

Oracle CX Commerce

ORACLE

Delivering digital experiences that respond to the individual

The world has changed faster than ever for buyers and sellers. A massive shift to remote work and the need to adapt business models with greater urgency has increased pressure on organizations to engage with their customers more completely in digital channels. Customers are relying on the businesses they trust—for both personal and professional relationships—to respond and react effectively and connect them with every product and service in the way that meets their needs most efficiently.

Meeting this moment requires businesses to overcome legacy thinking and bring even the most complex products and selling processes online. By connecting back office data, workflows, policies, and processes into the digital purchasing experience, organizations can exceed customer expectations, launch new business models, and navigate this new normal successfully.

Increase business value with Oracle

Oracle CX Commerce enables organizations to bring any business model online, connecting every customer with the right product or service on the right channel in real time.

With Oracle, you can build your commerce experience once and deploy it anywhere, so you're not only overcoming the challenges of today, but equally prepared for the opportunities of tomorrow.

Your keys to success

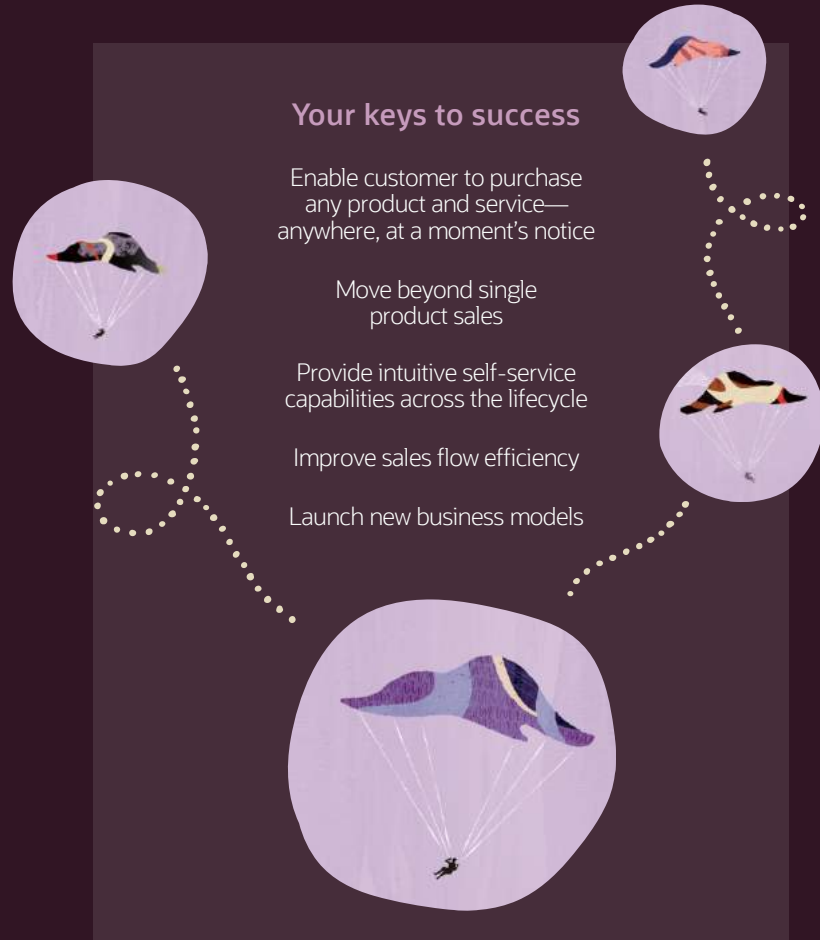
Enable customer to purchase any product and service—anywhere, at a moment's notice

Move beyond single product sales

Provide intuitive self-service capabilities across the lifecycle

Improve sales flow efficiency

Launch new business models



Responsive Selling in the Experience Economy

The reality is, most organizations are not yet equipped to handle commerce in this new world. Responsive selling through digital channels requires navigating through entrenched complexity and old ways of thinking. Businesses must become more agile to better adapt quickly and easily.

With Oracle, companies have the capabilities and tools they need to:

Simplify complexity

Connect data, processes, and workflows from all backend systems

Guide purchasing flows for complex products and services

Build buyer-specific experiences

Interpret buyer signals to deliver real-time personalization at scale

Launch new business models easily to grow recurring relationships and revenues

Innovate quickly and evolve

Deploy faster with out of the box features and frameworks

Provide the commerce experience wherever your customers need you to be

Overcoming the Obstacles

Entrenched complexity across the business

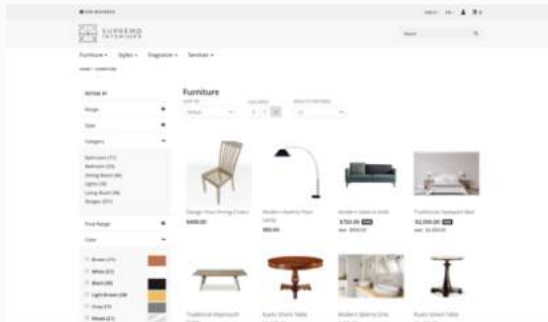
Disconnected data across the lifecycle

Inconsistent experiences across touchpoints



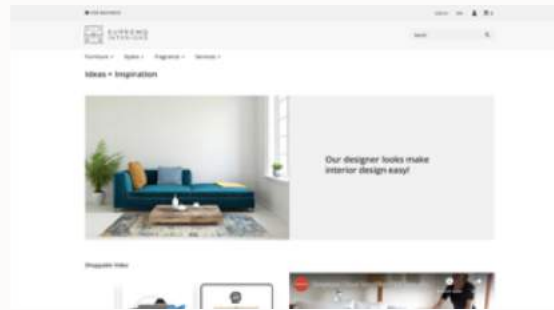
Oracle CX Commerce

Bring any business online, deploy anywhere, and quickly expand into new business models and opportunities. With B2B and B2C commerce on a single, unified platform, Oracle CX Commerce helps you respond quickly to market changes and new opportunities.



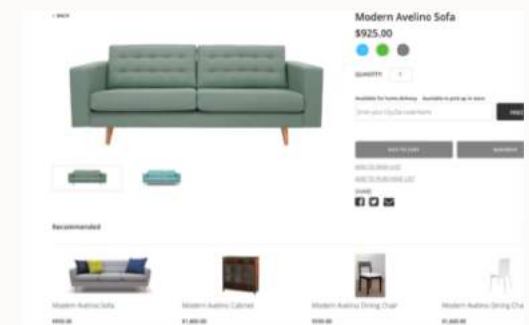
Search and Navigation

Help your customers easily find desired products and discover new offerings with native search and guided navigation.



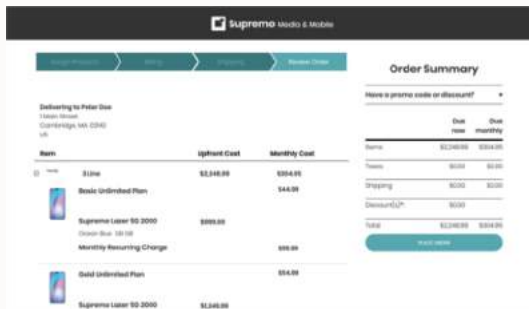
Dynamic Content

Bring your product catalog to life with dynamic images, videos, and other relevant content.



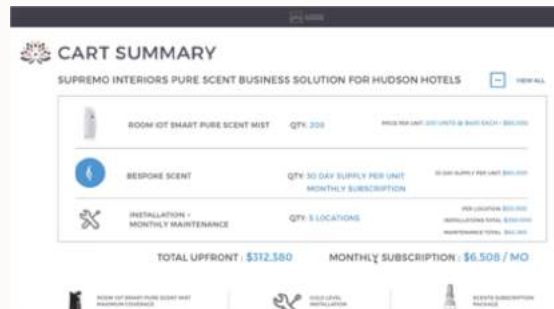
Buyer Signals

Combine customer data and applied intelligence to interpret buyer signals and deliver the right products at the right time.



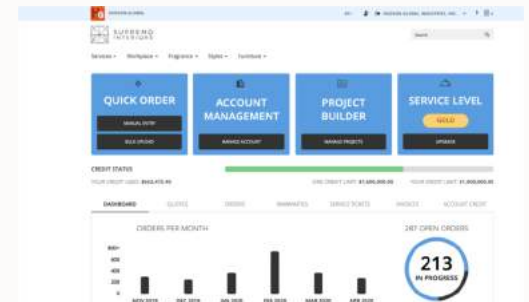
Endless Possibilities

Enable customers to purchase any combination of goods and services in a single order—including one-time purchases, and product or service subscriptions.



Configure and Quote

Bring even the most complex product configuration, bundling, and asset-based ordering online with intuitive tools to guide the process.



Accurate, Complete Data

Integrate your back-office data directly into the experience to connect customers with account and order information and enable them to easily manage and modify orders and subscriptions online.



Customer Successes

Terex

Streamlined B2B purchasing for parts across multiple brands, sites and languages for 5,000 accounts and 400,000 unique SKUs; launched DTC site with same resources.

2X faster site speed, 3X mobile usage, and almost a 10% increase in online revenue.

Calix

Created “a la carte” self-service quoting, successfully pushing 1/3 of quoting online and engaging with 60% of their customers on digital channels first

Expanded seller visibility into part availability for more accurate quoting and fulfillment

Yamaha

“We only had a concept but did not know how to do it. Oracle had the most complete solution for digital marketing and ecommerce – all the features, resources and automation.”

Ricardo Susini, Commercial Director, Yamaha Motorcycles Group, Brazil

Your Path to Commerce Excellence

Oracle’s complete commerce solution enables businesses to move faster and stay ahead of their customers and competitors.



Simplify digital selling by moving to the cloud

Enable non-technical users to easily manage the experience with everything in one centralized place, and reuse existing components and investments to expand.



Modernize digital touchpoints and accelerate online revenue

Leverage historical and real-time customer data to deliver personalized experiences at scale. Launch subscription models to establish recurring relationships and predictable revenues.



Sell all goods and services online, regardless of complexity

Move beyond selling simple parts online with dynamic configuration and advanced quoting tools, and make self-service a central part of your competitive differentiation.

Contact Oracle for help supporting your
CX Commerce programs

