



Introducing: Unified Preview Module for ATG & Endeca

Problem

Oracle Commerce is an integration between; ATG eCommerce and Endeca Search, which consist of ATG's Commerce platform, BCC, Endeca's MDEX, CAS and Experience Manager. However, today, current Commerce business users are struggling with not being able to preview a unified view of how their site will be displayed in future campaigns they have created, which consist of data derived from both ATG and Endeca layers.

Scenario

ATG and Endeca's layers support "timeboxing"— meaning that; by using Endeca XM, business managers can create rules that will be triggered only during certain times. For example, users can create a new category landing-page for "Men's Shirts", with a banner image conveying a 20% discount for purchasing a number of Limited Edition shirts during the month of June. Then, they can use the preview functionality of Endeca XM, by setting the desired date and time for when this new campaign is to be displayed to the site visitor, the business users can preview the same and feel confident about their rules. Thus, once the new campaign is scheduled, it can be previewed or modified anytime prior to the campaign's start date and time, ensuring that the new campaign is displaying appropriately.

Similarly, by using ATG's BCC module, they can create and preview artifacts such as products, price lists, targeters, scenarios and promotions by setting the preview date and time, then instantly confirm that it will be displayed properly. However, BCC preview does not support the viewing of non-ATG assets nor Endeca XM rules. *In short, business users have no way to thoroughly check how their data or campaigns will be displayed in a unified fashion until the scheduled trigger date.*

Solution

Our Unified Preview Module solves this problem. This module will be deployed onto the servers of the staging target in the BCC workflow and is a very light-weight wrapper over the storefront module that will be running the actual stores. The module's intuitive UI design, will allow users to create campaigns and artifacts, schedule a trigger date and time and instantly be able to preview exactly how the site will look and behave on the scheduled trigger date by drawn all of the required information from both BCC and XM under one unified view.

Advantage

It's ease of use will create a positive overall experience for your business team, while not requiring them to login to either XM nor BCC to use the module. All of the aspects of the application, up to pre-checkout, can be tested and previewed easily - the look and feel will be exactly the same as the customer's storefront application. Our solution will increase efficiency and effectiveness by allowing business users to spend their time more productively, as well as eliminating the risks involved in having "timeboxed" content that is not properly tested prior to deployment.

*Disclaimer

Clients must be running on Oracle Commerce v10.0 or higher with Endeca to utilize this module.

