-of-the-box, supported assets for authoring and enriching web content within the BCC. These new assets allow content contributors to author editorial content within the BCC and reference binary files such as images, PDFs, and videos. The content can be attributed, including specifying tags, and associated with the product catalog. From the BCC, the content can be indexed into the MDEX Engine. The content can be used anywhere within the site and on any channel, supporting a "create once, publish everywhere" model.

The new asset types, an Article type and a Media Content item type, are stored in a new content management repository and are created using a new Content section of the Merchandising application in the BCC.

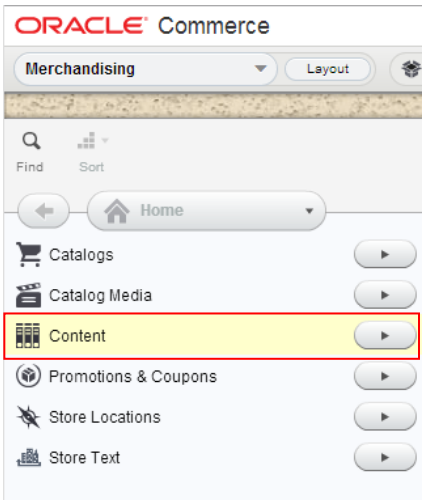

Figure 2 - Content Management

By default, the Article item type includes properties such as headline, body, thumbnail image, main image, and author. In order to better support authoring the article body, the Rich Text Editor used throughout the BCC (and Experience Manager) was upgraded and now better supports features such as copying content from a Microsoft Office Word document.

The Media Content item type includes default properties such as a URL, title, description, and a Media type property that is set automatically based on the mime type of the binary file. The new types support the same capabilities as other assets edited in the BCC, such as Multi-edit, and Find.

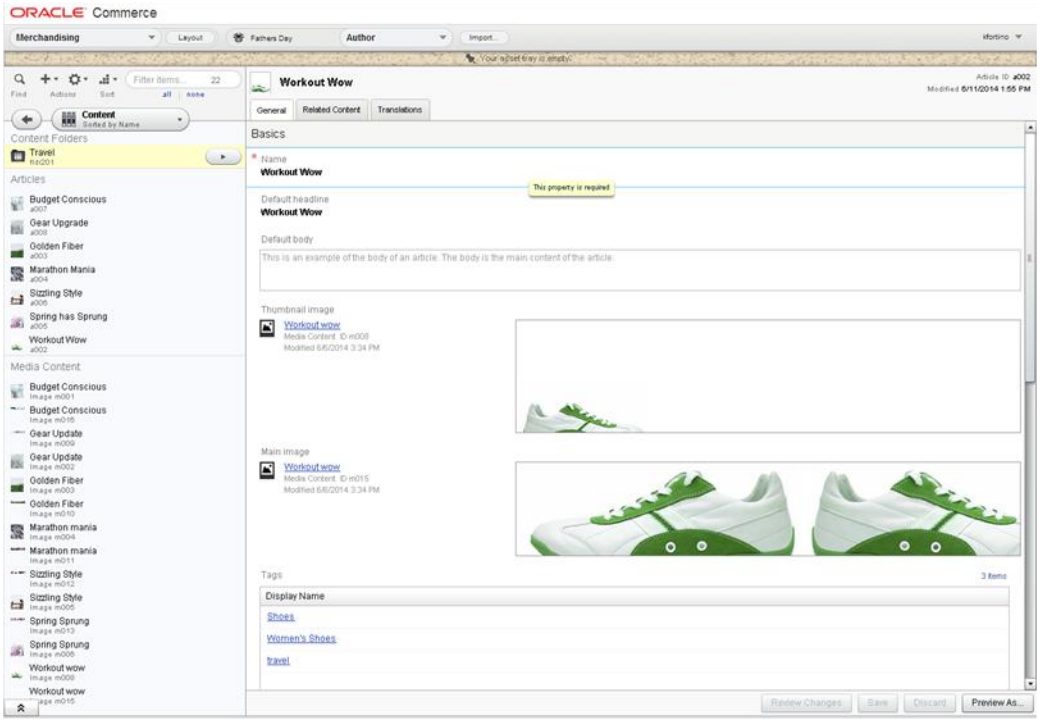

Figure 3 - Authoring an Article

The out-of-the-box item types in the content management repository can be extended as necessary.

Creation and editing of content items can be restricted through access control and content items can be associated with multiple sites in order to share content across sites.

Additionally using standard BCC tool capabilities, Articles and Media Content can be easily associated with the product catalog and with other content items to intermingle content throughout the shopper facing experience. For example, products can be linked to an article in order to spotlight products on an article detail page. Similarly, content can be linked to items in the product catalog. Any content item can be linked to products, categories, articles, or media content.

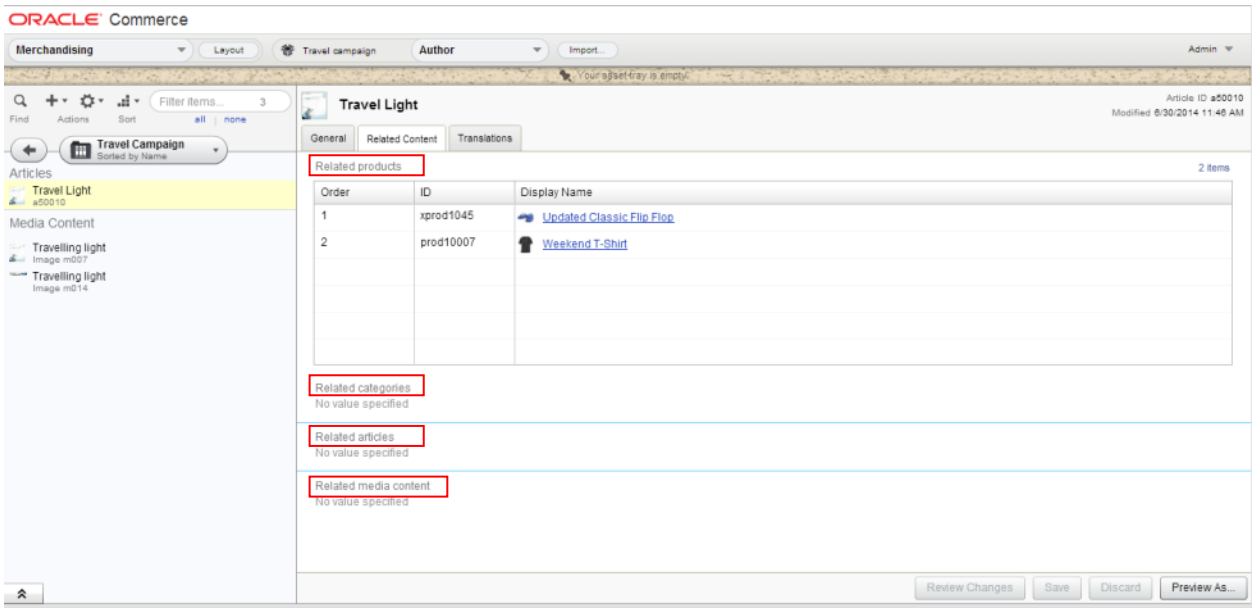

Figure 4 - Related Content

Both asset types include a "tags" property that is a collection of new, out-of-the-box Tag assets. Business users can create new Tag assets and add existing tags to their content. These tags can then be used within the shopping experience to allow shoppers to refine content and can be leveraged within the Oracle Commerce business user tools to find content. For example, a merchandiser may create a cartridge that will automatically spotlight content that has been tagged with specific values.

Additionally, new Content Folders can be created within the BCC to organize the new content assets. These folders can store a mix of Articles, Media Content, and other assets extended from these types.

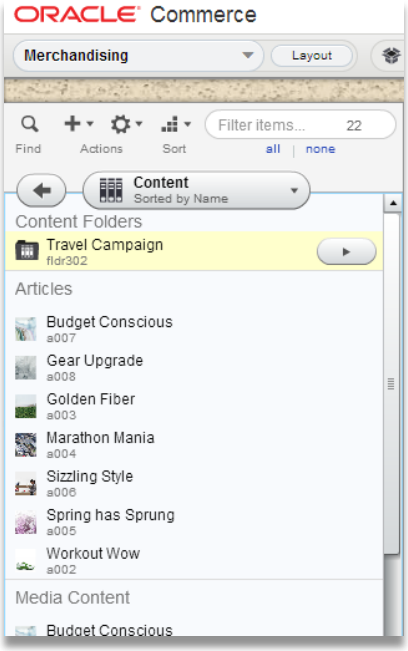

Figure 5 - Content Folders

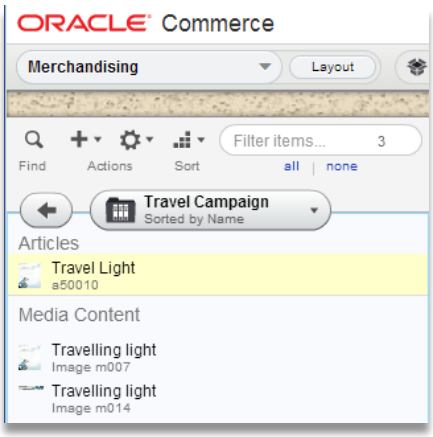

Figure 6 - Mixed Types within Content Folder

The Commerce Reference Store (CRS) demonstrates leveraging the new Article and Media Content assets through a Content Spotlight cartridge and a new article detail page.

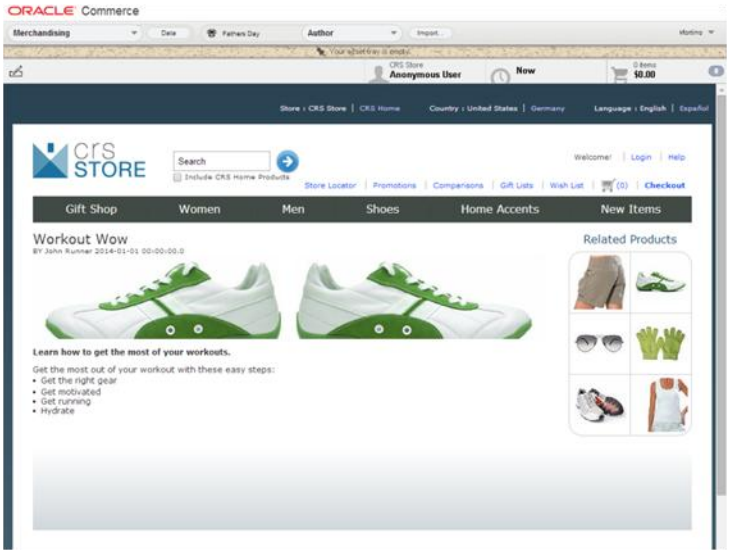

Figure 7 - Article detail page in CRS

Benefits

- Provides business users with a single tool suite for unifying commerce, content, and experience.
- Enables business users to author and re-use content throughout the site experience.
- Reduces custom development costs by providing new out-of-the-box capabilities for common asset types that many existing Oracle Commerce customers have added via customization.

Oracle Commerce Workbench

Edit in Experience Manager Preview

Experience Manager business users can now introspect and edit the cartridge configuration while previewing a page. Users can visually see which page and cartridges are used in each experience and launch the editors for each cartridge configuration that they have edit permissions for in order to make changes to the configuration while in Preview. The cartridge editors are launched via gears with drop-down menus that also allow users to choose to work in Data View in order to modify a cartridge outlined within a page section. Additionally, slot cartridges can be audited, as in previous releases, from this menu. Once changes to a cartridge are made in preview, the page refreshes to show the effect of the changes while still in Preview. These features allow business users to configure and edit with confidence while in a Preview context and be aware of the impact of their changes.

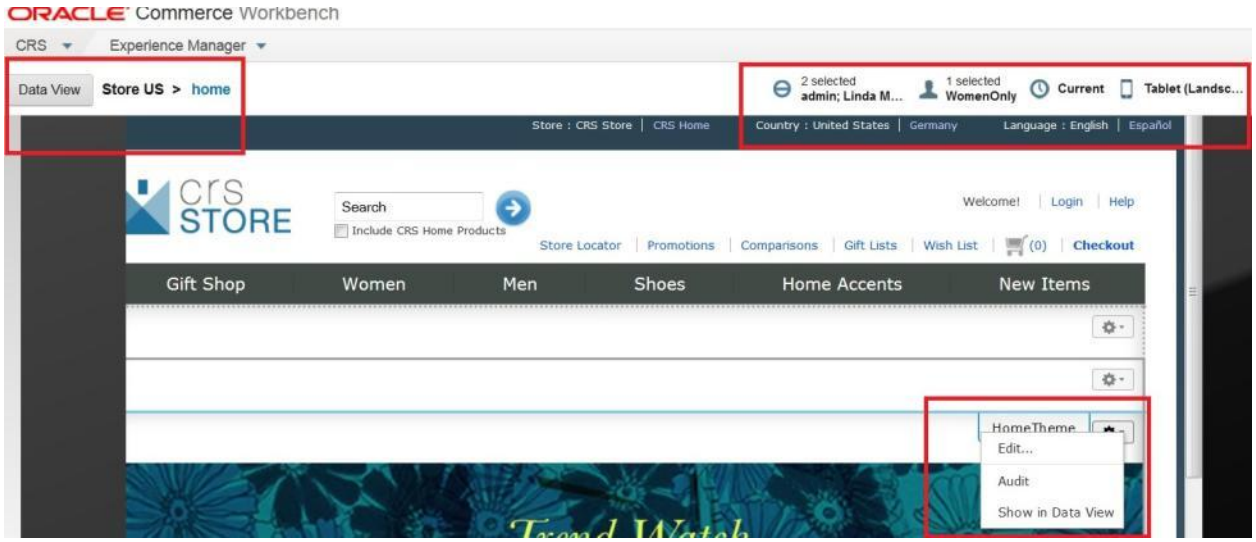

Figure 8 - Edit in Experience Manager Preview

Users can easily switch between Data View and Preview since they are now both within the same frame.

When auditing a slot cartridge in Preview, the list view of content items, or rules, that appears was also updated to include columns to display the user segment and schedule (date/time) elements of each content item's trigger in addition to the location.

The editing capabilities in Preview are enabled via tagging within the application. Developers should ensure that applications are correctly instrumented to leverage the new capabilities.

Benefits

- Allows business users to work within the Preview context without having to switch back to Data View to make edits to cartridge configuration, which saves time and enhances usability.
- Increases business users' confidence by easily identifying what needs to be edited and seeing the results of the edits when they are made.

Experience Manager Site-Specific Pages

Oracle Commerce 11.1 marks the first introduction of the concept of 'Site' to Experience Manager. For cases where multiple sites are managed within a single EAC application (refer to the Oracle Commerce Integration Best Practices whitepaper for guidance as to when to use this approach), business users will now have the flexibility to create, edit, and preview pages that are specific to each site, giving each site its own unique experience and site map. When paired with the content organization enhancements that were released in Oracle Commerce 11.0, the new feature supports sharing rules across sites in a single index or having site-specific rules.

Beginning in v11.1, business users will see sites within the Site Pages section of Experience Manager and the set of pages that have been created for each site. Pages can be added to a site and pages can be copied or moved between sites. Pages can continue to include slot cartridges that can reference content items (or rules). In order to share content across sites, the Content Sources in the slot cartridges can refer to folders that other sites also reference. To create site-specific rules, the Content Sources in the slot cartridges can refer to folders that no other sites reference or, alternatively, the site can be specified as a user segment in the trigger condition of a specific rule.

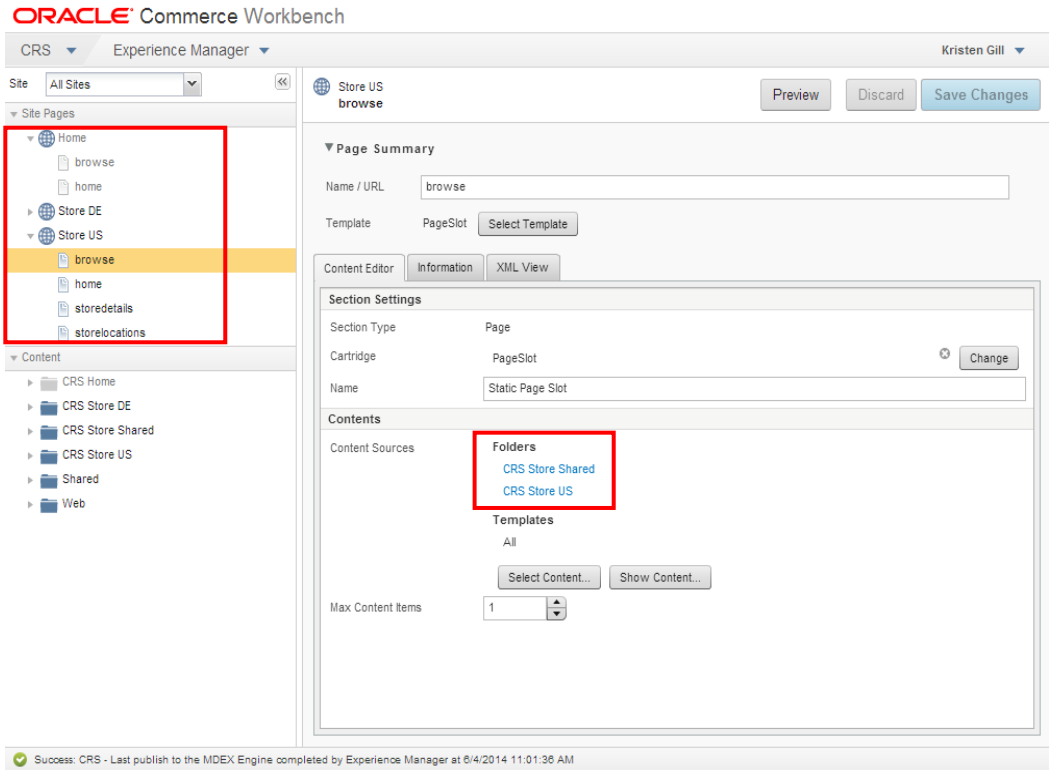

Figure 9 - Experience Manager Site-Specific Pages

When a business user chooses to preview a page, the correct site will be displayed in Preview. The Preview Settings tool has been updated to support sites that require a unique preview URL from other sites.

All sites will be visible to all Experience Manager users, but the editing of pages can be restricted per site through access control managed in the User Management tool. A site dropdown is provided in Experience Manager so that a business user can choose to view only pages for the current site they are working on.

IT users can define each site, providing a name, description, site icon, and record filters describing which records in the MDEX Engine are relevant for the site. Customers that are not using Oracle Commerce Platform will also specify a domain or URL pattern that will identify the correct site for each request. The specified site-based record filters will automatically be applied to each site at query time, simplifying the application-tier code. An EAC application can have one or more site definitions and now requires at least one. Once the site definition is uploaded into the configuration repository (ECR), the site(s) are available to the business users. For customers using the full Oracle Commerce solution, the Experience Manager site will be mapped to Commerce Platform sites in the Site Administration tool within the BCC, and the Platform's URL settings and site determination logic will be used and leveraged by both the Platform and Experience Manager.

Benefits

- Allows management and preview of multiple site experiences when multiple sites share a single index.
- Reduces application-tier code by automatically applying site-based record filters to each query.
- Begins steps toward unifying the notion of Site across Oracle Commerce.

Configuration Import & Export Public Formats

Workbench content from the configuration repository (ECR) can be exported to files and imported from the files into the ECR. The Workbench content is now exported and imported in common public formats.

Workbench content is exported in JSON files. The JSON file is exported to a folder whose name is identical to that of the type of Workbench content. Some types of Workbench content have specific data relating to individual components associated with them; this additional data is exported as XML files to the same folder as the JSON files. Workbench content for thesaurus entries, keyword redirects, and user segments is exported only as JSON, because it has no additional content associated with it.

The following types of Workbench content can be imported and exported:

- Experience Manager Content
  - Including content-root, content-item, content-collection-folder, page-root, site-home, and templates
- Assembler Packaged Services for Guided Search
- User Segments
- Keyword Redirects
- Thesaurus
- Automatic Phrases

Workbench content may be imported and exported for any of the following purposes:

- Copying Workbench content from one environment to another environment
- Versioning the application's Workbench content
- Promoting content from authoring to live environments

Benefits

- Provides easy methods to copy, and optionally modify, configuration between environments.
- Provides ability to store versioned content by exporting configuration elements.
- Supports more granular promotions from authoring to live environments.

Oracle Commerce Service Center (CSC)

Site-Based Access Control

With the v11.1 release, CSC now features site-based access control. This feature enables customers to restrict call center agent access by site within the application UI. The structure follows the Site-Based Access feature that was introduced in the BCC in Oracle Commerce 10.2 with call center agents having three levels of possible access—Full, Read-Only, or No Access—for a site or group of sites.

The site access control determines which information the agent can access while in the CSC application.

Benefits

- Extends multisite capabilities to access control in CSC.
- Provides the ability to limit the site(s) that a call center agent can work on.
- Follows the same guidelines as the Site Access Control work done in the BCC.

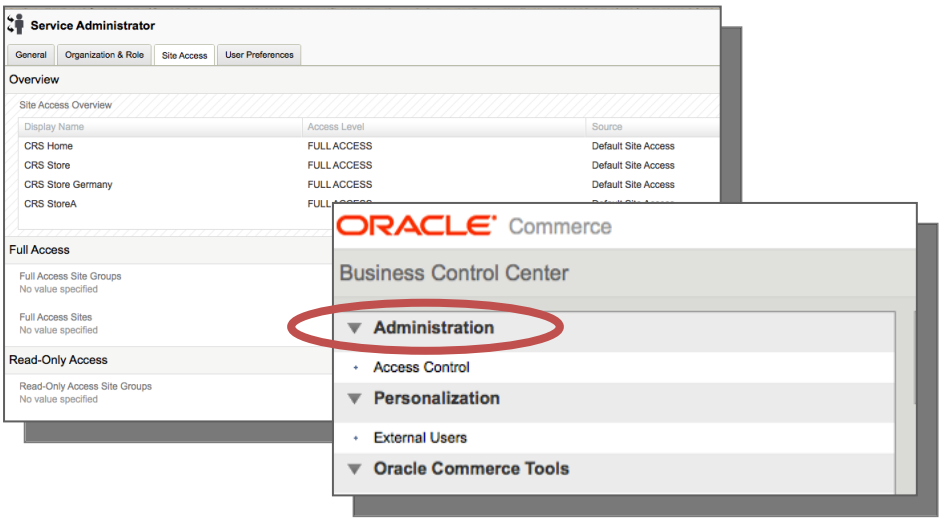

Figure 10 - Site-Based Access

Orders & Profile Search Available During Bulk Index
In Oracle Commerce 11.0, CSC added the ability to search Orders and Profiles using Full Text Searching (FTS) SQL queries. FTS is performed using standard search tokens within the supported databases: Oracle, MSSQL, DB2, and MySQL (not supported in production). In Oracle Commerce 11.1, a staging table has been created that is populated with search tokens during a bulk load or baseline indexing operation. The tokens are then merged into the token table and index. The result is that the indexing process can occur without disrupting agent searches for Orders & Profiles.

Benefits

- Enables agents to search for order and profiles as the database is indexing the data for search
- Reduces downtime when agents cannot search for orders and profiles
- Increases efficiency

Oracle Commerce Reference Store (CRS)

The Commerce Reference Store, the Oracle Commerce reference application, includes a collection of three reference applications: Desktop, Mobile Web, and iUA (iOS Universal Application for iPad, iPhone, iPod Touch). As part of the Oracle Commerce 11.1 release, each of the applications was updated with new features and functionality designed to highlight new platform and tools features and functionality and to demonstrate Oracle Commerce Best Practices for implementing those capabilities. The following table contains a summary of new features added in Oracle Commerce 11.1:

New Features in Commerce Reference Store 11.1

	Desktop	Mobile	iUA
Updated Configuration Import API	●		
Updated Deployment Template	●		
Support for Content Assets	●		
Store Locator Powered by MDEX		●	●
Scan & Add to Cart			●
Support for iOS 7			●

Updated Configuration Import API & Deployment Template Integration
Desktop

CRS was updated to include integration with the Configuration Import API. This allows for the programmatic management of Oracle Commerce configuration including schema, Dimensions, and precedence rules and follows the suggested best practices for an Oracle Commerce implementation.

In addition, CRS has updated its Deployment Template integration to use a direct export from the Content Acquisition System (CAS) to the MDEX Engine. This, too, follows the recommended best practice guidelines for an Oracle Commerce implementation.

Benefits

- Demonstrates Oracle Commerce best practice for data integration between catalog repositories and MDEX.
- Uses programmatic configuration management techniques to improve update performance.

Support for Content Assets: Content Spotlight Cartridge & Article Detail Page
Desktop

To showcase the new assets types that were added to the content repository and are available for edit via the BCC, CRS has been updated to display new Article and Media assets. This feature includes:

- The Women's Shoes category page features links to articles. While not represented by the sample data, the spotlight can also include links to media content such as a video or audio file or PDF.
- The full text of the article is displayed on the Article Detail Page, a new JSP that was added as part of the feature in CRS. This page is not currently cartridge driven.
- The Category page uses the Content Spotlight cartridge. The title of the spotlight, as displayed on the page is determined based on the type of records returned for display. The cartridge includes a filter to retrieve only articles and media content (i.e., not products records).

Benefits

- Demonstrates Oracle Commerce best practices for managing Web Content.
- Highlights new capabilities added in the BCC for Web Content authoring.
- Demonstrates how to use cartridges to render Web Content.

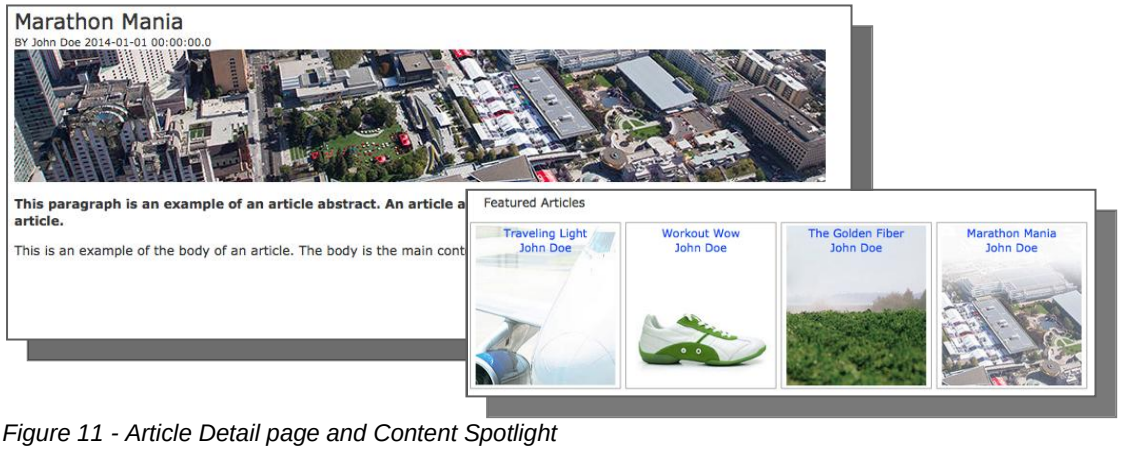

Figure 11 - Article Detail page and Content Spotlight

Store Locator Powered by MDEX
Mobile & iUA

In Oracle Commerce 11.1, the Store Locator feature in the iUA app is now powered by the MDEX. This replaces the static list of store locations that was in previous releases of CRS. The list is now generated based on the shopper's location using Oracle Commerce Guided Search geo-location search capabilities. Business users can add the store locator via Experience Manager.

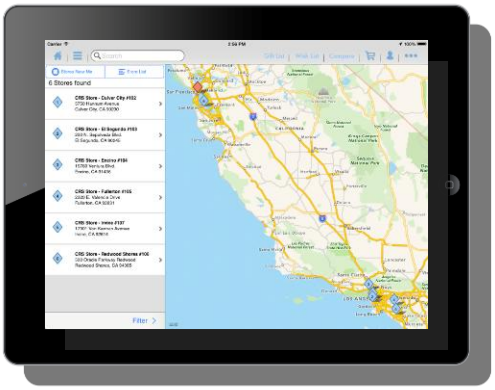

Figure 12 - Store Locator

Benefits

- Demonstrates Oracle Commerce best practices
- Provides more useful and accurate store results list based on a shopper's location.
- Enables business users to manage the store locator and the results that the shopper sees.

Scan & Add to Cart
iUA

In Oracle Commerce 11.1, iUA adds the capability for a shopper to scan a barcode and add a scanned item to her cart. The feature uses the native capabilities of the iPhone and the barcode detection ability that Apple added as part of its AV Foundation Framework in iOS 7.

- The shopper can access the capabilities through the Homepage hero image and the More menu option.
- Shoppers can scan the barcode or toggle to manually key it in.
- The shopper is given the option to Add to Cart or View Product Details, which takes the shopper to the Product Detail Page for more information.
- If an item is Out-of-Stock the shopper is given the option to View Product Details.
- If an item is only available through backorder, the shopper is given the option to Backorder Item or View Product Details.
- Out-of-the-box, the feature uses the SKU ID for the barcode value.
- Uses native iOS barcode scanning capabilities and leverages the new iOS7 feature—the ability to detect barcodes through its AV Foundation framework.

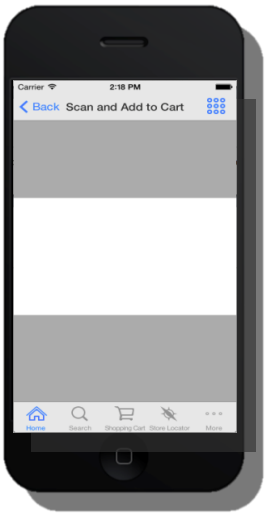

Figure 13 - Scan & Add to Cart

Benefits

- Demonstrates an example of how to uses native device capabilities and Oracle Commerce to enhance the shopper experience.

Support for iOS 7
iUA, Assisted Selling Application

In v11.1 the UIs of Native iOS reference applications (iUA and Assisted Selling) have been updated to follow iOS 7 standards.

Benefits

- Follows iOS 7 guidelines and styling, making it easier for customers who want to use the UI as a starting point for their in-store application.

Oracle Commerce Assisted Selling Application (ASA)

Sled Integration for Tender by Credit or Debit Card

In Oracle Commerce 11.1, the Assisted Selling Reference Application provides a sled integration to enable tender by credit or debit card. Prior to v11.1, the application accepted stored credit cards or required the associate to manually key in the credit card details.

- Once the order value has been calculated by Oracle Commerce and the shopper has decided how she would like to pay for the order, the Store Associate has the ability to select Swipe Card and use the Verifone e335 device to transact the order.
- Payment authorization is provided by AJB (sled) through the Oracle Mobile POS solution. Once the order has been paid for, the Oracle Commerce repository is updated with the information.

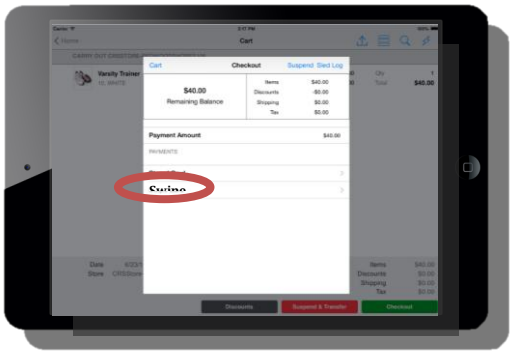

Figure 14 – Associates Can Swipe a Card for Tender

Benefits

- Integrates with a sled to support tender types other than saved credit card.
- Provides best practices code for an integration point with mobile ORPOS.

Suspend & Transfer

The Assisted Selling Reference Application introduces the ability to suspend and transfer an order from the application to Oracle Retail Point-of-Service (ORPOS) v14.0.1.1. This feature has been implemented to demonstrate an integration point between Oracle Commerce and ORPOS and to enable shoppers to transact using tender types that are not supported on the Assisted Selling Application (i.e., transactions other than credit or debit cards).

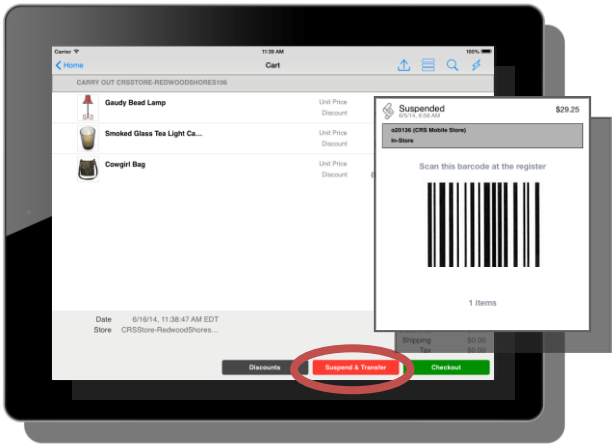

Figure 15 - Suspend & Transfer

- The associate will be given the ability to suspend the cart and transfer it over to an ORPOS terminal (physical register) for tender capture and checkout.
- Orders are priced using the Oracle Commerce engine.
- Once an order has been suspended and transferred to Retail POS, the order cannot be modified by either Oracle Commerce or Retail POS.
- From within the ASA UI, the total order value including Oracle Commerce calculated taxes are displayed to the Associate before the order is fully suspended providing them with the ability to back out of the suspended transaction.
- Once the order has been suspended, the suspended order details are captured in a code 128 barcode format to be scanned and read at the ORPOS terminal. The barcode is generated by the

ORPOS systems and is rendered in the ASA UI. The Associate also has the option to print the barcode.
- Once the barcode has been scanned at the ORPOS terminal, the ORPOS system sends the completed transaction details back to Oracle Commerce and the order repository is updated.

Benefits
- Provides further integration with Oracle products to provide a consistent omni-channel experience.
- Allows tender via types other than credit cards.
- Demonstrates an integration point between Oracle Commerce 11.1 and Oracle Retail Point-of-Service 14.0.1.1.

Oracle Commerce Supported Environments Matrix

Please refer to the Oracle Commerce Supported Environments Matrix located here:

https://support.oracle.com/epmos/faces/DocumentDisplay?id=1908576.1

All product documentation is located here:

http://www.oracle.com/technetwork/documentation/atgwebcommerce-393465.html
http://www.oracle.com/technetwork/indexes/documentation/endecaguidedsearch-1552767.html

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