

ORACLE COMMERCE CLOUD



ORACLE®

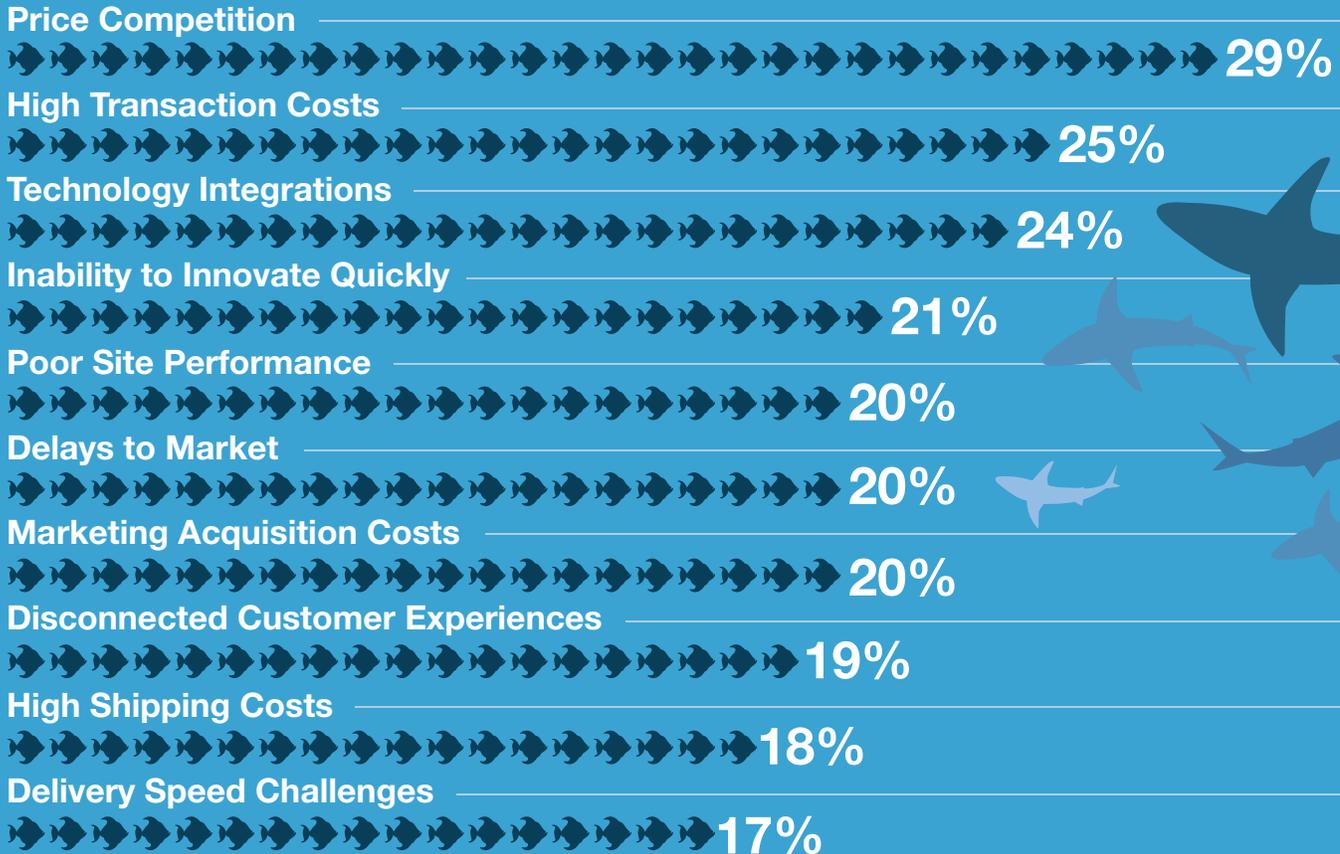
COMMERCE EVOLUTION

# eCommerce is Getting Harder.

Online retail growth is flat<sup>1</sup>. Simply selling online no longer guarantees the exponential growth it once did. Competitive pressure, rising expenses, and changing consumer demands make it harder than ever to stay ahead.

Delivering an anytime, anywhere customer experience personalized to each shopper is what merchants strive to deliver, but dated technology and complicated integrations keep merchants from achieving customer experience goals. Brands are lacking the agility they need, and are paying more than ever to a variety of vendors to support their commerce programs.<sup>2</sup>

## What are the top three risks or threats to online success at your organization?<sup>3</sup>



Growth and profitability is critical to success. In the new era of commerce, you need to innovate faster than competitors, while reducing costs.

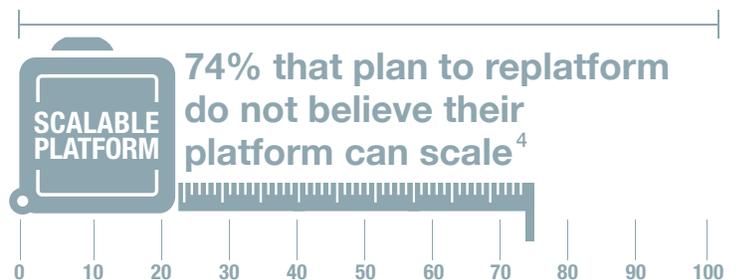
INNOVATE FASTER  
REDUCING COSTS

## You Need a SaaS Commerce Platform that Doesn't Compromise Your Vision

In an effort to simplify eCommerce operations, merchants have started moving to the cloud. Many decision makers initially accept the compromise of brand control and innovation in order to get the cost reduction and operational simplicity of a SaaS platform.

Traditional SaaS commerce platforms have been “good enough” to get started in eCommerce but are not flexible or scalable enough to enable and support meaningful growth. Due to dated architecture and infrastructure models, these providers limit the amount customization a merchant can perform on their website in order to protect the site performance of all clients. In addition to limits on brand control, more online success typically equals higher fees with traditional vendors, without the benefit of additional innovation.

To succeed in the new era of ultra-competitive retail eCommerce, total brand control and customization is often a brand's only means to differentiate themselves online. As merchants outgrow their SaaS platform or desire more creative control, they have only been left with the choice to continue on a simplistic cloud platform, or move to a more feature-rich on-premise enterprise commerce solution.



# Meet Oracle Commerce Cloud

**Fast**  
**Flexible**  
**Complete**  
**Reliable**

Compromise is over. Merchants no longer have to choose between an enterprise-grade platform and the cloud.

Commerce Cloud is the next evolution of a 20-year, industry-leading commerce platform, reimagined for the modern cloud. The most scalable SaaS platform on the market, Commerce Cloud ignites agility, growth, and cost savings at retail and branded commerce programs.

**Commerce Cloud empowers commerce programs to become:**

**FAST:** Move at the speed of business with 24/7 agility.

**FLEXIBLE:** Customize your experience with intuitive tools in an open platform.

**COMPLETE:** Deliver amazing omnichannel experiences with everything you need in one place.

**RELIABLE:** Innovate with rapid upgrades scale with the peace of mind of the proven Oracle Cloud.

Commerce Cloud delivers to every customer touchpoint with integrated tools.



# Fast Quick time to value

Commerce Cloud gets merchants live quickly with a configurable, customizable storefront. Pre-integrated features that would usually require expensive and timely integrations come out-of-the-box with Commerce Cloud with no additional cost.

Sampling of pre-integrated features include:

## FEATURES



Responsive Design



Catalog Management



Experience Management



Guided Search & Navigation



Promotions



SEO



Content Management



Image Scaling



A/B Testing



Recommendations Up-Sell/Cross-Sell



Assisted Selling Application



Agent Console



Payment Gateway Preintegration



Akamai Edge Caching



Preintegrated Tax Solutions



Oracle CX Connection

### Deliver mobile experiences without additional work

Commerce Cloud was built from the ground-up as Responsive and Adaptive. In a mobile-first world, Commerce Cloud allows merchants to deliver mobile-optimized experiences automatically, without additional dedicated mobile resources.

### Do more in real time with 24/7 business agility

Intuitive drag-and-drop tools and an integrated Preview environment keep business teams testing strategies and moving quickly.

### Succeed faster and explore new opportunities for growth

Internationalize quickly with support for over 30 languages and 40 currencies.

Quickly launch new brand or seasonal shops, and test new business models without substantial upfront investment.

### Keep moving with simplified upgrades

Take advantage of Commerce Cloud's multiple product releases per year without downtime.

# Flexible Limitless Experience Customization



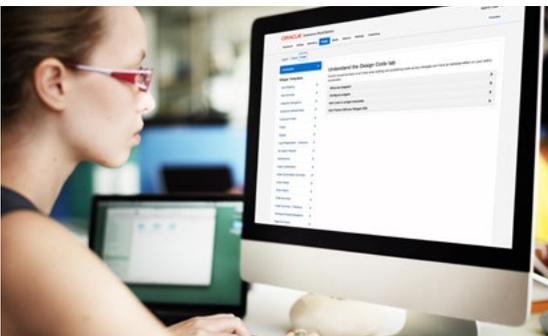
## For Modern Merchandisers

Test strategies and differentiate your brand in real time.



## For Modern Developers

Simplify innovation with an API-first architecture, and modern standards-based languages.



## No proprietary languages, skills

All functionality is accessible through REST Web Services.

## Differentiate your brand on your terms – zero vendor rules

While other SaaS platforms put limits on what merchants can do to differentiate their site, Commerce Cloud puts brands in the driver's seat. Zero contract stipulations. Zero rollback threats. Zero vendor rules.

## Empower the business to innovate with limitless front-end customization

No more cookie-cutter websites. Commerce Cloud allows brands to control and differentiate their site on their terms. Create any branded look and feel, build custom templates, extend your site, and easily plug in Oracle or third-party applications.

## Empower IT to innovate with an API-first, standards-based platform

Commerce Cloud enables the New Developer to work at the speed of business in modern, standards-based languages. Commerce Cloud developers can focus on creative innovation, not managing proprietary code and hardware. Built from the ground-up with an API-first architecture, Commerce Cloud features REST Web Services framework, with programming skills like HTML CSS and JavaScript (Bootstrap).

## Reduce integration headaches

Dramatically cut down on integration time and cost when integrating to Oracle and third-party systems with an open framework. Nothing is proprietary about working with and connecting to Commerce Cloud; all functionality is accessible through REST Web Services.

## Customize without disrupting upgrades

Because all Commerce Cloud customization is done client-side, merchants can take advantage of multiple product releases per year, without threat of disrupting their business, or losing customizations.

# Complete Everything You Need in One Place

**Forrester Research named Oracle as the only complete Digital Experience platform on the market.<sup>5</sup>**

*As your needs evolve, simply connect to the system of your choice. Combine and extend on-premise, cloud solutions, and third party technologies.*

Delivering an omnichannel experience goes far beyond the commerce platform. Oracle is the only provider who makes true digital transformation possible.

Dramatically reduce your costs and increase innovation while simplifying your IT footprint with the Oracle Cloud Platform portfolio.

**Software as a Service (SaaS):** market-leading applications to assist with engagement, conversion, fulfillment, and support across the customer lifecycle.

**Platform as a Service (PaaS):** Increase productivity with an elastically scalable platform for adding and consolidating applications.

**Infrastructure as a Service (IaaS):** Reach IT goals. Run any workload in the cloud for instant value with elastic compute, networking, and storage.

**Data as a Service (DaaS):** Deliver better, more lucrative customer experiences across the buying journey by aggregating and analyzing data across the organization.

## Grow as Your Needs Evolve



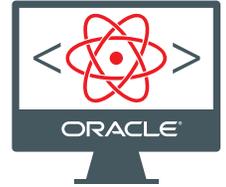
# Reliable

## Grow with The Proven Leader

Not all clouds are created equal

The world's largest companies trust Oracle hardware, Oracle datacenters, and the Oracle Cloud.

We protect the performance of every storefront with the unmatched infrastructure, R&D, and enterprise support of Oracle hardware, Oracle datacenters, and the Oracle Cloud. As your program grows, Oracle can elastically scale infrastructure support to guarantee performance.



99.9% SLA



PCI Compliant



Multiple Releases/Yr.  
Seamless Upgrades



API Enhancements  
& Integrations



Page View  
Pricing Model



Revenue Share  
Pricing Model

### Focus on your business, leave the rest to us

Security and data privacy are still top barriers to SaaS adoption<sup>6</sup>. As a reliable cloud provider to the world's largest organizations, Oracle takes all measures to remain secure and compliant in the enterprise-grade Oracle Cloud. Commerce Cloud is PCI compliant and has a 99.9% uptime SLA.

### Future-proof your business with Oracle R&D

Take immediate advantage of Commerce Cloud's multiple product releases per year. High-impact features, ongoing API enhancements and integrations to other applications can be leveraged and used in your production environments immediately, with no downtime or impact to customizations.

### Rest assured with flexible, transparent, predictable pricing

No success tax here. Oracle offers a set page view-based consumption pricing model, with flexible payment terms. A revenue share model is available for growing businesses that prefer this structure.

# Commitment to Customer Success

The Oracle Commerce Cloud Customer Success Team's mission is to promote and enable our customers to achieve and exceed their strategic goals.

We are here to build commerce businesses, together.

## Product Innovation

Focus on flexibility and ease of use for the modern business user.

## Advocacy

Single point of contact whose job is to advocate for you.

## Getting Started

An onboarding team will quickly get your project underway.

## Scale & Security

Dedicated cloud operations team to manage and scale infrastructure

## Education

Knowledge center & resources to build your usage fluency.

## Implementation

An oversight team to coordinate efforts between Oracle and your partner.

## Support

24x7 product and technical support to maximize your operations.

## Growth

Leverage tools plus other Oracle solutions to scale your own business.

# 94%

94% of market-leading SaaS adopters said that “partnering with a reputable technology company that prioritizes my business success” is a top factor for choosing an eCommerce platform<sup>7</sup>



## Commerce Cloud Architecture

### An open platform for agile innovation

- Client's Configuration
- Core Features
- Extensibility Points

#### Footnotes

- 1, 2 "The State of Online Retailing 2016," Forrester Research Inc., February 2016.
- 3 A Study conducted by Forrester Consulting on behalf of Oracle, February 2016.
- 4 "Understanding TCO When Evaluating Commerce Platforms," Forrester Research Inc., November 2012.
- 5 "Take Two Technology Roads to Digital Experience Success," Forrester Research Inc., February 1, 2016.
- 6, 7 "The Value of Agile Commerce," Forrester Research Inc., May 2016.

#### Related Content

"Application Adoption Trends 2016: SaaS Expands Across The Enterprise And Across The Globe," Forrester Research, Inc., March 30, 2016.

#### Online Resources

- Commerce Cloud Product and API Documentation [http://docs.oracle.com/cloud/latest/commercecs\\_gs/](http://docs.oracle.com/cloud/latest/commercecs_gs/)
- Commerce Cloud SaaS Readiness <https://cloud.oracle.com/saasreadiness/cx>

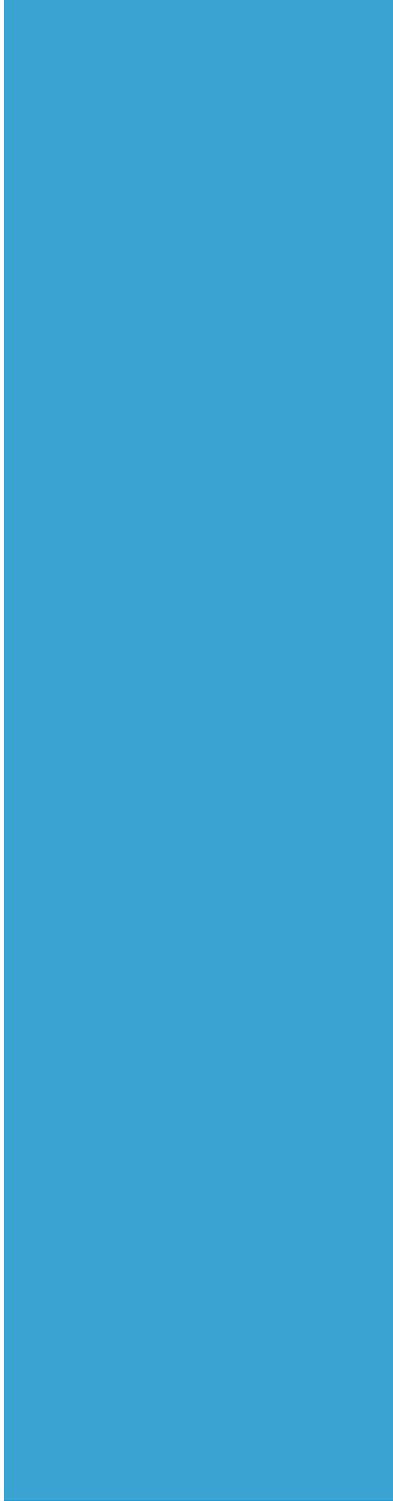
# Commerce Evolution

Increase your agility while reducing costs with the most modern, scalable SaaS commerce platform on the market.

To learn more, visit

[cloud.oracle.com/commerce](https://cloud.oracle.com/commerce)





**ORACLE<sup>®</sup>**  

---

**COMMERCE CLOUD**

[CLOUD.ORACLE.COM](https://cloud.oracle.com)