

WHAT'S IN THE CLOUD

ORACLE®

**COMMERCE
CLOUD**

Oracle Commerce Cloud is a fully featured, extensible SaaS commerce solution, delivered in the Oracle Cloud, supporting B2C and B2B models in a single platform. Commerce Cloud grants greater agility and cost savings, with the extensibility and control required in the ultra-competitive digital commerce market.

SIMPLIFY your technology footprint.

INNOVATE to stay ahead of consumer demands and competitors in a low-risk way.

DELIVER to every customer, every time to increase loyalty and revenue.

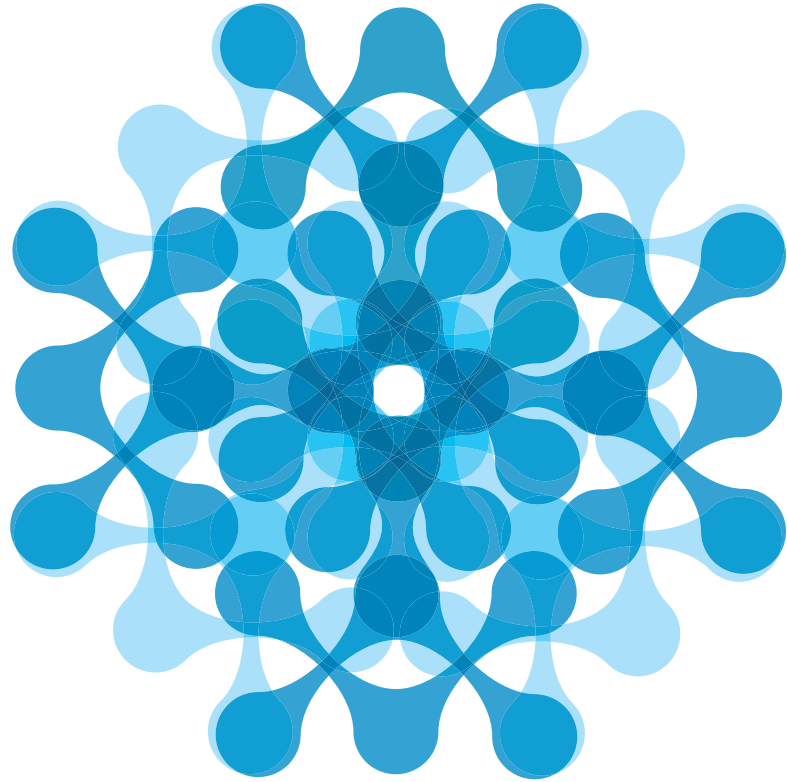
Commerce Cloud has frequent releases.

Please ensure you have the latest documentation.

This content was updated for the October 2017 release

PRODUCT FEATURES

- Unified Admin
- Platform and APIs
- Responsive Storefront
- Guided Search
- SEO
- Experience Creation
- Loyalty Framework
- Content
- Catalog Management
- Promotions
- Multisite
- Personalization
- A/B Testing
- Product Recommendations
- Transactional emails
- Social wish list and plug-ins
- B2C and B2C models
- Payments and Tax
- Agent Console
- Assisted Selling Application
- Reporting
- Adaptive Intelligence
- Oracle Marketplace
- Oracle integrations



PURCHASING AND USING ORACLE COMMERCE CLOUD

- What's included with the subscription service
- Subscription service purchasing
- Skills required
- Oracle Cloud Services
- Learn more

Unified Admin

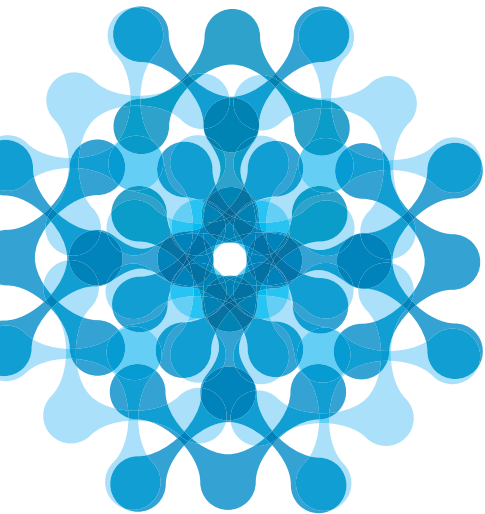
Commerce Cloud unifies all Admin tools in a single interface to simplify management and consolidate activities in a single location. Commerce Cloud features different “studios” for developers and business users, and UIs that streamline daily tasks. These intuitive admin UIs are Responsive, and are supported in 30 languages.

- **Design Studio:** optimized UI for Merchants to easily create and personalize experiences with total creative control via drag and drop tools.
- **Merchant Studio:** all of the tools needed to manage and merchandise the site experience for shoppers.
- **Developer Studio:** provides capabilities for Developers to build and manage their configurations and customizations for any device.

Core Platform and APIs

Commerce Cloud was built from the ground up with an API-first architecture and a complete REST web services framework for agile, standards-based development and simplified integrations.





















- **API-first:** All functionality is accessible through easy-to-use REST web services. Oracle-built, partner-built and customer-built storefront and applications all use exactly the same APIs. API documentation is [publicly available](#).
- **Standards-based, flexible:** There is nothing proprietary about working with Oracle Commerce Cloud. Commerce Cloud leverages standards-based skills, allowing for fast development and scalability. The storefront is built in HTML5, CSS3, JavaScript, and NodeJS. Extensions can be built client-side and server-side depending on the requirement.
- **Simplified integrations:** The API and Webhooks framework allows for faster, cheaper, less complex integrations to Oracle, third party, and homegrown solutions. Additionally, Commerce Cloud features an adapter for Oracle Integration Cloud Service (ICS) for drag and drop integrations and data mapping between Oracle and third party applications. Another benefit is being able to leverage the [Oracle Cloud Marketplace](#) to access prebuilt extensions and connectors with various technology partners to reduce costs and accelerate integrations.



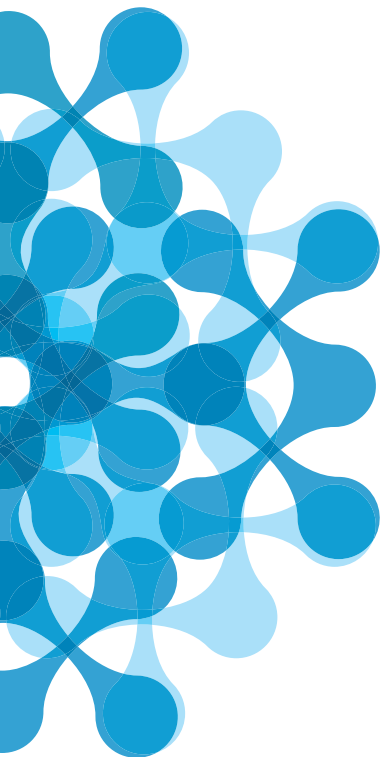
Responsive Storefront

A customizable, out of the box responsive storefront helps merchants get live quickly with fully featured experiences. Storefronts are supported in 35 languages and 60 global currencies. The storefront, which is easily configured by business users, can be customized and extended to meet branding and experience needs.

The storefront has pre-integrated features providing customers extra value while accelerating time to market. Sample storefront features included with the subscription include:

 Catalog, Pricing, Inventory Management	 Promotions	 Social Features	 Integrated Tax Solutions
 Responsive Design	 Content Management	 Transactional Emails	 Multisite
 Experience Management	 Image Scaling	 Connections to Oracle Apps & Cloud Infrastructure	 Personalization
 Guided Search & Navigation	 A/B Testing	 Payment Gateway Integrations	 B2B Support
 SEO Management	 Product Recommendations	 Akamai Edge Caching (CDN)	 Server-side Extension Framework

Commerce Cloud includes the Akamai Terra (CDN) product capabilities in the platform, included with subscription. All other Storefront features are native to the Commerce Cloud platform and included with subscription.



Guided Search

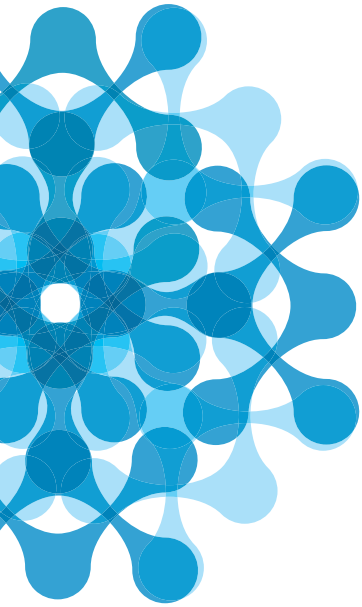
Commerce Cloud features leading Search and Guided Navigation capabilities, with streamlined admin tools for more efficient and scalable management of search within the shopping experience. Commerce Cloud includes:

- Pre-integrated storefront search and navigation features, like the search type ahead mega-menu, *did you mean?*, spell correction, autocorrect, keyword redirects, thesaurus, and more.
- Access to many back-end configuration options via Search Application Configuration API, enabling customization for advanced search functionality.
- International language support
- Keyword redirects
- Thesaurus support
- API support to control the order of navigation facets

SEO

SEO is critical to any commerce program and Commerce Cloud simplifies how a business user can optimize their site(s) for SEO gains. Features include:

- Delivering a full https site (Google desired)
- Integrated Akamai Edge Caching (CDN) for faster load time (Google desired)
- Mobile-friendly support for both responsive and adaptive models (Google desired)
- Streamlined ability to customize, optimize and configure URLs, tags, and metadata to impact search ranking.
- Auto-generation of sitemap
- Pre-render based snapshot generation service including ability to configure web crawlers to receive snapshot.
- Ability to manage robots.txt
- Automatic application of canonical tags and rel attribute
- Supports Open Graph social metatags, and schema.org microdata out of the box



Drag-and-Drop Experience Creation

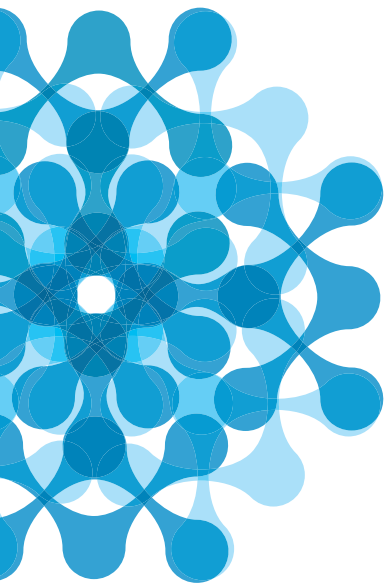
Commerce Cloud Design Studio features UIs to easily create experiences with a full drag-and-drop interface. A *layout* and *widget* framework delivers dynamic experiences based on unique needs. Widgets are modular pieces of functionality with business rules that fit in to layouts. Commerce Cloud ships with 15+ out of the box page templates and 50+ widgets and elements. Merchants can also create their own templates, layouts and reusable widgets. Functionality includes:

- Out of box widget library, page layouts, and themes
- Ability to drag-and-drop widgets onto page layouts and resize / organize them
- Widget configuration including ability to edit HTML, JavaScript and CSS
- Ability to manage and configure storefront themes
- Ability to create new widgets, layouts, and themes
- Business-user-friendly configurations for widget behavior
- Associate Page Layouts to Products, Collections, and Product Types
- Layout management for viewports
- Ability to select a subset of items for publishing to production

Catalog Management

Commerce Cloud delivers robust catalog management capabilities that give merchants total control over their products, pricing, and inventory. Business users have full control over their products with an intuitive UI, and can simplify SKU management, associated media, custom properties, and search. With Commerce Cloud, business users can:

- Import and export catalog data
- Curate catalog and organize products into *Collections* (categories)
- Manage product types, custom attributes, variants, and child SKU definition.
- Create SKU properties at the base or custom product type level
- Create SKU bundles
- Support for Pre-Order and Back Order
- Simplify management of product properties to drive Collections and search faceting
- Use embedded search to easily find what you need in the catalog
- Manage list, sale, and VAT-inclusive pricing
- Easily manage inventory, support for location-based inventory
- Leverage support for external pricing, if desired
- Use the Media Library to manage Collection, Product, and General media assets; upload and assign product images to support different image sizes
- Select a subset of items for publishing to production
- **Additional B2B-specific catalog features:** support for customer-specific, account-based catalogs, pricing and custom orders.



Promotions

Commerce Cloud has out of the box promotion templates and a streamlined UI for simplified set up and management. In addition to out of the box templates, an open promotions API framework allows merchants to create custom promotions of their choice. Out of the box promotions templates include:

- Order, item, and shipping levels
- Get item discount
- Spend Y in X, get item discount
- Buy One Get One
- Buy X get discount
- Buy X get Y
- Tiered order discounts
- Batch coupons
- Gift with Purchase
- Create discount by catalog property
- Support for tiered offers
- Support for stacking rules
- Support for single-use coupons
- Support for multiple promotions per coupon
- Support promotions by credit card type
- Open API to create custom promotions
- Summary view allows merchants to browse list of promotions created and those that are active
- Ability to clone promotions
- Ability to assign promotions to folders

Multisite

Deliver multiple websites on the same scalable infrastructure with a single subscription of Oracle Commerce Cloud. Commerce Cloud multisite enables merchants to quickly add country-specific, branded and microsites - with the flexibility to make each site consistent, or completely unique. With a single admin tool, central (or distributed) teams can deliver sites that engage their target audience, without starting from scratch.

- Share or customize catalogs, pricing, content, layouts, settings, and promotions
- Localize languages, shipping methods, and payments by site
- Manage personalization, search, and SEO strategies
- Preview by site
- Filter reports by site
- Manage shopper settings by site
- B2B multisite account management
- Manage global email settings by / across sites
- Manage extensions by site
- Agent Console call center support for multiple sites (*page 12*)



Personalization with *Audiences*

Commerce Cloud introduces the concept of *Audiences* – a new way to manage and scale personalization in user and site-friendly way. Audiences includes:

- An optimized UI to easily set up and manage Audience definitions and presentation
- Ability to build Audiences using standard and custom shopper profile attributes. Samples include:
 - Lifetime spend, lifetime average order value, last purchase amount
 - Number of orders
 - Registration date, first purchase date, last visit date
- Support for rule building based on standard or custom date properties
- Ability to use “slots” to show different content to shoppers in different Audiences
- Integrated with Experiments to allow for A/B testing by Audience
- Manage sizes of Audiences
- Support for custom account properties that allows merchants to show tailored content to different B2B accounts

A/B Testing with *Experiments*

Commerce Cloud delivers integrated *Experiments* A/B testing for site optimization, while reducing spend and eliminating the need for an integration. Native A/B testing gives merchants greater insight, more control over what can be tested, and the ability to immediately update sites to focus on high-value optimization. At a high-level, Experiments:

- Grants flexibility to support precise or broad experiment targeting for both simple and advanced page modifications
- Can be associated to layouts, widgets, collections, and product types
- Updates results dynamically to show impact of in-progress Experiments
- Allows business users to set goal metrics for each test
- Integrated reporting gives merchants visibility to core KPIs, including site metrics and monetary metrics (measured for each currency on the website).
- Allows merchants to schedule tests in advance and allocate traffic percentages for each variation
- Enables business users to Experiment on variations of the same widget, or even compare different widgets
- Is integrated with Audiences personalization for A/B testing capabilities by Audience

Product Recommendations

Commerce Cloud has embedded product recommendations to expose more products via tailored suggestions. Merchants can automatically deliver contextually relevant upsells and cross-sells to promote more of their catalog, and to drive higher order values. Because recommendations come out of the box and can be placed with page layouts using Widgets, the cost of having a third party product recommendations engine is eliminated, and complexity of integration and management is greatly reduced. With Commerce Cloud products recommendations, business users can:

- Deliver dynamic or curated recommendations for suggested or related products
- Surface related upsells and cross sells to increase order values
- Deliver in-session or cross-session (multiple sessions) recommendations
- Enable in-category restrictions
- Include product recommendations in *Abandoned Order* and *New Account* emails

Loyalty Framework

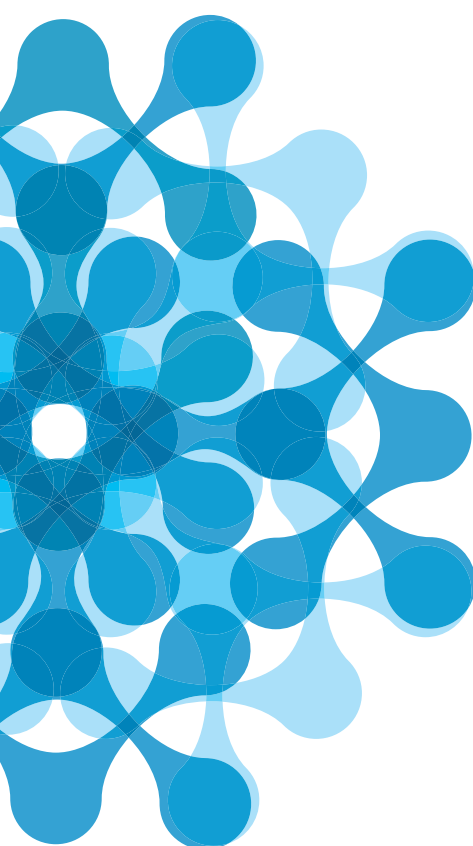
To boost engagement and customer lifetime value, Commerce Cloud features a loyalty framework to integrate with an external loyalty program or Oracle Loyalty Cloud to support enrollment, accrual and redemption. Merchants can:

- Configure programs against a site
- Leverage out of the box widget to pay with points (points as currency)
- Create separate tax settings for points
- Set up the conversion rate for converting currency to points
- Set up a secondary currency against a site to be used for converting taxes/shipping to points
- Set up a new payment method to handle loyalty points
- Leverage Web-hooks and APIs to send the loyalty details against profile and order details to external systems

Content

Commerce Cloud has native content creation and management capabilities to assist with non-catalog content, and features an integration with Oracle Content and Experience Cloud for richer content needs.

- Easily create non-catalog pages, *Article* pages
- Use business tools to drag and drop product content and inspirational content within a single layout.
- If desired, leverage external content creation systems and repositories via API, or integration with Oracle Content and Experience Cloud.



Transactional Emails

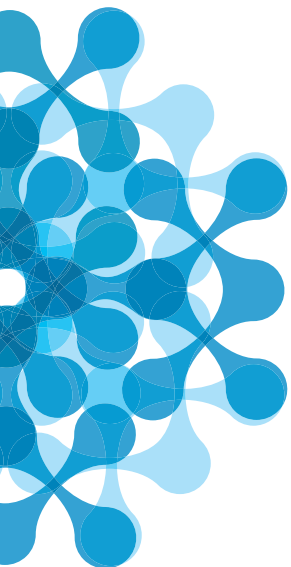
Commerce Cloud can be configured to send emails to shoppers based on site-related activities. Branding and timing of email communications can be controlled by business users. Sample transactional emails include:

- New customer account email
- Thank you for your order / order completed email
- Idle cart email reminder / abandoned cart
- Return request
- Refund issued
- Scheduled order
- Manage global email settings across sites (if leveraging multisite)
- Marketing orchestration emails can be supported via native integration with Oracle Marketing Cloud or via Oracle Marketplace connectors to non-Oracle email systems.

Social Wish List and Plug-ins

Empower shoppers to share your products across their social networks with out of the box plug-ins and shareable wish lists. Merchants can:

- Allow shoppers to create, manage and share any product wish list to Facebook, Twitter, Pinterest, or email
- Allow wish lists to be set to Private, Shared, or Group mode to allow for collaborative shopping
- Allow users to create wish lists per site (if leveraging multisite)
- Post comments on any product in a wish list
- Allow shoppers to have unlimited wish lists
- Support sharing products from any product detail page on Facebook, Twitter, Pinterest or email
- Leverage the Social Metatag Widget, which includes Open Graph and schema.org microdata support to enable better discovery of site, brand, and products.



Payments and Tax Integrations

Commerce Cloud reduces the complexity of integrating to payment gateways. Commerce Cloud has out of the box integrations that only require entering credentials to get started, and also enable merchant to configure custom payment types and tax processors of their choice. Commerce Cloud features:

- Out of the box integrations with PayPal, Cybersource, Chase, and PayU LATAM
- Out of the box integrations with Avalara and Vertex for tax processing and collection
- An open payment and tax framework to integrate with payment providers of choice
- Connectors with global payments partners available in the Oracle Cloud Marketplace (*page 14*)
- Ability to pay by invoice
- Pay by gift card
- Ability to support deferred payments (i.e.: cash on delivery)
- Ability to support split payments
- External tax Webhook
- Support for VAT-inclusive pricing
- Support for tax exemption management
- Tax Included/Excluded by Price Group
- Support for zero-value orders (i.e.: coupons, samples, free merchandise)

B2C and B2B in a Single Platform

Commerce Cloud simplifies how companies with multiple business models manage their site(s) and operations. In addition to delivering superior consumer shopping experiences, Commerce Cloud is designed to meet the complex needs of organizations selling to other businesses. It is the only enterprise SaaS commerce solution on the market that can support B2C and B2B selling natively, in a single platform. Sample B2B-specific functionality includes:

- Native account management: contacts, contracts, roles and permissions
- Simplified UI for scheduled orders, account hierarchies
- Account-specific catalogs & price groups
- Volume-based pricing
- Custom payment terms, pay by invoice
- Recurring (scheduled) orders
- Support for account hierarchies
- Access Control for Account (Storefront) and users (Buyer and Admin)
- Delegated Administration
- Support for custom order approvals
- Support for B2B in the Agent Console (*page 12*)

Agent Console Call Center Application

(10 seats included with subscription)

Commerce Cloud features an integrated call center application that enables service representatives to deliver informed, consistent experiences to shoppers with a complete view of cross-channel behavior and history. Customer Service Representatives (CSRs) can use Agent Console to deliver superior customer experiences – and uncover additional sales opportunities. Sample Agent Console capabilities include:

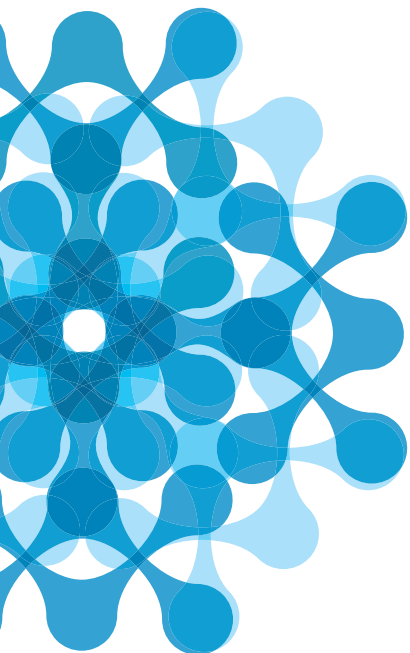
- Access to customer shopping carts and profiles
- Create, edit, and delete orders, and initiate returns and refunds
- Assist with completion of orders initiated in other channels
- Initiate and complete new orders
- Support for: coupon usage, price groups, tiered discounts, custom order properties, custom shopper profile properties
- Ability to reset customer passwords

Assisted Selling Application for In-store Associates

(10 seats included with subscription)

Commerce Cloud includes an iPad application for store employees to use while assisting shoppers on the floor of a retail store. Associates have access to shopper carts, history, personalized recommendations, and the ability to place orders and process payments in-store on the shopper's behalf. Some capabilities include:

- Unified shopper omnichannel order history, profile, and persistent cart
- Ability for store associate to search, select, and purchase directly in the application
- Support for endless aisle with ability to place orders via iPad for home shipping
- Allow associates to process in-store purchases (line busting checkout), including support for multiple currencies, gift cards, and promotions
- Customization capabilities to brand the application and tailor catalog results
- Associate Dashboard displays featured collections and a spotlight for administrators to communicate with and merchandise specifically for in-store associates
- Support for credit card image capture
- Returns support
- Ability to edit cart contents directly on the cart page
- Split view of Order History and Order Details pages



Adaptive Intelligent Apps integration

Commerce Cloud enables merchants to use the latest in machine learning and AI to drive more revenue and engagement throughout your sites. Leverage an out of the box integration with Oracle Adaptive Intelligent Apps for CX to seize micromoments that drive engagement and sales.

- Connect with shoppers on first visit and deliver a personalized, contextually relevant experience on Commerce Cloud sites and within emails from Oracle Responsys.
- Know shoppers before they know you by tapping into over 5 billion global consumer and business profiles, \$3 trillion in consumer transactions, and over 1,500 data partners in the Oracle Data Cloud.
- Automatically adapt and serve shopper experiences in real time, click-by-click based on behavior, weather, geolocation, life events, social activity, in store activity, and much more. Impact:
 - Products
 - Content
 - Pricing & Promotions
 - Sequencing and Sorting

Reporting

Commerce Cloud has integrated reporting to help you continually monitor and measure your site performance, and to put insight in to action. Sample reporting capabilities include:

- Reporting based on core commerce KPIs
- Sales Reports: by time, products, and other attributes
- Site Traffic Reports: by key traffic indicators (e.g., page views, visits, conversions)
- Embedded Experiments AB testing reporting
- Ability to export reports for further analysis
- Account support
- Ability to filter reports by site (if leveraging multisite)

Leverage the Oracle Cloud Marketplace to Reduce Integration Cost & Complexity

The Oracle Cloud Marketplace allows merchants to access prebuilt extensions and connectors with these technology partners for use within their storefront:

- **Payments:** CyberSource, Chase, PayPal, PayU, SnapPay, AliPay/WePay, Vantiv
- **Tax:** Avalara, Vertex
- **Ratings and Reviews:** PowerReviews, Bazaarvoice
- **Video Commerce and Advertising:** Invodo, TVPage, Buzztala, FuelX
- **Chatbot:** Roboot (personal shopper AI chatbot for Facebook)
- **Social:** Facebook, Twitter, Pinterest, AddShoppers, SocialAnnex, Duel
- **Channels and Product Data:** GoDataFeed, Edgecase, Mirakl
- **Order Management:** JaggedPeak, Freestyle
- **Marketing / Email:** Bluecore, SmarterHQ, Infinite Analytics
- **Visual Merchandising:** ZMags, Ampliance, Attraqt

Integrations with Oracle Applications

Commerce Cloud has out of the box connectors and integrations with Oracle applications to reduce costs and time to market, while improving the customer experience. These include:

- **Oracle Integration Cloud Service (ICS) Adapter:** ICS is a drag and drop environment for mapping and integrating multiple Oracle and third-party applications. ICS can help merchants dramatically reduce the time and cost of integrating applications and mapping / passing data.
- **Oracle Marketing Cloud – Responsys:** Connect commerce with orchestrated marketing communications to send abandoned cart emails, make personalized suggestions, and complete user profile data.
- **Oracle Fusion Order Management Cloud:** designed to improve order execution with predefined integrations, centrally managed orchestration policies, and global availability and fulfillment monitoring that can help increase customer satisfaction and order profitability.
- **Oracle Retail Order Management System:** leverage customer information more effectively throughout the purchasing transaction and as part of marketing merchandising, and customer service efforts.
- **Oracle CPQ Cloud:** Configure, price, quote engine for custom product configuration.
- **Oracle Adaptive Intelligent Apps for CX:** Automatically adapt and serve shopper experiences in real time, click-by-click based on behavior, weather, geolocation, life events, social activity, store activity, and more.
- **Oracle Content and Experience Cloud:** Oracle Content and Experience Cloud allows for enhanced content collaboration and workflow capabilities.

What's included with the Subscription Service

- **Modern SaaS, Hosted in the Oracle Cloud:** Oracle hosts all Commerce Cloud sites in the Oracle Cloud. We manage and guarantee SLA, uptime, and handle all necessary compliance and security.
- **Access to three environments:** subscription includes three environments - production, development and staging - with Preview capability.
- **Regular, automatic push upgrades:** Commerce Cloud pushes automatic updates on a regular cadence to customer's pre-production environments. Customers get access to the most modern technology faster, and don't need invest heavily in order to deliver innovation, or manage upgrades.
- **Simplified integrations to other cloud and on-premise technologies:** Commerce Cloud's API and Webhook architecture reduces the time, cost, and complexity of integrations to other Oracle, third-party, or homegrown solutions critical to our customers' businesses. Additionally, Commerce Cloud customers can leverage the [Oracle Cloud Marketplace](#) to access prebuilt extensions and connectors with various technology partners to reduce costs and accelerate integrations.

Simple Purchasing

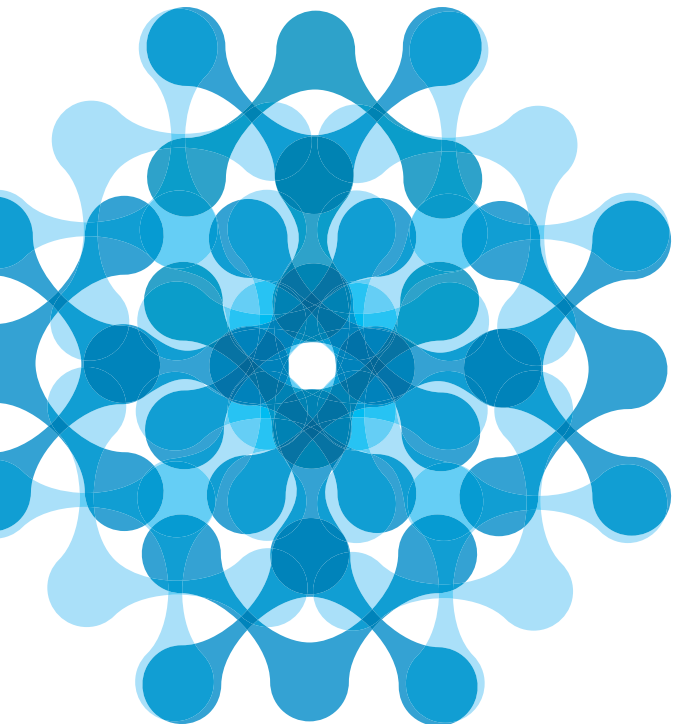
- **Predictable, transparent pricing:** Fees can be based on annual page views (consumption model) or revenue share, if desired. The Page View model sizes customers accordingly, and customers know exactly what they will pay within the page count allotted to them; there are no hidden fees or minimums.
- **Flexible subscription model:** Commerce Cloud is sold as a subscription service, which moves many merchants from a CapEx to an OpEx model. Fees can be paid on a monthly, quarterly, or annual basis, per contract.
- **Service model:** Since Oracle is hosting, we handle the infrastructure and eliminate the need for customers to purchase and manage additional systems. (e.g., database, app server, hardware, software, etc.). We offer a variety of cloud-based services to assist with any virtual infrastructure, integration, or platform needs.

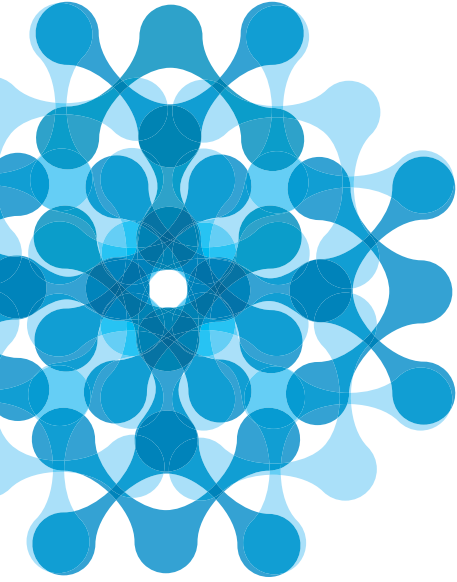
Working with Oracle Commerce Cloud

- **Business users:** many daily tasks can be easily managed by a non-technical business user. Intuitive UIs, and drag and drop tools make traditionally complex IT tasks streamlined and accessible by the business user.
- **Developers:** there is nothing proprietary about working with Oracle Commerce Cloud. Commerce Cloud leverages standards-based languages: HTML5, CSS3, JavaScript, and NodeJS for client-side and server-side extensions. Functionality can further be extended while maintaining upgradability in the Oracle Cloud. This makes finding developers easy and more affordable, and developers can build and extend experiences with modern, scalable technology.

Create Beyond the Boundaries of traditional SaaS

- **Customize** the look and feel of your site(s) without vendor boundaries using HTML5, CSS3, and JavaScript.
- **Extend** functionality with unique, modern server-side extension model using Node JS, and leverage other components of the Oracle Cloud without impacting upgradability.
- **Maintain upgradability and compatibility:** client-side extension and customization model allows merchants to take new push upgrade releases without disrupting previous customizations, or the site(s).





Leverage Oracle Cloud Services to Drive Down IT Complexity and Cost

Oracle Cloud helps organizations drive innovation and business transformation by increasing business agility, lowering costs, and reducing IT complexity. The Oracle Cloud allows merchants to meet their goals faster, providing a platform for fast development and innovation, while substantially reducing infrastructure footprint and simplifying integrations. Some of the Oracle Cloud Services that compliment Commerce Cloud are:

- **Oracle Integration Cloud Services (ICS):** Maximize the value of your investments in SaaS and on-premises applications through a simple and powerful integration platform in the cloud that enables simplified data passing.
- **Oracle Data as a Service (DaaS):** Leverage a myriad of data sources to connecting you to the right customers, making every interaction personal, and effective.
- **Oracle Infrastructure as a Service (IaaS):** offers a set of core capabilities, such as elastic compute, storage, networking, bare metal, migration tools, and container to help you quickly increase business value and performance.
- **Oracle Platform as a Service (PaaS):** develop, test, and deploy the next generation of applications in the cloud in a secure, cost-effective manner that speeds time to market and increases competitive advantage.
- **Oracle Developer Cloud Service:** Allows developers, IT professionals, and business leaders to quickly develop, test, and deploy the next generation of extensions and custom applications in any language in a secure, cost-effective manner. Development can be done in popular IDEs using Oracle Cloud environments provisioned in seconds.
- **Oracle Mobile Cloud Service:** Makes mobile app development and integration quick, secure, and easy to deploy.

Learn more about how Commerce Cloud can transform your business:

Website: cloud.oracle.com/commerce

Public Documentation: http://docs.oracle.com/cloud/latest/commercecs_gs/

YouTube Channel: <http://youtube.com/oraclecommerce>

Oracle Cloud Marketplace: https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx