



Press Release

New Oracle Commerce Cloud Helps Companies Quickly Build, Easily Optimize, and Nimbly Extend Selling Experiences

Designed to ignite business innovation and rapid growth for online businesses

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Adding a key new piece to the rich Oracle Customer Experience (CX) applications portfolio, Oracle unveils Oracle Commerce Cloud, a flexible and scalable SaaS solution built for the Oracle Public Cloud. Oracle Commerce Cloud features the latest commerce technology and is designed to ignite business innovation and rapid growth, while simplifying IT management and reducing costs.



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Oracle Commerce Cloud's modern SaaS infrastructure emphasizes simplicity, allowing online businesses to quickly launch feature-rich, responsive storefronts across desktop and mobile devices without sacrificing features or brand control. No longer limited by cookie-cutter site options, marketers and merchants get a fully responsive, configurable storefront out-of-the-box with pre-integrated core commerce features including: search/navigation, recommendations, promotions, reporting, payments, design templates and SEO. Catalog, content, design and merchandising management is all at the business' fingertips in a unified experience management console.

"Commerce Cloud is a new, differentiating piece of the broader Oracle CX cloud applications portfolio and helps ensure online businesses no longer have to worry about deploying code, upgrading, and managing day-to-day infrastructure," said Ken Volpe, senior vice president, product development, *Oracle*. "Online businesses can focus on building customer experiences that drive innovation and growth, and an automatically responsive user

interface gives brands a limitlessly configurable storefront with proven features expected from the commerce experts.”

Oracle Commerce Cloud allows online businesses to consistently optimize every pixel of the customer experience and regularly apply feature upgrades to their brand esthetic with a solution that includes:

- **Rich experience and commerce capabilities:** Unified catalog, commerce, search and navigation, pricing, merchandising, design and content management capabilities gives customers control to modify their sites as they see fit and instantly preview site experiences with drag and drop tools before going live. Additionally, out-of-the-box themes, layouts and modular widgets make it simple to get started, while enabling developers to build custom extensions or quickly and easily integrate extensions.
- **Unbounded customization and extension:** Marketers and merchandisers can create compelling commerce experiences across a range of devices with responsive design and HTML5 user interfaces. Exposing APIs lets businesses build additional functionality or develop integrations that connect Commerce Cloud with their other systems while also allowing easy consumption for third-party development efforts.
- **Modern Cloud:** Oracle Commerce Cloud provides a developer and agency friendly architecture that allows them to leverage JavaScript frameworks to simplify implementation and adoption, API-first architecture, and modern HTML5 user interface. Integrations with other Oracle applications via PaaS, Java Cloud, and Developer Cloud helps brands quickly plug into other Oracle Cloud Applications or third party technologies.
- **Part of full featured Customer Experience Suite:** Oracle now has the most comprehensive portfolio of products with capabilities critical to modern customer engagements, including [Oracle Marketing Cloud](#), [Oracle Sales Cloud](#), [Oracle Service Cloud](#), [Oracle Configure, Price and Quote Cloud](#) and [Oracle Social Cloud](#).

Expansion into Midsize Businesses

Oracle Commerce Cloud—pre-released in the spring of 2015—is already demonstrating early momentum, with several midsize and enterprise level B2C and B2B customers selecting the product to drive their ecommerce strategy in Oracle’s Q4FY15:

“As a Texas-based accessible luxury lifestyle brand, Elaine Turner is excited to get on board with Oracle Commerce Cloud. Oracle has a clear vision for Commerce and the teams in place to execute rapid innovation,” said Jim Turner, chief executive officer, [Elaine Turner](#). “As Oracle Commerce Cloud evolves and grows, we anticipate our online business growing with it in areas like omni-channel support, segmentation and personalization. We anticipate accelerating our already strong growth online in addition to enhancing our

customer experience lifecycle leveraging more of the Oracle CX Cloud Applications ecosystem.”

“As a local Chattanooga-based outdoor gear retailer, eCommerce is a strategic way to extend the reach of the Rock/Creek business. But we like to focus on bringing the best rock climbing, paddling, running and hiking gear to our customers—not managing a technology infrastructure,” said Mark McKnight, head of eCommerce, [Rock/Creek](#). “With a SaaS solution like Oracle Commerce Cloud, Rock/Creek can simultaneously keep our technology costs low and stay innovative with the latest commerce features for online shopping experiences. Both are important to our business as our customers demand more from their online shopping experiences and as we continue to grow and scale our business.”

Partner Ecosystem, Bootcamps and Hackathons Unleash Power of Solution

Oracle Commerce Cloud is also focused on its vibrant partner community, a vital part of the solution. A global Commerce Cloud rollout and training program, featuring bootcamps and hackathons in the U.S. and Europe focused on helping partners leverage the unbounded extensibility of Commerce Cloud. Designed to get customers up and running quickly, the solution meets their needs today and will scale for future growth.

"Spindrift is very excited about the new opportunities Oracle Commerce Cloud will offer us as a full-service digital agency," says Keith Hurley, Director, Spindrift (a DigitasLBI Company). "With Oracle Commerce Cloud we can now deliver the core commerce components of our customer implementations and also serve as the design agency for the broader customer experience. We will be able to focus on the broader business benefit from day one to deliver rapid, clean, performant solutions using our industry-leading knowledge."

"Commerce Cloud ushers in the next generation of commerce through SaaS. A clean and thoughtful user interface enables marketers and merchandisers to deliver the user experiences their customers demand" says Rohit Garewal, Director of Strategy, Object Edge Inc. "As Specialized Oracle Gold partner, with Oracle Commerce Cloud, Object Edge sees a new opportunity to address the needs of businesses around the world with a leading commerce solution that is also integrated with the broader Oracle CX suite."

Additional Information

To learn more about Oracle Commerce Cloud visit cloud.oracle.com/commerce or request a demo of the solution [here](#).

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