

get up and running quickly by showcasing of out-of-the-box features and best practices for coding standards.

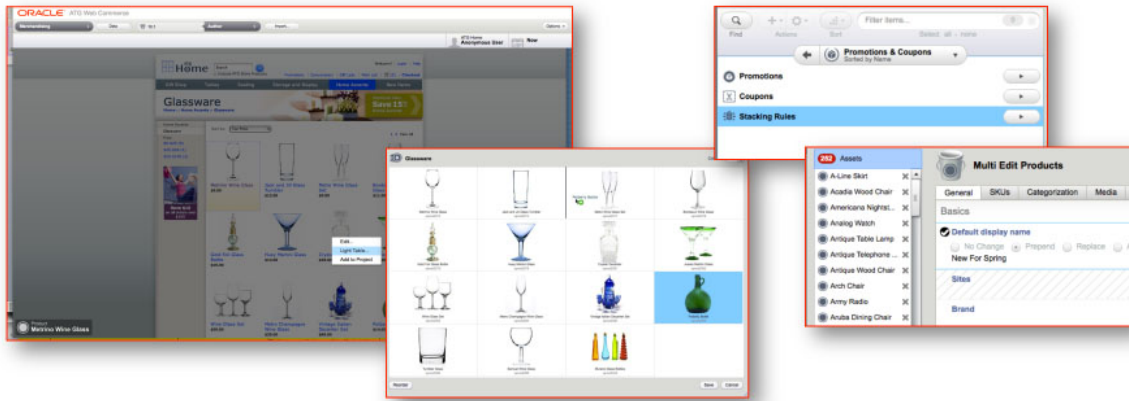


Figure 3. The Oracle Commerce Solution delivers robust, visual merchandising tools for simplified cross-channel management.

Balance of Automation and Manual Control

These experiences convert more frequently based on the balance of automation with hands-on merchant control. Because of the power of the engine at the core of the Oracle Commerce Solution, business users can automate always-relevant experiences to trigger for every unpredictable customer path, using context to personalize the default experience. While experiences must be customer-centric, they must also take in to account the goals of the business and the knowledge of the merchant. The Solution gives retailers the flexibility to influence experiences at the most granular level to get the greatest value from every customer experience. This balance allows retailers to scale better experiences while reducing the complexities of managing them.

For the majority of customer interactions, automation is the most effective way to scale experiences that ensure relevance and engagement. With the Oracle Commerce Solution, a single default experience set up by a business user can dynamically render an infinite number of unique, personalized experiences. Within this automated process, merchants have the ability to apply business rules at global and granular levels, overriding the automated default experience for high-value opportunities.

The Solution can scale experiences by leveraging dynamic business rules. A dynamic business rule specifies how to ask the engine for items to promote, but not necessarily what the specific items are. For example, a merchant may know that a specific brand of product carries a greater margin, and create a one-time global rule to boost that specific brand to the top of all product listings and promotions, regardless of where the customer is within the site. As shoppers explore the site, they continue to see relevant results because appropriate rules are in place. And, as the data set changes, new and relevant records are returned by the same dynamic business rule. The rule remains the same, even though the promoted records may change. Likewise, the merchant may infer that user reviews dramatically increase a customer's likelihood to convert in a specific

category, and set the default relevancy to top rated products, dynamically powered by live user review updates.

While automating relevant experiences can reach a broad swath of consumers, the human element of the customer experience is the most critical. Merchants are experts in their respective products and customer bases, aware of what's involved with running a retail business in a way no engine or algorithm can. Certain products, categories, and promotions contribute a disproportionate value to any retail business, and merchants need the flexibility to impact these experiences quickly and where it matters most. To optimize high-value or low-performing opportunities, the Solution gives merchants the tools to impact the experience. Prebuilt, pre-tested components allow merchants to quickly create new landing pages without IT involvement for popular search terms, products, categories, and campaigns. Merchants have a simple visual interface to override default relevancy strategies to hand-place promoted products for specific categories. More substantial updates can be made to give groups of users a specific experience, like applying a specialized page layout, merchandising strategy or banner promotion to users coming from Google or a social network.

This balance allows retailers to manage by exception; focusing their efforts on opportunities that will have the greatest impact to the business. The Oracle Commerce Solution delivers a complete, flexible solution to give merchants autonomy to optimize the revenue that they are ultimately accountable for, and for IT to focus on more strategic projects instead of being constrained by technology and a backlog of manual updates.

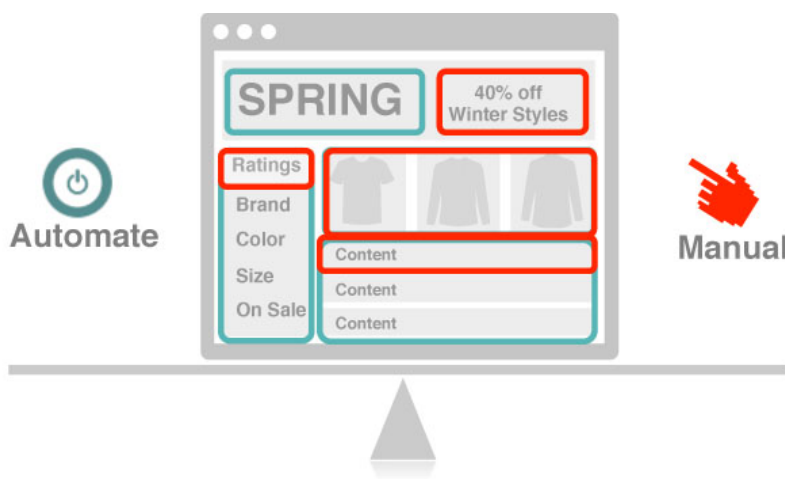


Figure 4. The Oracle Commerce Solution is focused on balance control: the custom mix of automation at scale, with manual merchant control.

Closed-Loop Intelligence

For online retailers, determining where to focus efforts is a challenge. They struggle to interpret and connect separate reports and analytics sources, but visibility and insight is only part of the problem. The Oracle Commerce Solution allows retailers to close the loop with an application that centralizes and connects multiple analytic and data sources to provide a comprehensive, real-time snapshot of the performance of their online business. The Solution does not replace traditional Business Intelligence tools or Web analytics reporting. Instead, it leverages and combines all existing customer, product, and usage analytics and data sources in to a visual dashboard to provide business users with actionable insight, and a complete 360-degree

view of the business in context of customers, channels, merchandising effectiveness, and product performance.

Having immediate visibility to all relevant information provides users with the ability to find out why experiences are performing or not. The Oracle Commerce Solution allows merchants to find the intersection between their experience and intuition and the facts to deliver the most optimized experiences possible. Merchants can navigate the dashboard to uncover answers to questions they weren't prepared to ask, and find relationships between data sets that would have previously been siloed or required a manual exercise with weeks of waiting for a report. The Solution closes the loop by indicating explicitly where value is being left on the table, and gives the merchant the ability to impact the customer experience immediately based on the latest, most comprehensive data available.



Figure 5. With Oracle Commerce Business Intelligence, merchants can close the loop with actionable insight from a combination of existing data sources in real-time.

III. Strength of Platform *architected for performance and scalability*

Rigid technology can paralyze a retailer's growth. They are often forced to integrate many separate systems together to run their business, with each technology being driven by a different company roadmap, controlling different elements of the customer experience, or running a siloed touchpoint. Outside of the core commerce platform, retailers need to integrate data and content coming from disparate sources in to the customer experience, but integration of this data is an expensive, manual process. To alleviate these issues, the Oracle Commerce Solution is architected as an open, extensible platform that can integrate with any stack; purpose-built for tight frontend and backend integration controlled with a single solution. This structure allows Oracle to provide a lower total cost of ownership than other combinations of separate products and solutions.

The Oracle Commerce Solution is architected for performance and scale based on the following:

Data Anywhere Architecture

Delivery and optimization of cross-channel experiences wouldn't be possible without constant access to multiple data and content sources. The Oracle Commerce Solution has the unique strength to automate processing of large volumes of diverse data to deliver more engaging experiences at a lower cost to the business. With an extensible data ingest layer, the Solution unlocks value from data wherever it lives, allowing retailers to extract more value from investments across their technology ecosystem and centralize it in a single index.

The flow of data and content from disparate systems in to the Oracle Commerce Solution is an ongoing process, as retail product and customer data changes dramatically over time. Systems that retailers use produce structured and unstructured content, coming from sources like homegrown systems, an ERP or PIM, web analytics data or user reviews, and media coming from a DAM, blog, or video platform. As data and content from these systems is created and modified, the Solution continually collects and aggregates it. As it is centralized, the engine finds relationships between different data points and connects them at run-time to be rendered in the customer experience, influenced by any applicable business rules. Centralizing multiple data sources creates better customer experiences: virtual product data and virtual customer data come together to create a complete picture of who the customer is and what they want, delivered to any touchpoint.

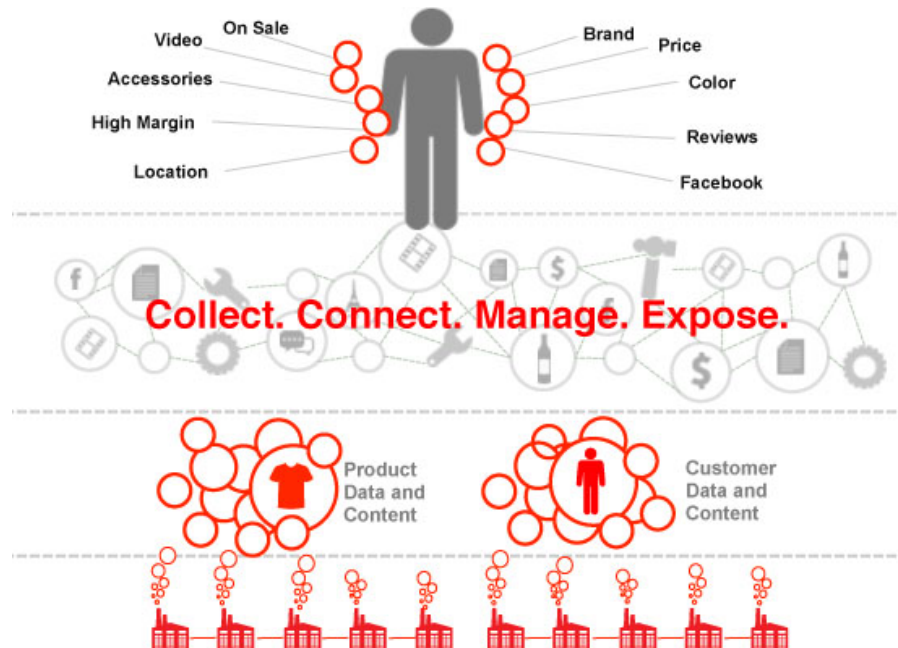


Figure 6. With the Oracle Commerce Solution, data and content are collected, connected, managed and exposed in a single, underlying index.

Operational Efficiency

Architected for operational efficiency, the Oracle Commerce Solution has ability to process data and deliver dynamic experiences at unparalleled scale. Powering the most demanding environments on the web, the Solution handles large and complex catalogs, processes volatile data from multiple sources and leverages it at run-time, and delivers advanced custom experience demands like custom catalog views and pricing structures.

In addition to running a stable, performant environment, retailers must invest in technology that grants them agility to scale and grow their business. The Oracle Commerce Solution provides retailers will the flexibility to efficiently expand in to multi-channel, multi-site, multi-brand, multi-language, and multi-currency environments. The Oracle Commerce Solution is architected for operational simplicity, so that one index and a single business user application drives consistency across touchpoints, even as the business expands. The Solution removes the complexities of site expansion and management, enabling business users to create new properties with prebuilt, reusable components that can be shared between sites and touchpoints. With this approach, retailers can quickly launch new branded sites, enter new markets, and expand in to new channels. Because the Solution unifies frontend and backend controls, retailers can share components such as customized customer segments and personalization strategies, carts, product catalogs, and promotions across sites and environments.

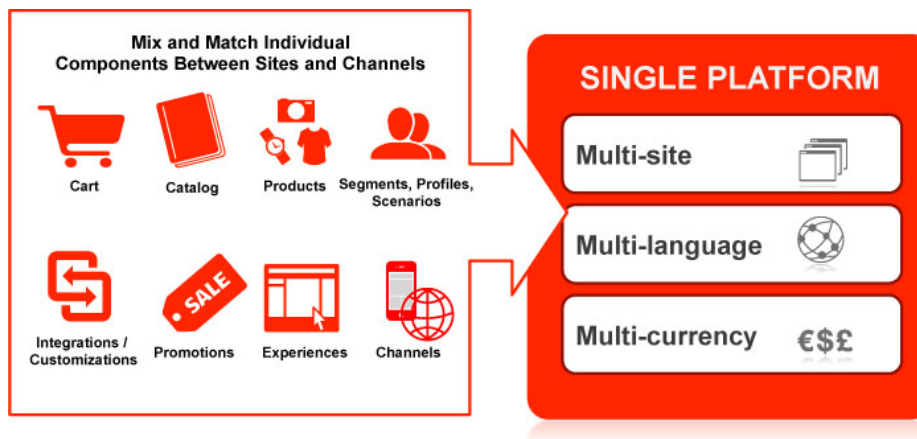


Figure 7. The Oracle Commerce Solution allows business users to take control of complex management and expansion with pre-built, re-usable components for multi-site, multi-language, and multi-currency environments.

Reduced Time-to-Innovation, Cost of Ownership

Built to scale, the unified end-to-end Oracle Commerce Solution reduces management and upgrade costs. The Solution delivers additional time-cost savings from an administration and experience management perspective, accelerating time to value.

The extensible architecture and out-of-the-box Data Integration Module allows retailers to gain more value from other ecosystem technologies, and automate many manual tasks associated with system integration. Once data and content from across the organization is integrated, the Solution architecture and flexible business tooling allows retailers to innovate more quickly and stay agile. Prebuilt components and robust tools allows merchants to create, manage, and optimize cross-channel customer experiences efficiently and regularly, freeing IT to work on strategic projects. Prebuilt components empower business users to expand in

to multi-site environments and new channels quickly, leveraging and sharing what has already been built in to a new site or touchpoint-optimized experience. Customized catalogs, customer profiles and segments, personalization strategies, carts, and promotions can be shared across multiple sites and channels, without the need or delay to rebuild new environments from scratch.

Because the Oracle Commerce Solution modularizes platform and component customization, custom work can be preserved through future upgrades. This approach saves time and service dollars, gives retailers greater flexibility to leverage the latest technology, and protects investments for future use.

Aligned with the Oracle Product Stack to Achieve “Endless Aisle”

For customers using other Oracle products, the Oracle Commerce Solution enhances the ability to support connected interactions across channels, and centralize management at a lower cost of ownership. The Oracle Commerce Solution allows customers to leverage and enhance other commerce products to create an endless aisle, where consumers can purchase anywhere and fulfill anywhere. This means that inventory and experiences can be managed effectively and holistically, leveraging complimentary commerce technologies like Oracle Retail products, Oracle WebCenter, Siebel, Oracle Product Information Management (PIM) and others. Oracle allows customers to assemble a custom assortment of technologies based on their needs, enhancing the Oracle Commerce Solution while providing customers with insight and control to streamline operations and achieve their business goals.

Conclusion

The Oracle Commerce Solution changes the game for online retail, providing what no other combination of products on the market can: a unified, end-to-end commerce solution that delivers more targeted, lucrative cross-channel experiences while simplifying management, accelerating time to value, and reducing total cost of ownership. With expertise from market leaders ATG and Endeca, Oracle provides a Center of Excellence for commerce; with research and development focused on delivering a scalable platform and aggressive roadmap that allows retailers to innovate, grow, and leverage their existing investments.

Contact Us

The Oracle Commerce Solution team is committed to developing technology partnerships focused on retail needs and products that deliver a faster time to value. For more information, visit www.oracle.com/webcommerce.



Oracle Commerce Solution Overview
June 2012

Oracle Corporation
World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065
U.S.A.

Worldwide Inquiries:
Phone: +1.650.506.7000
Fax: +1.650.506.7200

oracle.com



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2012, 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.

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. 0612

Hardware and Software, Engineered to Work Together