THE EXECUTIVE'S HANDBOOK TO
MODERN DIGITAL COMMERCE

How to get the most out of your technology investment and provide a superior shopping experience.

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DIGITAL COMMERCE IS GETTING HARDER

Ten short years ago, brands relied upon a handful of point solutions for their digital commerce needs. The mobile frontier loomed, the Internet of Things hadn't been born, and artificial intelligence was still a Hollywood fantasy. Nearly every brand sold more products in-store than online.

In what felt like an instant, everything changed.

Mobile exploded. Technology evolved. Innovative organizations created extraordinary digital commerce experiences, which in turn heightened customer expectations across the board.

The pace of digital change left many in the dust. For the first time in digital commerce history, key digital commerce solution providers began developing integrated cloud suites. These early offerings forced brands to choose between site performance and an ideal customer experience. Inefficiency and legacy challenges ensued.

Fortunately, today's digital commerce teams, from marketers to developers, no longer need to choose between speed, scale, functionality, or innovative site experiences.

We created this handbook to help digital commerce leaders make a compelling case for having it all.

Digital interactions influence **64%** of all US retail sales.[1]

PART 1:
REIMAGINING MODERN DIGITAL COMMERCE

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Reimagining Modern Digital Commerce

MODERN DIGITAL COMMERCE: WHAT DOES IT MEAN?

Today's customers expect a seamless shopping experience across devices. They've grown accustomed to personalization and frictionless checkout.

This puts personalization at the apex of modern digital commerce.

But can legacy platforms compete with the likes of Amazon to deliver experiences customers desire?

Modern digital commerce means responding to customer needs in near real time, not days. It means tackling platform initiatives without tapping into IT or development resources. It means endless preconfigured possibilities.

Modern digital commerce means getting obsessed with the customer, and leveraging modern technology to create an agile commerce platform that unlocks greater innovation.

Agility
Utilizing technology to adapt to market and customer needs in real time

Customer Centricity
Meeting the precise needs of customers at every touch point

Innovation
Delivering a world-class shopping experience that differentiates the brand

Reimagining Modern Digital Commerce

GETTING OBSESSED WITH EMPOWERED CUSTOMERS

Consider the following:

9 seconds: Average time online shoppers give a brand before abandoning the site[2]

52% of customers are less likely to engage with a company after a bad mobile experience[3]

67% of consumers cite bad experiences as reason for churn[4]

With exponentially increasing options, consumers assume **more control** over their buying journey.

Empowering customers with the experiences they desire means digital commerce teams now deal with bigger datasets. Yet many teams struggle to translate this increased complexity into customer-centric functionality.

Winning commerce revenue today means getting obsessed with customers.

Brands with an obsession for empowering their customers are the ones that create contextual experiences that garner increased attention and sales.

The Scattered State of Digital Commerce

Lengthy lead time in completing essential tasks and deploying new functionality

Challenges when developing advanced functionality based on a well-documented business case

Inconsistent web, mobile, in-store, and customer service experiences

Slow innovation cycles due to technical complexity and multiple disjointed technology solutions

2. TVPage: "Video Commerce: The Next Evolution in Driving Sales Through Customer Engagement" 3. SuperOffice: "32 Customer Experience Statistics You Need to Know for 2017" 4. thinkJar: "Want Real Success? Destroy the Company-Centric Customer Experience"

Oracle: The Executive's Handbook to Modern Digital Commerce 6

Reimagining Modern Digital Commerce

ED CLEARY ON CUSTOMER DISTRACTION

"Customer's attention span is shrinking as more and more retailers are delivering a seamless customer experience.

The onset of same day and next day delivery has brought about a sense of immediate gratification from the consumer, so when they encounter a store with slow service, or a website that is not optimized, they will quickly move on to another retailer.

With online sales expected to reach $523 billion by 2020, brands will need to capture and keep the customer's attention on a more immediate basis.

Zappos, Amazon, and many other retailers and CPG's like Tide and the numerous shave clubs offering subscription services, have made the shopping and product delivery service a great customer experience. I would expect more and more retailers will be striving to hit this level of service."

Share: Twitter **LinkedIn**

ED CLEARY
Publisher,
Retail TouchPoints

Reimagining Modern Digital Commerce

STEPHEN MONACO ON CUSTOMER CENTRICITY

"The lack of buy-in from the C-suite is a major barrier to customer centricity. This keeps organizations from having the financial, technological, and human resources necessary to put customers where they should be—at the center of everything.

The propensity to focus inwardly hinders organizations' ability to see their offerings from customers point of view, which inherently restricts developing the mindset needed to understand that exceptional customer experiences are as important as the product and service offerings.

Exceptional customer experiences need to be integral to every touch point.

Most companies have a long way to go acting on this premise—just talking the talk doesn't even come close."

Share: Twitter LinkedIn

STEPHEN MONACO 🐦 in
Chief Strategy Officer and
Founder, Future Marketing
Institute, Inc., Best-Selling Author
of *Insightful Knowledge*

Reimagining Modern Digital Commerce

REIMAGINING COMMERCE WITH EMPOWERED CUSTOMERS

Brand recognition doesn't drive customer loyalty like it once did.

Today's consumers can quickly shift loyalties to new brands that deliver helpful, pleasant experiences throughout the customer journey.

Therefore, brands are challenged to shift their focus from segmentation to satisfying consumers in their moments of need. This signals that the brand understands their customers' wishes, leading to deeper engagement and greater loyalty.

Analyzing the moment-by-moment needs of customers allows brands to build context into commerce functionality.

Customer Segment
Grouping customers based on demographic, psychographic, or purchase history data to target them with "relevant" recommendations.

Customer Moment
Individual customers will act differently than others in their "segment" at specific moments in their journey. This requires meeting customer needs in real-time with personalized commerce capabilities.

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ED CLEARY ON CUSTOMER CENTRICITY

"**Get to truly know your customer.**

Many transactions now are done without human interaction, so it is important that the customer knows that there is service behind the website if needed. Having a consistent and seamless customer experience across different mobile devices, in the store, and through social media channels is key.

Retailers need to be cutting edge with offerings such as an effective Buy Online Pickup In Store (BOPIS) service, easy return policy, online chat and support."

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ED CLEARY 🐦 in
Publisher,
Retail TouchPoints

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STEPHEN MONACO ON CUSTOMER SUCCESS

"Success will come from developing a holistic view of customers as individual people; not as a target market.

Listening to customers is key.

Not feigning listening while waiting to pitch or deliver a contrived marketing message, but listening to learn and understand. Voice of Customer mustn't be just a marketing term, it's a mindset that must be put into action by fostering environments that enable meaningful dialogues with customers that become long-term relationships.

Organizations need to understand individual customers contextually and communicate with them on the platforms they prefer to provide the information they want, right when they need it."

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STEPHEN MONACO 🐦 in
Chief Strategy Officer and
Founder, Future Marketing
Institute, Inc., Best-Selling Author
of *Insightful Knowledge*

PART 1

REIMAGINING COMMERCE WITH EMPOWERED CUSTOMERS

A modern and customer-centric approach to digital commerce includes the following:

Customizable storefronts

The ability to tap into customer data and reconfigure digital storefronts allows merchants to meet specific customer experiences in real time by improving features and functionality independent of IT and web development resources.

Delivery to every device

Responsive design templates allow merchants and developers to create experiences that automatically adapt to every device, giving users a just-right commerce experience based on personalized data and device cues.

Personalization

Modern merchants and digital commerce leaders leverage machine learning, ruleless systems, and artificial intelligence to combine first-, second-, and third-party data, delivering a customer experience in which users have access to personalized product research, comparison, promotions, and more.

Worry-free payments

Pre-integrated payments, tax options, and a new generation of security features allow for a safe shopping experience for customer and platform owners.

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TERRY DUPERON ON CUSTOMER CENTRICITY

"**The biggest barriers to customer centricity are budget, technology, insights, and infrastructure.**

Getting customers what they want, when they want it, and with exquisite customer service during and after the sale is a comprehensive, expensive, and difficult process.

Brands can excel and differentiate themselves in our customer-centric culture with omnichannel fulfillment and technology that provides the infrastructure for real-time personalization. A strategy combining aggregated historical and current market data with effective, relevant communication throughout and post the purchasing process will have the best shot at succeeding.

Underlying this is an innovative mindset and a team that is willing to ail in order to learn. The brands that implement these strategies and embrace the new culture will provide what the customer-centric customer wants: relevant content and personalized offers with exquisite customer service."

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TERRY DUPERON
Retail Product Placement,
Retail Strategy and Consulting

Reimagining Modern Digital Commerce

TERRY DUPERON ON THE FUTURE OF IN-STORE

"**Brick-and-mortar storefronts have a significant role for both retailers and customers.**

1. Traditional stores validate and solidify the brand's online persona and provide a better customer experience, which ultimately drives loyalty.

2. Brick-and-mortar community presence creates opportunities for omnichannel fulfillment, where customers can buy online, pick up and make returns in-store, and further selling can occur. I recently saw a statistic that 95% of Home Depot's ecommerce returns are in-store. Brands and customers save on shipping costs, and the brand's online and local stores work together.

3. In-store technology provides key insights about customer preferences and responses to products and merchandising. These insights can be integrated into the brand's digital strategy to drive higher conversions and revenue.

Taken together, these factors can create a competitive edge over ecommerce-only brands that can't provide an in-store experience and additional touch-point with the customer."

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TERRY DUPERON 🐦 in
Retail Product Placement,
Retail Strategy and Consulting

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STEPHEN MONACO ON THE FUTURE OF IN-STORE

"To keep from being another "casualty of Amazon," retailers must create compelling reasons for customers to actually want to come into their physical locations by utilizing experiential marketing strategies and tactics. And by incorporating mobile and WiFi heavily into the mix. Shopping should be a cool and very personalized experience that purposefully incorporates the digital world.

Things like augmented reality, interactive displays, sensory technology, geo-fencing, and micro-location beacons that enable pushing highly-relevant and valuable information to the mobile device of each individual in the store needs to become the norm.

Tom Hanks' character hopping around on the colossal piano at FAO Schwarz in the film "Big" was nearly 30 years ago. There's a lot of catching up that needs to take place regarding in-store experiences."

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STEPHEN MONACO 🐦 in
Chief Strategy Officer and
Founder, Future Marketing
Institute, Inc., Best-Selling Author
of *Insightful Knowledge*

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# AGILITY IN THE AGE OF THE EMPOWERED CUSTOMER

Dated technology keeps many brands from delivering the innovative experiences their customers demand. Complex integrations from a variety of vendors only adds to the cost and complexity.

It's not that brands don't care enough to deliver personalized experiences. Many simply lack the agility to meet the modern consumer's needs.

As we face more physical store closures each year, the brands that leverage the Internet of Things and artificial intelligence to cross the physical-digital divide stand to win big.

Agility in the age of the empowered customer requires brands to move faster than ever before. Setting up storefronts, updating product catalogs, and delivering personalized messages must happen in hours, not days or weeks.

A fault line has cracked between what brands desire to, and can actually deliver:

79%
of brands want to deploy a microsite in 2 weeks but only **26%** can do so[5]

77%
want to post offers in 2 days or less but only **32%** are capable[6]
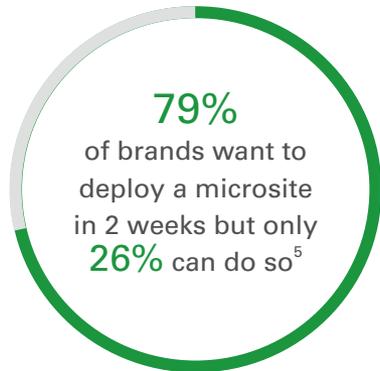
Consumer Trends Driving the Need for Agility:

Global mobile retail is projected to reach US $549 billion in 2017[7]

64% of in-store retail sales were impacted by a customer's use of a digital device[8]

5, 6. Oracle: "Agility Without Compromise" 7. statista: "Global Mobile Retail Commerce Revenue from 2012 to 2019 (in Billion U.S. Dollars)" 8. Deloitte: "Navigating the New Digital Divide"

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BRIAN SOLIS ON IMPROVING CUSTOMER EXPERIENCE WITH DATA

"Success is not using new technology to improve our current performance, but rather success is in how we use technology to see around the corner and fundamentally change.

Digital Darwinism affects businesses in good and bad ways. Keeping insights unbiased is essential for data scientists and technologists as they work across, and under pressure from multiple business decision makers.

Many executives are not customer-centric, they are shareholder-centric. And innovation goes against the process of immediate and quarterly returns. Shareholder process is the enemy. Buying innovative technology is an opportunity to be innovative, so leaders need to embrace long-term visions over short-term gains with AI."

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BRIAN SOLIS
Principal Analyst, Altimeter, a Prophet company, Author of *X: The Experience When Business Meets Design*

Reimagining Modern Digital Commerce

OVERCOMING BARRIERS TO AGILITY

Unfortunately, many organizations with heavy platform customizations struggle in adapting to digital customer change. A continued reliance on IT to implement technical changes shackles business users to legacy features that no longer meet customer expectations. In addition, collecting and acting upon behavioral data continues to elude many brands.

Without the insights to make a case for change, brands struggle to move their modern commerce visions forward within their organizations.

Keeping up requires meeting customer needs with platform agility.

But, the following challenges often get in the way:

Cumbersome legacy platforms combine an unmanageable number of solutions and technologies

Making a business case for advancement takes significant time and investment

Brands struggle to advance features due to heavy legacy customizations

Average online shopping cart abandonment rate is nearly **70%**[9]

Reimagining Modern Digital Commerce

OVERCOMING BARRIERS TO AGILITY

The path to platform agility does not have to be painful, even if legacy platforms contain heavy customizations. Today's digital commerce technology can unlock personalized experiences, simplified administration, and streamlined IT operations. It's flexible too, with options for on premises, SaaS, or hybrid deployments.

Standards-based, flexible commerce platforms aid in overcoming barriers to agility by empowering the business user to perform all aspects of their job, independent from web development and IT support:

Budget can flow easily between business growth initiatives

Digital commerce marketers can quickly execute on-site promotions

IT professionals can focus on increasing performance vs. managing integrations

Merchandisers can immediately create new product and category pages

"You no longer have to choose between **speed and scale**. Both are possible with the right application of modern commerce technology."

– So Young Park,
  Director, Customer and Product Strategy,
  Commerce Product Management, Oracle

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OVERCOMING BARRIERS TO AGILITY

In the early days of ecommerce, basic promotions and geographic targeting required complex rules and IT's involvement. Today, digital commerce leaders can deploy new site functionality without putting in a single request to IT.

Seek the following features to overcome barriers and achieve digital commerce agility:

Easy upgrades and backward compatibility
Platforms that deliver streamlined technical upgrades allow brands to free themselves of version control and fears of getting left behind.

Marketing, sales, social, and customer service alignment
Brands unlock scale by aligning previously inconsistent technologies in marketing, sales, social, and service.

Native features and real-time customization
Features like responsive design, SEO, promotions, and language support now come preconfigured with existing connectors. In addition, real-time, drag-and-drop templates allow optimization based on user intent.

Seamless integrations
Commerce professionals achieve scalability by unifying cloud-based and on premises admin tools, and data storage technology.

Simplified IT footprint
Changes and platform upgrades that once required IT can be made same-day by line-of-business decision makers, resulting in painless processes for achieving innovative experiences and a simplified IT footprint.
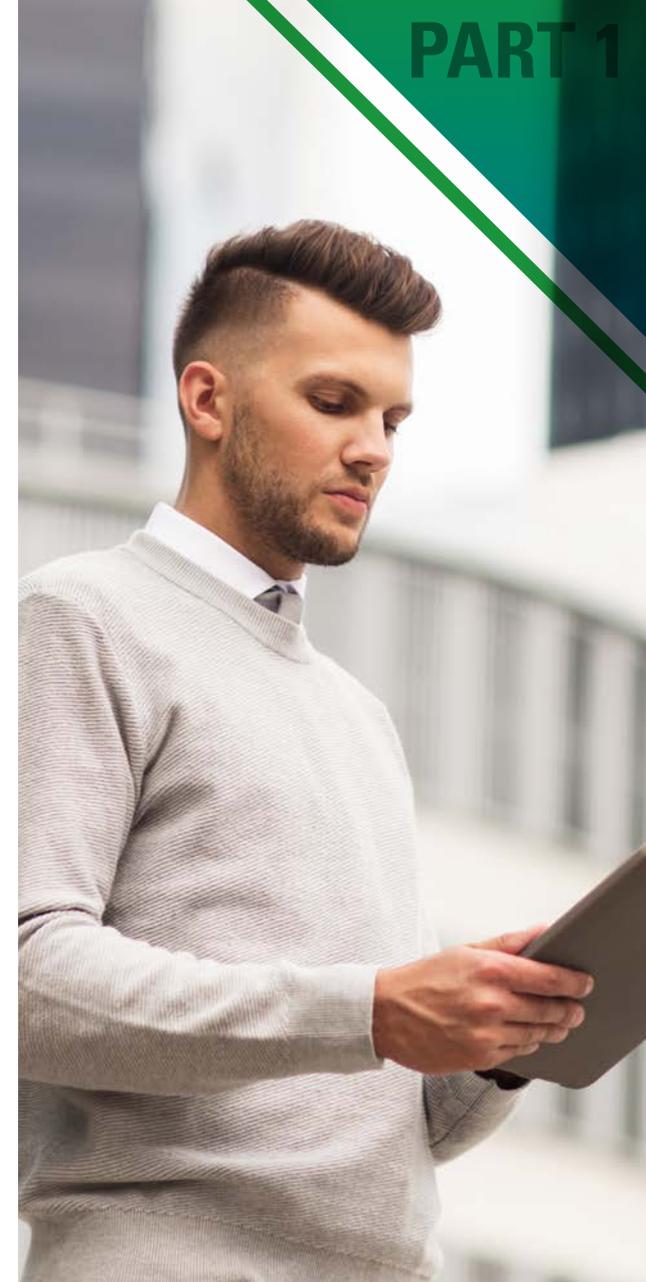
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STEWART ROGERS ON MOBILE AGILITY

"Increasing agile commerce functionality sounds exactly like the kind of problem you can solve with new marketing technologies, and in one sense, it is. But there is a much more fundamental problem at hand that is holding back most organizations.

In my most recent study for VB Insight—VentureBeat's research arm—I discovered that while marketers understand the importance of mobile, 60% tell me that they are ill equipped to deal with mobile.

Three main challenges stand out. Respondents said that mobile is 'tacked on' at the end of campaign development, that it is siloed as a channel strategy, and that they lack the in-house expertise.

Mobile needs to be front and center of every organization's commerce strategy.

Smartphones influenced US$500 billion of sales in 2016. US$140 billion of that total includes purchases made on a smartphone through mobile commerce sites. And my studies show that only 12% of consumers will spend less online in 2017 than they did last year.

Before you can implement the right technologies to create an agile environment where you can move quickly to meet customer demands, you need to break down the silos and make mobile an intrinsic part of your overall marketing strategy."

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STEWART ROGERS 🐦 in
Marketing Technology, VB Insight
(a VentureBeat product)

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KEN MORRIS ON REAL-TIME CLOUD AGILITY

"Real-time retail, through unified commerce, enables retailers to identify the customer and gather, analyze, and disseminate customer, product, pricing, and inventory data across all channels—instantly.

Consumers expect a seamless experience in the store, on the web, and via their mobile device—making real-time retail the new industry imperative.

Retailers are increasingly turning to a common, unified platform to deliver consistent, relevant shopping experiences across all channels. This centralizes data storage and application integration and allows easier real-time access to information across the ecosystem (stores, distribution centers, suppliers, etc.). According to BRP's 2017 POS/Customer Engagement Survey, 9% of retailers currently offer a single commerce platform, with 62% planning to implement one within three years.

As retailers and solution providers look for ways to accelerate the path to unified commerce, more and more capabilities are being centralized or offered as cloud-based services. Retailers are embracing this move to the cloud, as they realize that it is key to accelerating their path to a unified commerce platform that is integrated, scalable, and flexible to support evolving business needs. Further bolstering the move to the cloud is the availability of much more sophisticated networking technology. With today's network technology, retailers can truly achieve 100% uptime—removing the last perceived hurdle to moving away from decentralized commerce solutions that have been the norm for decades.

Cloud computing, either off or on premises, offers the quickest and surest path to seamlessly connect all ecommerce, mobile commerce and in-store transactions to order management, inventory, marketing, financials, supply chain, and customer service. Retailers are recognizing the value of centralizing applications in the cloud: speed of deployment, faster software updates, lower software costs, and a real-time, single version of the truth."

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KEN MORRIS 🐦 💼
Principal, Boston Retail
Partners, LLC

Reimagining Modern Digital Commerce

INNOVATION IN THE AGE OF INSTANT GRATIFICATION

Customers now carry supercomputers in their pockets. The proliferation of smartphones has ushered in an era of instant gratification, with many brands struggling to keep pace with the evolution of consumer expectations.

Consider the following:

11%
of US consumers strongly agree companies are effectively converging digital, mobile, social, and traditional channels[10]

72%
of businesses list improving customer experiences as their top priority[11]

Online sales went flat for many brands starting in 2015[12]

So, what's currently holding digital commerce brands back from delivering innovative customer experiences?

> " In emerging markets, many consumers have access to smartphones, while lacking access to desktops or tablet devices.
>
> Surprisingly simple 'mobile-only' strategies are yielding big gains for smart digital commerce professionals breaking into new global regions."
>
> – *Katrina Gosek,*
> *Senior Director, Commerce Product*
> *Strategy, Oracle*

10. Accenture: "U.S. 'Switching Economy' Up 29% Since 2010 as Companies Struggle to Keep Up with the Nonstop Customer, Finds Accentur"e 11. Forrester: "72% of Businesses Name Improving Customer Experience Top Priority"
12. National Retail Federation: "The State of Retailing Online 2016: Key Metrics, Business Objectives and Mobile"

PART 1

OVERCOMING OBSTACLES TO INNOVATION

Brands face several challenges:

Blind to digital insights
Digital commerce professionals see growth stagnating, but don't know why. They fail to get a handle on the deeper data and insights from multiple sources necessary to make iterative changes in real time.

Budget woes
IT, line-of-business, and marketing decision makers all have budgetary discretion, yet digital commerce collaboration remains a challenge for many brands.

Lack content-rich experiences
Customers demand video, reviews, and custom content for every channel. Brands struggle to keep up.

Poor mobile experience
Building a platform experience that adapts to dozens of mobile device types becomes ever more essential to success.
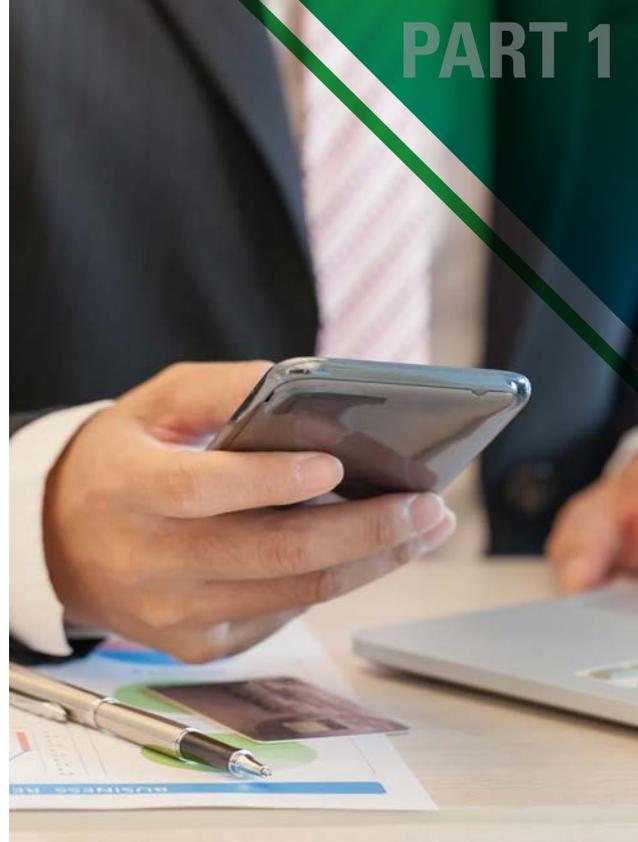
"Artificial intelligence can help commerce professionals connect previously disconnected data sets to come up with specific personalization recommendations.

– Madhukar Kumar,
Vice President, CX Cloud, Oracle

REIMAGINING INNOVATION

The most successful brands break traditional organizational structures and silos to empower a new breed of marketers, IT leaders, developers, and merchandisers. These nimble and modern commerce professionals focus exhaustively on managing, delivering, and optimizing personalized customer experiences across every digital touch point.

Mobile is no longer an afterthought, but rather is the backbone of all brand and shopping interactions.

Innovative merchants, marketers, and IT leaders move beyond unessential commerce tactics. Using artificial intelligence and data science technology, they find the right customers in their moment of need—serving them a personalized shopping experience from first touch to post-purchase.

> "In a marketplace where products have become commodities and competing on price is a race to the bottom, brands and retailers need to be looking toward experience as a key differentiator."
>
> *– Scott Lachut,*
>   *President of Research and Strategy, PSFK*

Reimagining Modern Digital Commerce

REIMAGINING INNOVATION

Here's how digital commerce organizations achieve higher profits:

Delivering personalized shopping

Innovative digital commerce companies deliver content the customer prefers in their channel of choice. This includes video, rich media, text message, social media content, and more. This targeted marketing echoes the personalization customers see in digital storefronts and product recommendations.

Developing seamless digital-to-physical experiences

The customer now expects their online research and in-store experience to line up perfectly. Brands must do away with the inconsistent experiences that erode credibility and trust.

Two roads to digital experience success:

Once you have a strategy to prioritize digital interactions and have assessed the business impact of each investment, it's time to plan your technology road map. **You must pursue two paths simultaneously.**

1 Make urgent investments immediately with cloud or software extensions[13]

2 Deliver important agility and long-term benefits with a modern digital experience platform[14]

13. "Take Two Technology Roads to Digital Experience Success", February 2016, Forrester
14. "A Customer-Obsessed Operating Model Demands A Close Partnership With Your CIO", April 2016, Forrester

Reimagining Modern Digital Commerce

SCOTT LACHUT ON EXPERIENCE AS A KEY DIFFERENTIATOR

"In a marketplace where products have become commodities and competing on price is a race to the bottom, brands and retailers need to be looking toward experience as a key differentiator. The question then becomes who are your customers and what are their biggest needs?

If your big ideas aren't solving a real problem or delivering greater utility, convenience, or personalization in some way, then you'll fail to move the needle in any significant way.

Once you know the answers to those questions, the goal should be to quickly prototype a number of solutions and test them, in the marketplace to get feedback from shoppers and/ or employees, refine them and slowly scale them up over time. This iterative approach allows organizations to keep pace with changes as they happen and learn from both successes and failures without a significant up-front investment.

In terms of the actual technology innovations that are worth exploring, I'm a big fan of chat-based platforms that leverage the predominant method of communication that all consumers are already using in their daily lives as a way to create one-to-one interactions with customers. These types of engagements can play a role in multiple phases of the purchase path and be further augmented with the introduction of AI-based assistants.

From a more operational perspective, data analytics are a must-have in terms of understanding the forces that drive demand in the marketplace and what impact that has on your business, increasingly in real time. These insights can help drive efficiencies in the supply chain, optimize staffing and merchandising at the store level, and highlight opportunities for growth. The key is ensuring that this information is getting in the hands of the decision makers who can act on it."

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SCOTT LACHUT 🐦 in
President of Research
and Strategy, PSFK

Reimagining Modern Digital Commerce

KEN MORRIS ON OBSTACLES TO INNOVATION

"Many retailers have started down an omnichannel path by offering services that emulate the seamless holistic shopping experience that the customer expects, but in most cases the method is manual and involves complex integration across multiple systems and processes, and often doesn't work very well in real time.

There are several bottlenecks or challenges retailers face on the road to implementing a unified commerce platform, including: complicated and rigid legacy systems, inadequate network bandwidth, lack of budget/funding, limited time and staff resources, and navigating the complex, rapidly evolving solution landscape.

The first step to overcoming these challenge is to develop a long-term business and IT plan that identifies the roadmap, the strategies, the process, the organization structure, the matching application portfolio, and the mission critical ROI driven implementation sequencing retailers can execute against."

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KEN MORRIS
Principal, Boston Retail
Partners, LLC

Reimagining Modern Digital Commerce

GREG BUZEK ON UNIFIED COMMERCE AS A KEY DIFFERENTIATOR

"**The greatest need right now is around the entire concept of unified commerce.**

Systems for brick-and-mortar, online, and mobile were often created in a vacuum. This means there are three versions of the truth for the orders as well as the customers. The single greatest need is getting to a single version of the truth. And for retailers, that means three foundational systems:

1. A distributed order management system so there is one version of the order, regardless of channels
2. A single customer system that allows for loyalty and customer preferences to be used in any channel
3. Then, finally, an updated POS system at the stores to leverage this data and extend to mobile devices

It's not tremendously sexy, but it is foundational and what is required. Until this is done, retailers are at a great disadvantage to purely digital retailers.

Finally, retailers who have stores must turn those stores into advantages. This means spending a minimum of 3-5% of revenue in the short term on IT transformation, in order to compete with the likes of Amazon. Along with the systems, they must focus on their people and training. Are your stores inviting for people to come to? If not, you are pretty much going to be out of business in the new economy. People used to have to shop, now they have to want to shop. One hour delivery or less, there is no need to waste time dealing with rude or apathetic associates."

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GREG BUZEK
President, IHL Group, and Donor Trustee of Retail Orphan Initiative

PART 2:

NEW POSSIBILITIES WITH DIGITAL COMMERCE TECHNOLOGY

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New Possibilities with Digital Commerce Technology

THE MODERN DIGITAL COMMERCE TEAM

In the early days, innovators bootstrapped their way through digital commerce.

Today's marketing, merchandising, SEO, and customer acquisition teams specialize in order to meet heightened customer expectations. Here's how:

Digital commerce IT professionals
Modern IT professionals focus on creating rich front-end experiences, speeding platform performance, and implementing strategic technical initiatives to drive increased profit, as they now have more responsibility and less time.

Digital commerce merchandisers
In the past, merchandisers wrangled IT resources, negotiated across multiple lines of business, and dealt with countless vendors. The modern merchandiser focuses on driving innovation by meeting customer requirements through technology and smarter allocation of IT resources. By leveraging technology, brands now create product and category pages without IT's involvement.

Digital commerce marketers
Modern digital commerce marketers create targeted and personalized marketing campaigns based on moment-by-moment customer needs. On-site promotions, which once took IT weeks to implement, are now executed in real time without IT's involvement. Adopting an always-on marketing mindset, instead of a campaign-based approach, yields improved customer communication.

NEW POSSIBILITIES

74% of commerce professionals that plan to replatform do not believe their existing platform will scale[15].

This signals low confidence in platform adaptability among digital commerce professionals. Unfortunately, fears of cloud SaaS and hybrid cloud implementations still plague many brands.

Scaling existing platforms through modern digital commerce technology requires an intense focus on the right platform goals.

The following pages contain steps to help brands get past fears and achieve greater performance. These include:

Getting obsessed with **customer centricity**

Fueling technical and **business agility** with customer insights

Unlocking **immediate innovation** through agility

Digital commerce best practices are rooted in the following goals

1 Growing repeat buyers and customer advocacy

2 Improving discovery process and traffic

3 Increasing engagement, conversion, and average order values

New Possibilities with Digital Commerce Technology

BRIAN SOLIS ON BARRIERS TO CUSTOMER CENTRICITY*

"Anybody who wants to change their organization must realize that part of their job now is framing up data and insights to demonstrate new opportunities that can positively impact business performance. Take heed of the traditional business performance metrics that executives use to substantiate work, validate work, and invest in new roadmaps, such as profitability, scale, and market share. Align new opportunities and customer stories to metrics that leadership already values.

All data needs a story, which means data scientists must become storytellers.

There's an art and science to this. It takes boatloads of brainpower to think creatively about how to steer the ship in a whole new direction, convince leadership to take the leap, and build a successful framework for moving forward."

➦ **Share:** Twitter **LinkedIn**

BRIAN SOLIS
Principal Analyst, Altimeter,
a Prophet company, Author
of *X: The Experience When
Business Meets Design*

*Customer Centricity – Meeting the precise needs of customers at every touch point

New Possibilities with Digital Commerce Technology

TECHNOLOGY FOR CUSTOMER CENTRICITY

Customer centricity doesn't happen without insights. To create world class experiences at scale, digital commerce leaders rely on algorithms that pull data from first-, second-, and third-party sources.

Innovative commerce organizations incorporate functionality that leverages AI to interpret these multiple data sources, and recommend personalized, moment-by-moment experiences for customers.

The best way to create repeat buyers and brand advocates is to map the needs of brand advocates first, before building out the functionality.

Customer desires driving the need for greater customer centricity:

Delivery to every device
Mobile commerce accounts for 30% of all US sales, while mobile devices account for 75% of consumers' time spent online[16, 17]

Seamless and consistent service
Companies that provide consistent service across multiple channels retain 89% of their customers[18]

Worry-free payments
65% of consumers say mobile retail sites aren't doing enough to protect their credit card and personal information[19]

16. Internet Retailer: "Mobile Commerce is Now 30% of All U.S. E-commerce" 17. Internet Retailer: "Mobile Devices Eat Up 75% of Consumers' Time Online" 18. Internet Retailer: "Why an Omnichannel Strategy Matters" 19. Internet Retailer: "A Third of Online Shoppers Hesitate to Buy Because of Credit Card Data Thefts"

New Possibilities with Digital Commerce Technology

CUSTOMER CENTRICITY WITH FIRST-, SECOND-, AND THIRD-PARTY DATA

Getting obsessed with customer behavior requires a renewed focus on deep data insights—which means brands must leverage all available customer experience technology to break down organizational silos and gain a deeper understanding of customers.

Multiple data sources must sync up in order to deliver a full picture of both customer behavior and future needs.

These include:

First-, second-, and third-party data

Behavioral signals from search or social

Historical and database knowledge

Location-based and GPS data

Marketing analytics

Transactional data

Weather and geographic data

First Party Data
Information collected from customers, often gained from CRM systems, service communications, cookie-based data, or web analytics.

Second Party Data
Owned, but shared from trusted partners whose customers are mutually beneficial to both partners.

Third Party Data
Purchased or gained through partnerships with DMP (data aggregating) organizations. Typically has broader demographic and behavioral reach.

New Possibilities with Digital Commerce Technology

CUSTOMER CENTRICITY WITH FIRST-, SECOND-, AND THIRD-PARTY DATA

The next step for brands includes crunching multiple data sets and running regression through artificial intelligence algorithms. What used to take weeks now happens in minutes. Unexpected insights from weather, purchase behavior, or third-party sources can trigger insights that offer customers remarkable personalization.

To achieve tangible results, IT and business functions must collaborate in painting a comprehensive customer picture. Development, deployment, analytics, and functional business teams must come together—sharing data and updating roles and responsibilities as needed.

PART 2

CUSTOMER CENTRICITY WITH BEHAVIORAL INSIGHTS

Enable personalization and relevant marketing

Commerce platforms must evolve as customer habits, demands, and tastes change.

Digital commerce professionals must meet newfound customer expectations in real time through contextual shopping experiences and targeted behavioral marketing.

Top 4 personalization techniques:

AI and big data insights
By combining sources from data sets above, modern commerce professionals uncover previously unforeseen patterns across first-, second-, an third-party data, and customize the product experience, product romance copy, marketing delivery methods, timing of promotions, and more.

Navigational
By using browsing history and purchase data, modern brands customize and site navigation experience, and deliver content specific to shoppers' tastes.

Cross-device
By leveraging User ID tracking, brands track shoppers across devices, enhancing their shopping journey with contextual content.

Predictive
By analyzing buying patterns of a broad user base, brands predict and recommend what new users will prefer. These "you might like…" messages are delivered on a digital commerce site or via marketing technology.

New Possibilities with Digital Commerce Technology

BEHAVIORAL INSIGHTS WITH AI

Artificial intelligence and machine learning unlock shopper patterns and user behavior insights gleaned from first-, second-, and third-party sources.

The conclusions that just a few years ago took data scientists weeks of regression analysis are now achieved in minutes.

With streamlined access to multiple customer data touch points, these technologies help developers, merchants, and innovators deliver personalized campaigns through the following:

Email

Text messages

In-store notifications

Website ads

Push notifications

Website experience customization

Social media ads

New Possibilities with Digital Commerce Technology

BEHAVIORAL INSIGHTS WITH AI

Two powerful customer-centric marketing opportunities:

71% of consumers who have had a good social media service experience with a brand, are likely to recommend it to others[20]

74% of marketers say targeted personalization increases engagement, while only **39%** of online merchants send personalized product recommendations via email[21]
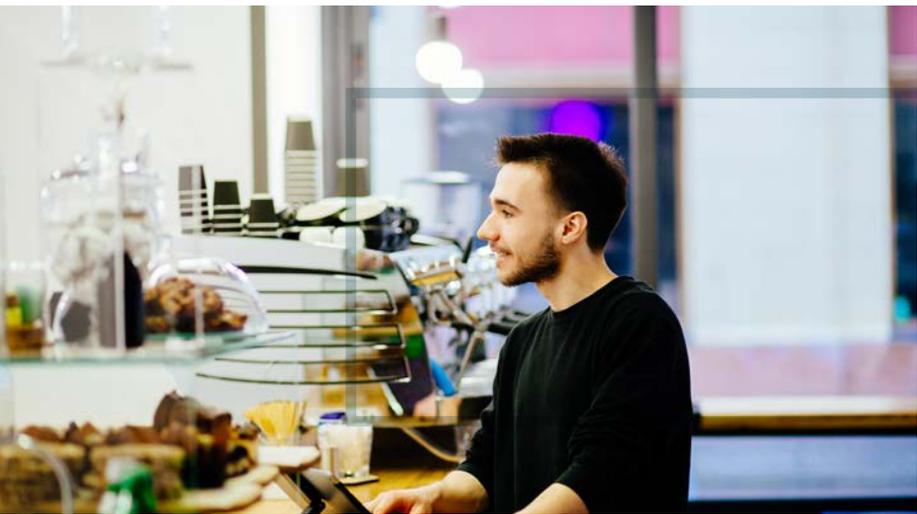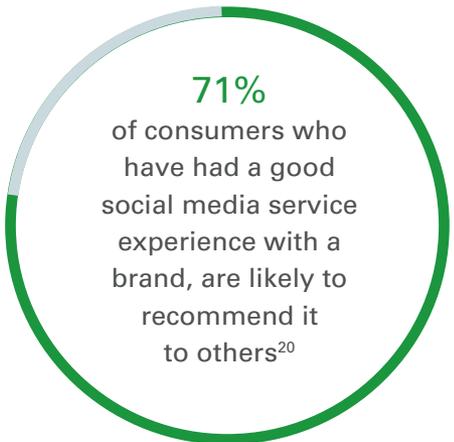
Contextual social media content
With a deep understanding of browsing and purchase history, savvy marketers now target customers in social channels with related products and helpful information (e.g. fashion look-books for pairing purchased products together).

Email product curation
By leveraging purchase history and basic email database segmentation, marketers now deliver highly relevant email notifications, featuring products curated specifically to their tastes.

PART 2

BEHAVIORAL INSIGHTS WITH AI

Test theories

Digital commerce executives can't know if personalization efforts are successful without targeted data that proves customers engaged more deeply, or purchased more as a result. Which is why the final recommendation for improving customer centricity is to test all assumptions.

A/B test

Best-in-class digital commerce implementations come with A/B testing baked right into the framework. Developing deep customer-centric roots in facts—as opposed to gut feeling— means testing everything from page layouts, headlines, and product descriptions to marketing automation messaging, email subject lines, and social content.

> " Leveraging technology that takes care of core commerce functionality—like catalog management and template layout—frees up modern merchants to focus on creating highly personalized, customer centric, and innovative commerce experiences that **improve retention.** "
>
> *– Katrina Gosek,*
> *Senior Director, Commerce Product Strategy, Oracle*

New Possibilities with Digital Commerce Technology

AGILITY IN THE AGE OF THE ALWAYS-ON CUSTOMER

From the customer's point of view, agility means finding information, reviews, and relevant products in the channel they desire, at their exact time of need. For brands, delivering a consistent experience across channels yields repeat purchases, higher traffic, and more sales.

Here are the trends shaping customer behavior change that drive the need for greater agility:

Anytime, anywhere customers

In 1995, few predicted that 20 years later Amazon would be among the top 10 grossing retailers on the planet. They now set a high standard for the entire industry—and effectively continue to redefine consumer shopping expectations globally. As a result, customers now demand access to any product, anytime, no matter their location.

80% of merchants report being unprepared for the "shop anywhere, anytime" customer, from an inventory and financial perspective[22]

New Possibilities with Digital Commerce Technology

AGILITY IN THE AGE OF THE ALWAYS-ON CUSTOMER

Device compatibility

With mobile traffic overtaking desktop for the first time in 2014, most digital commerce practitioners adopted mobile-first mindsets.

But many digital commerce professionals continue to miss the fact that customers now perform different shopping tasks on different devices. Brands must meet specific customer desires across various channels in order to survive. The average consumer now owns 4 connected devices[23]

New Possibilities with Digital Commerce Technology

PLATFORM AGILITY

Meeting changing customer demand and buying behavior head-on requires brands to evolve with their customers. But keeping pace with digital disruption and customer trends can feel impossible for many. In today's landscape, retooling a digital commerce platform from the ground up every few years just won't cut it anymore.

So, what's the solution?

Leveraging a digital commerce platform that comes equipped with the following capabilities:

Delivers speed and scale, not just one or the other

Empowers the business user to make changes without relying on web development and IT support

Enables fast deployment of additional sites for global growth

Ensures the latest technology is delivered via easy, simple, and frequent updates

Fully integrates cloud, database, and on premises administrative tools

Technical requirements for achieving platform agility:

AI-powered and data-backed commerce for deeper customer intelligence and personalization

Converged data infrastructure for marketing, sales, social, and customer service alignment

Native features like A/B testing that allow merchants and web development teams to make changes in real time

Open RESTful APIs and standards-based frameworks that enable customization and faster development adoption

New Possibilities with Digital Commerce Technology

TOOLS FOR IT AGILITY

The seamless integration of customer experience applications

The best way to gain a complete view of the customer is to integrate data sources—CRM, ecommerce platforms, marketing automation technology, customer service technology, and more. They all house vital customer data that, when combined, paints a compelling picture of the convoluted buyer journey. Stitching together this data has become a manual process for many in IT.

The ability to leverage a unified platform that delivers this information directly into the hands of the business user allows for greater IT agility.

Through integrated systems, brands can deliver:

Faster delivery of promotions and custom product lines

In-store personalization

Marketing personalization

Personalized product recommendations

New Possibilities with Digital Commerce Technology

TOOLS FOR IT AGILITY

Mapping PaaS, IaaS, and DaaS needs

Many digital commerce IT teams face time-consuming and costly integration challenges. Teams can reduce complexity by selecting database, platform, and infrastructure cloud software that work together seamlessly.

Making this a reality requires cloud integration solutions that

support flows moving in both directions across cloud and enterprise, and can likewise scale up as the number of endpoints increase.

Connectivity between IaaS, PaaS, and DaaS technologies can yield long-term savings and security.

New Possibilities with Digital Commerce Technology

TOOLS FOR IT AGILITY

Definition of PaaS, Iaas, and Daas

Here's a definition of each technology and what they help commerce professionals achieve:

Oracle PaaS:

Oracle Cloud Platform as a Service (PaaS) helps enterprise IT and independent software vendor (ISV) developers rapidly build and deploy rich applications—or extend Oracle Cloud SaaS apps—using an enterprise-grade cloud platform.

Oracle DaaS:

A unified data-as-a-service (DaaS) offering that aggregates, analyzes, and activates consumer data into one unified solution. Powered by Oracle ID Graph, this solution creates cross-channel consumer understanding, providing deeper customer knowledge.

Oracle IaaS:

A comprehensive set of integrated, subscription-based infrastructure services that enable businesses to run any workload in an enterprise-grade cloud managed, hosted, and supported by Oracle.
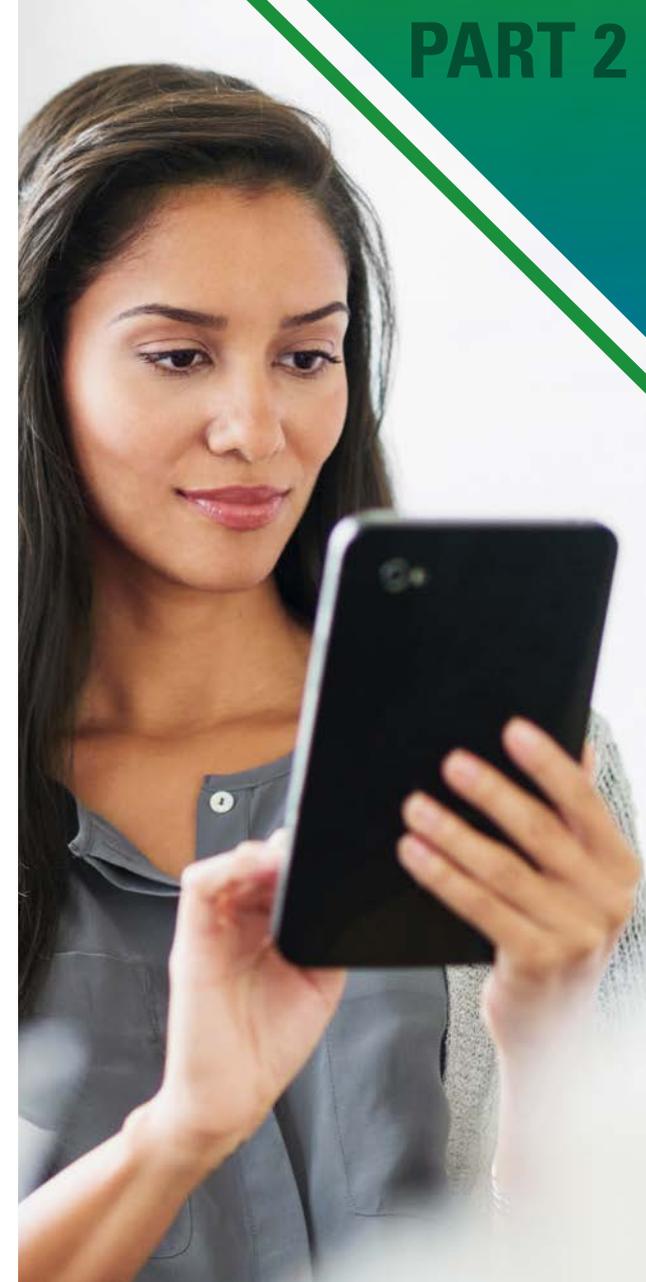
New Possibilities with Digital Commerce Technology

TOOLS FOR IT AGILITY

Converged data infrastructure for improved speed and reduced vendor costs

Many data center teams spend too much time on maintenance and troubleshooting. While these activities are important, they hinder the team's ability to focus on innovative security and data center privacy initiatives. Lost revenue and security threats are the results of data centers stuck in reactionary practices.

In today's web-based services landscape, user demand can be difficult to predict. This means IT infrastructure must be prepared to quickly provision and reallocate resources. When IT is already dealing with dozens of products and troubleshooting legacy platforms, making the case for a new and singular converged data infrastructure poses challenges.

Successful merchants and web development professionals leverage platforms that deliver converged data infrastructure, which integrates computer, network, and storage resources. This improves deployment speeds, simplifies storage, and reduces overall server vendor costs.

Merchants and IT professionals unlock scale by aligning previously inconsistent technologies in marketing, sales, social, and service. Omnichannel knowledge and support allow for the agility needed to handle promotions and high-volume periods.

The results of converged data infrastructure include:

83% faster deployments[24]

Ability to leverage artificial intelligence models to deliver greater personalization expectations[23]
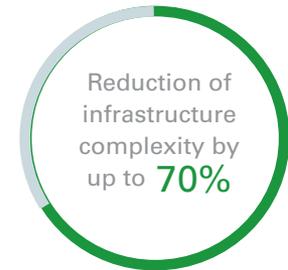
Reduction of infrastructure complexity by up to **70%**

New Possibilities with Digital Commerce Technology

TOOLS FOR IT AGILITY

AI-powered commerce for predictive customer satisfaction

Big data and artificial intelligence promise to deliver unforeseen agility in commerce. Implementing AI is truly less complicated than it sounds.

Many brands already use collaborative filters to gather purchase data and historical shopping behavior. But this approach is siloed and only offers brands a single-channel view.

Modern teams unlock greater agility by combining insights on customer "micro-moments" gleaned from first-, second-, and third-party data sources.

By combining statistical models from machine learning libraries with real-time customer data from multiple sources, AI can deliver ruleless personalized recommendations in real time.

AI leverages:

GPS data and location

Recent transactions

Similar customers

Social activity

Weather

Using this data appropriately starts with AI insights. Both IT teams and merchants leverage chatbots, virtual shopping assistants, in-store push notifications, and more to meet customer needs in real time, no matter their location, channel, or desire.

Two common outcomes of AI-empowered commerce

improving customer lifetime value
Delivering personalized and consistent experiences across the life cycle improves conversion, as well as up-sell and cross-sell.

Turning static into adaptive journeys
Offers that adjust to what consumers need, in the micro-moments they need them most, result in adaptive customer experiences.

New Possibilities with Digital Commerce Technology

CHUCK MARTIN ON AGILE COMMERCE TECHNOLOGY

"**Turning on new technologies and features quickly, while still planning for long-term investments requires the business-minded team members to start and own projects, since much of the value is determined after experimentation and pilots that provide crucial customer feedback.**

For long-term platform investments, it's best to look at the longer-term prospects of the actual platform being selected. For example, determining what companies are using it already and assessing the long-term prospects of the company behind it, should be part of the assessment.

Both best-of-breed and integrated suite platforms have merits, but also depend on the internal DNA of the business making the decision. Aside from the obvious issues of cost-to-build vs. cost-to-buy, factors considering how a company operates internally is important. For example, if a platform is stitched together, does the business have the necessary resources to maintain it and effectively troubleshoot and fix issues? If a single platform approach is taken, what is the likely long-term status of that particular platform?

It can be challenging to keep current, since external market dynamics can shift quickly. Reading appropriate trade publications, when one has time, is one way to stay ahead. Most importantly, leaders should attend and send subordinates to external meetings or conferences. Not just to hear what leading speakers are thinking, but also to network with peers, where much of the needed insight can be gathered."

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CHUCK MARTIN 🐦 💼
Futurist, Keynote Speaker,
IoT Daily MediaPost
Editor/Columnist, CEO of
Net Future Institute

New Possibilities with Digital Commerce Technology

BRIAN SOLIS ON INNOVATION

"**Naturally, when we apply AI to existing systems, methodologies, and processes, we improve them.**

But what if that very foundation and legacy was, in and of itself, a model for the excellent customer experiences of tomorrow instead of today?

When we use AI and machine learning to analyze customer experiences outside of our industries, we gather new insights which can lead to innovation across the entire customer journey and in the creation of new touch points. This helps in the development of new processes, services, or products that we wouldn't have otherwise seen. This gives businesses the opportunity to create what doesn't exist because customers are changing faster than executive philosophies are changing.

Artificial intelligence can transform and rapidly accelerate new business models. But success depends upon how data scientists process and analyze data, and whether leadership prioritizes fundamentally changing course based on insights. "

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BRIAN SOLIS
Principal Analyst, Altimeter, a Prophet company, Author of *X: The Experience When Business Meets Design*

New Possibilities with Digital Commerce Technology

STEWART ROGERS ON AGILE CUSTOMER TECHNOLOGY

"When it comes to measuring agility, the KPIs and metrics you will use to determine success will change over time.

Why?

Because agility in commerce means showing that you have met the customer's needs quickly and efficiently, and consumer needs change on a regular basis, your KPIs will evolve over time too.

Do your customers want to pay using a mobile payment solution? If yes, then you will want to take that hypothesis, run segmented experiments, measure the conversion rates, and choose the winning test. Once rolled out to a wider audience, you should continue to gauge the impact of those changes.

The metrics associated with conversion rate optimization apply well in any agile environment, because they closely match the cycle of iteration and improvement that process fosters, but you can't create hypotheses without understanding all of your metrics, so any that you have identified as important now are still valid going forward."

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STEWART ROGERS
Marketing Technology, VB Insight
(a VentureBeat product)

New Possibilities with Digital Commerce Technology

INNOVATION DRIVERS

During the early years of SaaS, digital commerce vendors required brands to choose between speed and scale. Many were forced to utilize heavy development resources in order to customize inflexible design templates.

As noted earlier, the customer landscape is shifting beneath our feet with a powerful and modern SaaS implementation, so digital commerce sites no longer need to sacrifice functionality, customization, or site experience.

Delivering innovative commerce experiences that meet shifting customer demand is now well within reach.

The need for greater innovation begins by addressing these customer demands:

A deeper brand engagement
Across nine categories, customers that are fully connected (emotionally) are 52% more valuable[25]

Consistent and premium brand shopping experiences
86% of buyers will pay more for a better customer experience, but only 1% of customers feel vendors consistently meet their expectations[26]

Security above all else
73% of online shoppers say that making an online purchase in general is cause for concern[27]

25. Harvard Business Review: The New Science of Customer Emotions" 26. Forbes: "Customer Experience: Is it the Chicken or Egg?" 27. In"ternet Retailer: "Security Concerns Weigh on Online Shoppers"

New Possibilities with Digital Commerce Technology

INNOVATION IN THE AGE OF PERSONALIZATION

1. Experience and design customization capabilities

Brands that deliver superior shopping experiences enjoy higher engagement and conversion rates. It's that simple.

Early SaaS commerce implementations suffered from fixed design templates and oversimplification. While these templates often met customer expectations around speed, they suffered from unsatisfactory user experiences, especially when it came from mobile.

Front-end design customization capabilities are a must-have for merchants seeking to achieve deeper engagement and a personalized shopping experience.

Customization Capabilities

A/B testing of front-end experiences

Client-side customizations for simplified updates

Compatibility with third- party applications that unlock innovative features including chatbots, personalized shopping, and real time notifications

Completely customizable front-end experiences
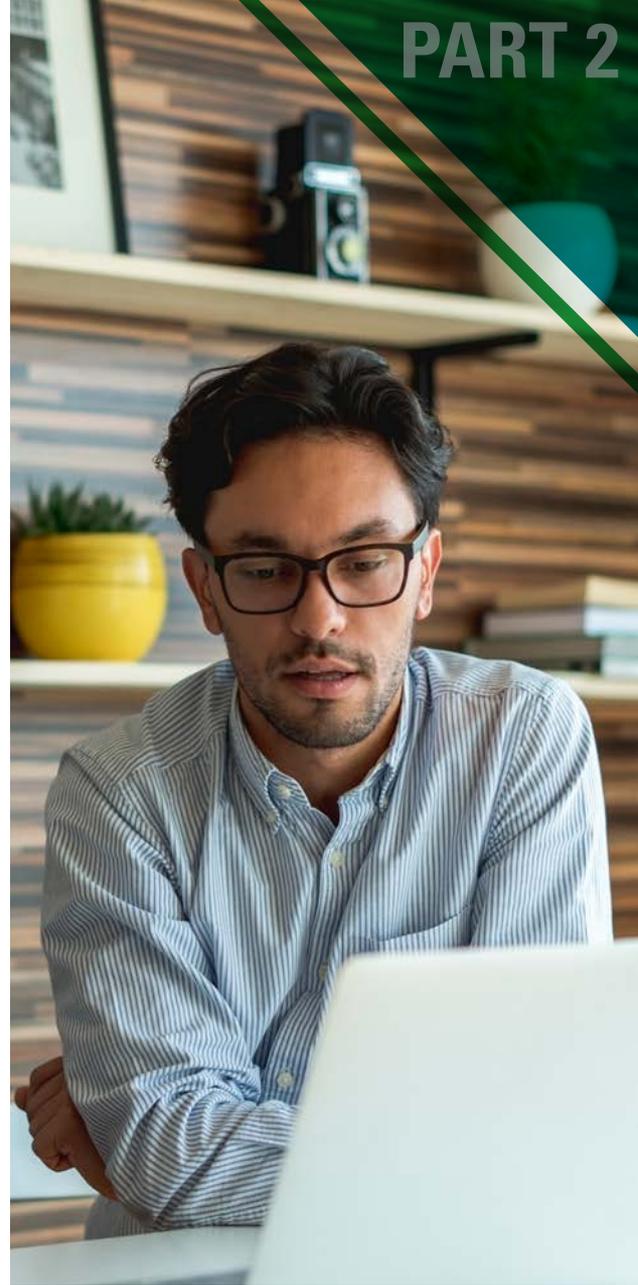
INNOVATION IN THE AGE OF PERSONALIZATION

2. Smart media and content management capabilities

The fast track to deeper engagement starts with personalized content. Delivering dynamic emails, landing pages, site experiences, and product recommendations based on customer insights allows marketers to unlock deeper engagement with each ensuing action.

With personalization features, digital commerce innovators deliver content based on a set of preconfigured filters.

Innovative digital commerce platforms use the following to deliver customized content:

Behavioral targeting

Social media integrations

Customer purchase and browsing history and curation

Video, social media, and rich media

PART 2

New Possibilities with Digital Commerce Technology

INNOVATION IN THE AGE OF PERSONALIZATION

3. Unprecedented security

Despite recent SaaS security improvements, concerns still plague many organizations seeking to deliver digital commerce via the cloud.

Although most public cloud services have a good track record, security becomes more challenging when leveraging multiple vendors across IaaS, PaaS, DaaS, and SaaS platforms. Hybrid models pose challenges in which organizations have less visibility into user activity.

Beyond ensuring PCI compliance and providing uptime guarantees, merchants should seek transparency into the complete security structure of the vendor:

In depth, always-on security that protects all cloud layers

Privileged users access controls to protect against cloud vendor employees

Hybrid identity management for single sign-on across multiple applications

Isolated data in a true multi-tenant database environment

Secure data at rest and in transit, including backups

Intelligence-driven security to prevent, detect, and defend a against new threats

New Possibilities with Digital Commerce Technology

BRANDEN MOSKWA ON BEATING THE INNOVATION CURVE

"**With a rapidly changing and ever-evolving technology landscape, it is imperative to stay one step ahead.**

I have yet to meet a development resource or commerce professional that enjoys working in the state commonly referred to as 'firefighting.' When working in digital commerce, it is often difficult, if not impossible, to work in a state of perfect harmony whereby you do not have issues, bugs, malicious attacks, and more. If, however, you are able to focus your resources more on innovation rather than constantly troubleshooting, it is then that you are able to realize the full power of technology and the rapid growth opportunities.

Troubleshooting takes away the ability to be a forward thinker. What needs to occur in order to cross the chasm from troubleshooting over to innovating is not always simple; however, it can be achieved with laser beam focus on stability first. You must ensure stability by stripping away the so-called bells and whistles and simplifying things as much as possible, at least to a point that you are working from a solid base on which you can grow.

You cannot build a monumental building if you are starting on a fractured foundation, nor can you do so by building on the concrete pad your Uncle Buck had his log cabin on. You need to take a hard and honest look at what you are building on—does it have what is needed for future growth? What needs to happen to strip away the Band-Aid fixes put in place over time and to rid it of all the gremlins which lurk inside? Once the time and effort is spent on establishing a fundamentally stable base/platform, "then you can embrace the switch toward innovation."

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BRANDEN MOSKWA 🐦 in
Founder, Nadimo.com,
Recognized Leader in
Ecommerce Development

New Possibilities with Digital Commerce Technology

BRANDEN MOSKWA ON INTEGRATING TO INNOVATE

"In working with entrepreneurs, we often find ourselves leveraging quick wins as opposed to investing in long-term innovation strategies. The reason being that long-term innovation strategies take a significant investment of capital and resources. Unless you have access to these funds, and they are an integral part of your strategic initiatives, it's simply not worth the investment. This holds particularly true in an industry as cash-flow driven as commerce—digital or brick-and-mortar.

The answer to leveraging quick wins is as simple as one word: INTEGRATION.

We now live in a collaborative environment as opposed to a singularly competitive world, and this allows for the incorporation of innovative solutions into existing digital commerce solutions. The ability to integrate with solutions through open APIs and other methods has fundamentally changed the way entrepreneurs and digital commerce professionals are, or need to be, doing business.

The trick simply lies in discovering what quick wins will provide the best value and integrating these into the existing infrastructure."

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BRANDEN MOSKWA 🐦 in
Founder, Nadimo.com,
Recognized Leader in
Ecommerce Development

New Possibilities with Digital Commerce Technology

BRANDEN MOSKWA ON AI AND MACHINE LEARNING

"The current trends in ecommerce dictate somewhat where companies should focus their efforts in regards to becoming more innovative. The biggest thing currently is targeting the Millennials, and in doing so it is argued that on-site personalized selling is a needed function. What this means can be rather vague or very specific depending on who you speak to.

Rather than focusing efforts on personalization specifically, invest in the user experience by way of artificial intelligence, machine learning, and cognitive technologies.

Use various integration points which are readily available to take full advantage of this and see sales grow. You can curtail search results, customize products, sales, color options, even pull in weather reports to determine what the customer is likely shopping for. Simple steps in this direction can be taken without too much complexity and lead organizations on the path toward innovation while still allowing focus on that which is important—online sales activities."

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BRANDEN MOSKWA 🐦 in
Founder, Nadimo.com,
Recognized Leader in
Ecommerce Development

PART 3:
ACHIEVING BETTER RESULTS
WITH A MODERN COMMERCE CLOUD

ORACLE®

Achieving Better Results with a Modern Commerce Cloud

ADDRESSING CONCERNS WHEN REPLATFORMING OR MOVING TO THE CLOUD

Replatforming used to be expensive, complex, and time consuming. But it's not anymore. A few years ago, only a few point solutions existed for digital cloud deployments.

Functionality and customization required complex integrations. Many brands that leveraged integrated suites were forced to choose between speed, scale, and customer experience.

Today, leading companies deliver feature-rich experiences using integrated suites without sacrificing speed or agility. Integrated suites simplify data silos, deliver long-term cost savings, and offer impressive scalability

Top 3 barriers to cloud adoption:

53%
of decision makers perceive security risks[28]

42%
fear legal and regulatory compliance issues[28]

40%
worry data loss and leakage are unavoidable[28]

Achieving Better Results with a Modern Commerce Cloud

ADDRESSING CONCERNS WHEN REPLATFORMING OR MOVING TO THE CLOUD

Overcome the following SaaS replatform fears with Oracle Commerce Cloud:

Customization capabilities

Oracle Commerce Cloud helps unify CRM, offers limitless front-end customization and an API-first, standards-based platform, further simplifying IT and development needs. Oracle Commerce Cloud offers flexible terms. No longer choose between speed, scale, and innovation with a cloud deployment.

Ownership of data and data security

Some cloud vendors hold data hostage, leaving clients in the dark when a contract ends. Oracle Commerce Cloud offers flexible terms. Additionally, Oracle offers access to DaaS, IaaS, and PaaS, helping brands keep data secure, streamline processes through a minimized IT footprint, and achieve growth without scalability.
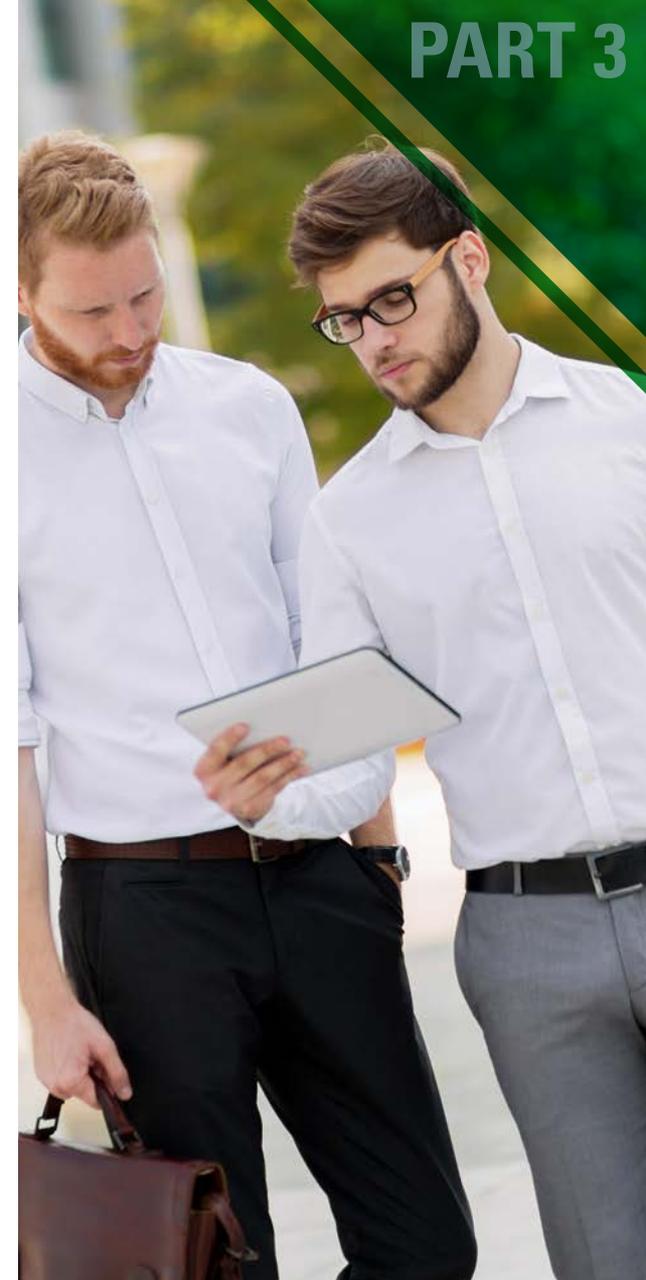
Achieving Better Results with a Modern Commerce Cloud

REPLATFORM AND CLOUD CONCERNS

Oracle offers an unmatched performance track record across a variety of solutions. Customers gain transparency into how performance situations are dealt with in real time.

Vendor selection

The decision to invest in a point solution versus an integrated suite poses challenges. Selecting a technology vendor with a comprehensive cloud technology stack, like Oracle Commerce Cloud, ensures merchants get more out of a single vendor. Openness to third-party integrations, and API-first, standards-based framework ensure platform longevity.

Speed of innovation

Full customization capabilities unlock immediate innovation and results through targeted experiences. This is especially valuable for merchants migrating from homegrown and highly customized solutions. Consider selecting an integrated suite that offers 3rd party application integration, a headless front-end, and unlimited design customization capabilities.

Resolution of issues

The level of service available in today's SaaS digital commerce landscape varies greatly. Consider reading unbiased third-party research papers to determine whether Oracle Commerce Cloud, or another vendor, will provide the best support and fastest resolution of technical issues.

Achieving Better Results with a Modern Commerce Cloud

ARCHITECTED FOR TODAY'S PROFESSIONAL

As digital commerce professionals face rapidly changing customer behavior, keeping up can seem impossible. Oracle Commerce Cloud was architected based on specific pain points, desires, and concerns of modern merchants and IT professionals—helping them keep up through increased agility, improved data security, instant access to innovative features, and streamlined costs.

Built for IT:

API-first, standards-based platform simplifies development process

Flexible migration plans include side-by-side, hybrid, and complete cloud migration

Limitless front-end customization enables immediate innovation

Pre-built, out-of-the box connectors allow immediate access to Oracle Cloud Apps and third-party integrations

Built for business leaders:

Integration across Oracle CX, Oracle ERP, and Oracle Retail enables lowered IT footprint and ease of implementing business flows such as lead-to-order, order-to-cash, and omnichannel order management

Unified business tools combine merchandising, marketing, and site design

Uniquely architected to alleviate commerce headaches

Access to platform agility enables immediate innovation

Unprecedented preconfigured features and flexible terms allow for faster agility

PART 3

CREATED FOR THE CUSTOMER-OBSESSED

Whether searching the web, browsing via mobile, chatting with a call center, or shopping in-store, today's customers have become complicated.

But digital commerce professionals willing to become obsessed with deeper behavior in each of these channels find exponential growth.

Oracle Commerce Cloud leverages machine learning algorithms to crunch first-, second-, and third-party data, resulting in novel insights and real-time recommendations.

Digital commerce teams keep finding new ways to delight customers with personalized, omnichannel experiences.
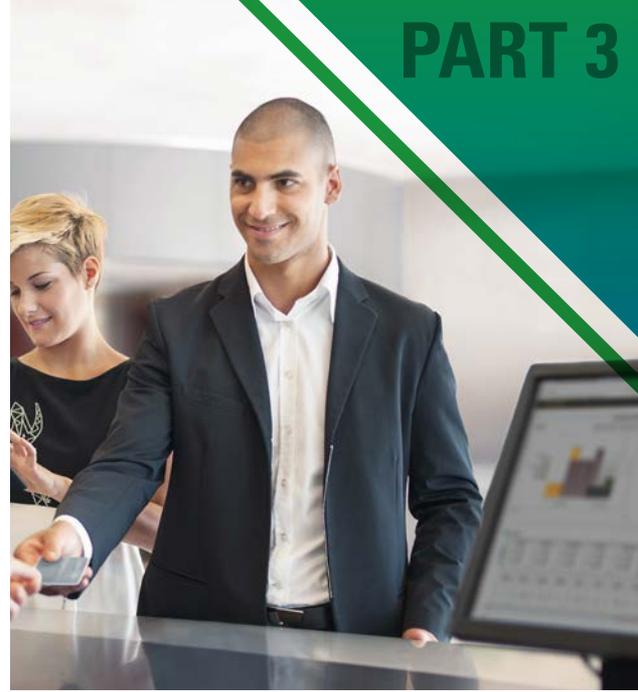
Capabilities that combine first-, second-, and third-party data to provide predictive recommendations

Customizable interface design based on user type

Native and integrated A/B testing

Seamless experiences across web, mobile, call center and in-store

Preconfigured content management, SEO, promotions, and more

Part of Unified CX platform

Unrivaled privacy and security

"In the same way your local barista remembers your name, and that you like skim milk in your mocha, cloud commerce can combine data sources to **predict your customer's next move** and deliver what they need.

This improves the relevancy of customer experiences, and deepens brand-customer relationships."

– Madhukar Kumar,
Vice President, CX Cloud, Oracle

Achieving Better Results with a Modern Commerce Cloud

MADE TO INCREASE AGILITY

Digital commerce technology needs to be ready for action out of the box. The more time IT and merchants spend troubleshooting new features and negotiating vendor contracts, the less time they spend attracting, engaging, and converting customers.

Oracle Commerce Cloud helps business innovators and IT leaders increase agility, lower costs, and reduce IT complexity. It includes integrations across Oracle CX Cloud Suite, ERP Cloud, Data Cloud, Retail, and Oracle Cloud services (PaaS, and IaaS) for a simplified IT footprint. Customers have access to an integrated suite for managing marketing, social, sales, service, analytics, data, third-party applications, and more. This unified approach significantly speeds integration times and frees up development resources to create innovative commerce experiences.

Achieving Better Results with a Modern Commerce Cloud

MADE TO INCREASE AGILITY

Oracle Commerce Cloud yields unmatched agility through the following:

Access to Oracle applications marketplace

Preconfigured applications with connectors unlocking immediate SaaS evolution

All-in-one open PaaS fully integrated with third-party systems and technology ecosystems from Oracle Marketplace and on premises solutions

Pre-integrated with payment gateways

Rapid release schedules

API-first architecture, RESTful web services, JSON, and Bootstrap for the modern architect

Uptime: 99.9% SLA

Flexible payment terms

Achieving Better Results with a Modern Commerce Cloud

BUILT TO UNLOCK IMMEDIATE INNOVATION

The gap between customer demands and the technology available to meet those demands has left digital commerce teams reeling. Brick-and-mortar store closures continue, and the digital pace of change shows no sign of slowing.

Oracle Commerce Cloud enables immediate technical agility, unlocking innovation and yielding a faster ROI than traditional commerce investments.

It allows business users to act fast and push updates out in real time. It features responsive and adaptive design that allows for automated optimization across devices.

Access to full customer profiles empowers brands to personalize at scale. With Oracle Commerce Cloud, workflows go from cumbersome to conquerable.

Continuous enhancement of APIs, features, and integrations with other applications

Technology for targeting of product and marketing

Language support and currency support (30+ languages and 60+ currencies)

Preview environment to view changes in context before pushing live

No fixed design templates

Responsive and adaptive design capabilities

ABOUT ORACLE COMMERCE CLOUD

With Oracle Commerce Cloud, you can build a flexible, feature-rich storefront and get to market fast, with an acknowledged, trusted partner managing the technology and infrastructure that keeps your business running.

Oracle 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, Oracle Commerce Cloud ignites agility, growth, and cost savings at retail and branded commerce programs.

Are you ready for Oracle Commerce Cloud?

LEARN MORE >>

Click below to schedule a demo, or call 1.800.633.0738 to speak to an Oracle Commerce Cloud expert.

SCHEDULE A DEMO >>