

ORACLE COMMERCE

What's New in Oracle Commerce 10.2.1: Assisted Selling Reference Application

January 2014

Oracle Commerce Assisted Selling Application

Overview

With the Oracle Commerce 10.2.1 release, we are pleased to introduce our newest iOS reference application. The Oracle Commerce Assisted Selling Application is a native iOS application built to run on a tablet device (iPad or iPad Mini) and designed for use by in-store associates. Armed with the Assisted Selling Application, associates can engage shoppers in a high-touch, consistent selling environment that reduces the gap between the online and in-store experiences. The Assisted Selling application offers an example of how customers can use Oracle Commerce to provide a seamless experience for shoppers as they transition from online and mobile environments into the physical store. With the new application, associates have the ability to offer more personalized service to shoppers in the store:

- Access a shopper cart started online
- Create a new cart
- Modify existing cart:
 - Add new items
 - From digital catalog (endless aisle)
 - From the store via product scan
 - Modify existing items
 - Delete items
- Apply promotions
- Check in-store, nearby store, & online inventory
- Checkout shoppers via credit card using the Oracle ATG Web Commerce engine
- Access relevant store and promotional information via the Associate Dashboard
- Lookup and update shopper profile
- Create a new shopper profile
- Look up shopper order history

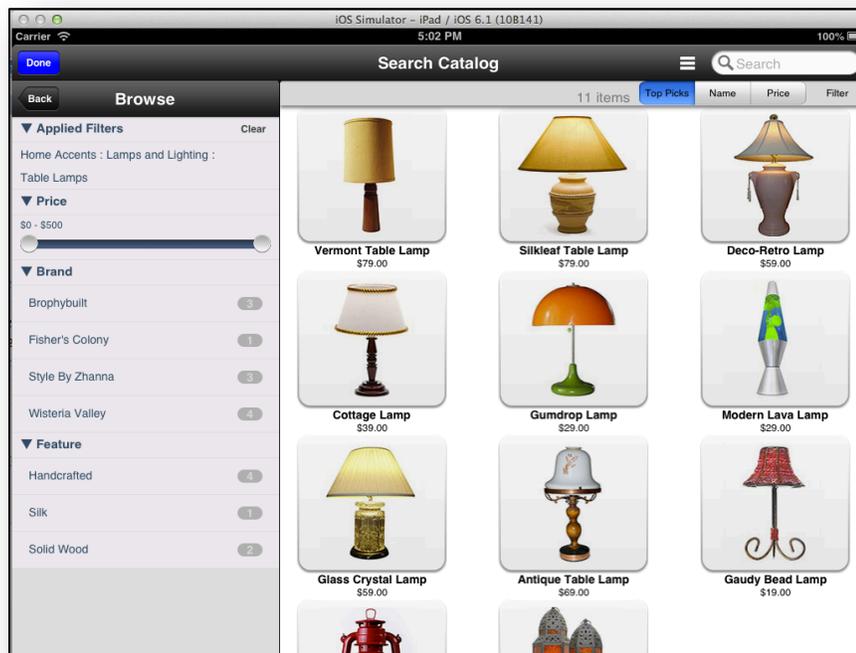


Figure 1 - Associates can browse and search the product catalog to help Shoppers find items to purchase.

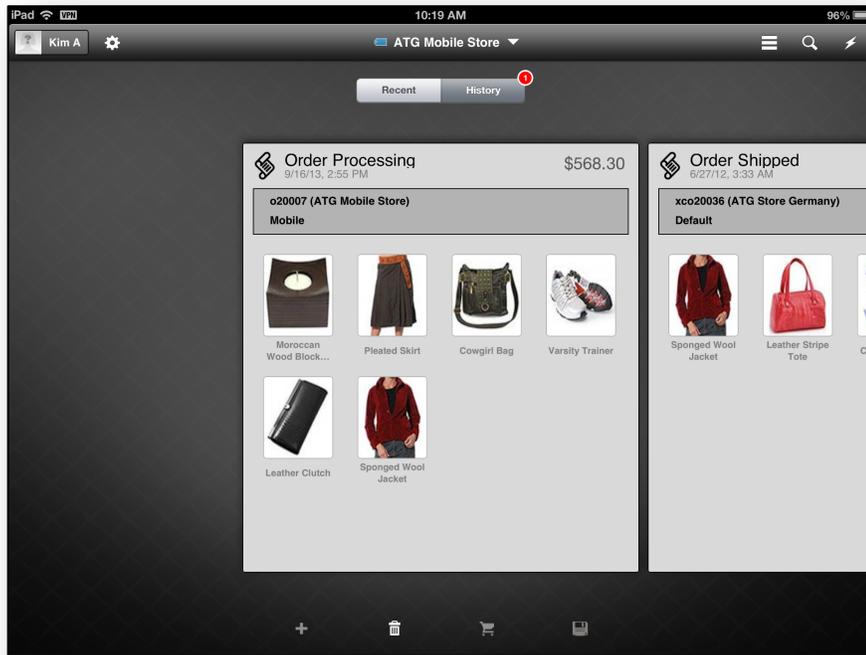


Figure 2 - Order history shows order status, contents, and the channel through which the order was transacted.

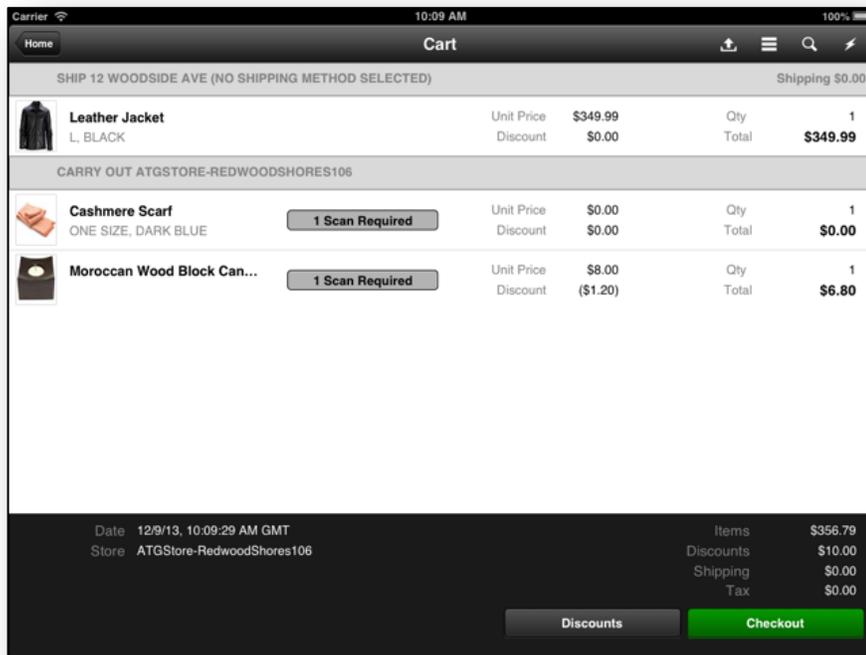


Figure 3 – The cart page indicates items to be purchased, method of fulfillment, and any discounts applied.

Through the Assisted Selling Application shoppers can purchase products that are not available in the store, as well as items that are sold in the store. Shoppers can:

- Create a cart online and checkout in-store
- Add items to their online cart for purchase
- Purchase items that are not available in the store but are part of a broader digital catalog
- Use online promotions and coupons in the store
- View their Order History online and see orders purchased in the store
- Use a stored credit card to make purchases in the store
- Engage with Associates to learn more about purchases and to find out the inventory availability of items

In keeping with Oracle Commerce best practices, business users can manage the content and experiences for both Associates and Shoppers through the BCC and Experience Manager:

- The product catalog, promotions, targeters, and store announcements are managed in the BCC
- Cartridges and page templates for the application are managed in Experience Manager

The Assisted Selling Application, like the other Oracle Commerce reference applications, ships with a UI that can be extended or replaced by customers and contains sample data (i.e., catalog, promotions, cartridges, store announcements, etc.) that highlight how the Oracle Commerce platform can be used in a Commerce Anywhere environment. The application uses the ATG REST Framework, as well as the Commerce Service Center (CSC) application to enable the core use cases. The following table provides a list of products that are needed to run the Assisted Selling Application:

Product	Version
Oracle Commerce Reference Store	10.2.1
Oracle ATG Web Commerce	10.2
Oracle ATG Commerce Merchandising	10.2
Oracle ATG Commerce Service Center	10.2
Oracle Endeca Experience Manger	3.1.2
Oracle Endeca Guided Search	3.1.2



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Hardware and Software, Engineered to Work Together

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Oracle ATG Web Commerce 10.2.1
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