RealDecoy

SUPERIOR PERSONALIZATION

Why the marriage of ATG Web Commerce and Oracle Commerce Experience Manager Matters... *with considerations for legacy Endeca customers*

Empowering your business users to improve customer experience and drive online revenue

Introduction:

Improving UX and freeing the IT department

Providing consumers with an online shopping experience that is <u>unique and personalized to their individual interests</u> is the gold standard in today's crowded marketplace. This is hardly a stunning revelation for Chief Marketing Officers and their teams looking for an edge over the competition. The true challenge is how to empower the business team to achieve this higher level of customer engagement and personalization without it becoming a nightmare for the IT department.

To provide that unique and personalized shopping experience, any company selling online must put more power into the hands of its business users – enabling the marketing team to shape individual customer experiences without the IT department having to do the heavy lifting. They must also be able to do this with consistency on any screen – mobile, web, tablet, kiosk or in-store.

This is commonly called *omni-channel* engagement. Improving this user experience (UX) will, by default, drive a better customer experience (CX), as measured where it matters most – in the checkout, and in the metrics that provide clear insight into your customers' interests and tastes.

(continued)

"Improving user experience will, by default, drive a better customer experience, as measured where it matters most – in the checkout..."

Target audience

This paper will address this subject from the perspective of a mid-market or enterprise business that is using any version of an ATG Web Commerce system, or a legacy Endeca product with Page Builder that lacks the improved CX capabilities of Oracle Commerce Experience Manager (formerly Endeca). We speak specifically to the business benefits companies can achieve by leveraging the contextual personalization capabilities of Oracle Commerce Experience Manager, recognizing that Guided Search (type-ahead functionality and guided navigation) is both a core and complementary component of any Oracle Commerce Experience Manager integration.

While the focus will largely be on the marketing side of the business, it bears stating up front that putting more power in the hands of the business user in an organization's marketing department has clear benefits for the CIO, IT director, or IT department, including reduced costs and more time to focus resources on other organizational priorities. This paper provides actionable information to drive more sales, as well as the foundational information required to measure and explain the strategic considerations of integrating Endeca with ATG.

The mid-market retailer vs. the enterprise heavyweight

For our purposes here, a mid-market business is one that has annual revenues of $250 million or more, while an enterprise business is in the $1-billion-and-higher category.

Companies in both weight classes share many of the same pain points to manage marketing and IT resources, and competitive pressures to stand out in a crowded marketplace. While effective advertising and promotions may draw the initial interest of consumers, it is the experience they have while on the company's site that will convert casual browsing into an intent to buy, reveal opportunities for cross-selling or upselling, incent the consumer to make these additional purchases, and leave a positive experience that will lead to repeat business or referrals. Or, it will fail to do all these things.

Mid-market businesses, generally speaking, will not have as extensive an investment in their e-commerce infrastructure as an enterprise business, but they need to invest in CX and UX to compete.

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"As more small retailers grow into the mid-market range, they've had to adjust their strategies to compete with the likes of Amazon.com Inc. and other industry stalwarts. To do so, they need to offer highly customized web site features that make them stand out and keep shoppers coming back . . . That means (they need e-commerce solutions capable of) offering much of the same functionality the world's largest retailers can afford, but with more flexibility, simpler interfaces and at a significantly lower price tag."

The enterprise-scale business, with its huge and diverse product catalogues, demands the most robust, flexible and scalable e-commerce platform, supported by a large and established ecosystem. It needs the gold standard.

But the gold standard doesn't necessarily demand a king's ransom to implement, or an existing enterprise-level investment in e-commerce infrastructure. The same horsepower under the hood can be had by the mid-market business, too, at a price point commensurate with its budget, and in a form factor appropriate to the scale of its e-commerce operations, with the flexibility to add extra features and functionality as desired.

The ideal solution for existing ATG license holders is Oracle Commerce because it integrates the Endeca and ATG e-commerce architectures still in use by many businesses. Over the past several years, Oracle has worked tirelessly to distil the capabilities of these proven products, and others, into Oracle Commerce, a single unified solution that can rapidly evolve a commerce site to a new level of interaction and personalization.

Regardless which legacy version of Endeca or ATG a business may have, RealDecoy has an incremental upgrade path that is as affordable and painless as possible, for both the mid-market and enterprise retailer.

Building on a strong base with Oracle Commerce Experience Manager

One way to look at CX is to break it into a three-level pyramid, as Harley Manning and Kerry Bodine do in their book, *Outside In*.

Forming the first level of the pyramid is meeting customers' needs. In an e-commerce context, this includes the product catalog, pricing and customer service, among other elements.
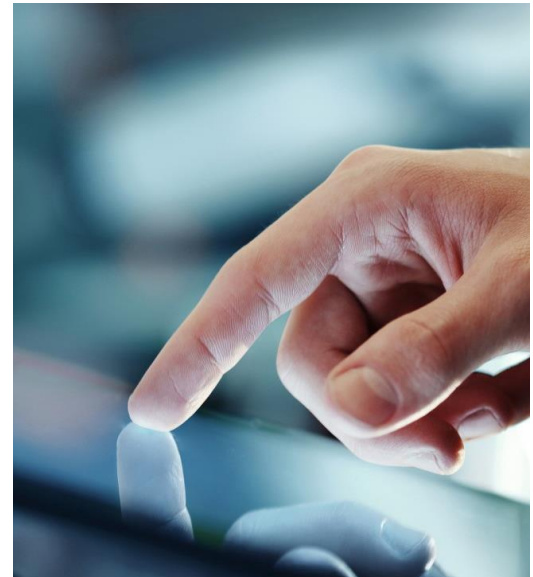
"...the gold standard doesn't necessarily demand a king's ransom to implement, or an enterprise-level investment in e-commerce infrastructure."

This is where ATG Web Commerce and its foundational components fit in. To some extent, legacy Endeca products with Page Builder do, too.

The middle level of the pyramid is all about how easy it was for customers to fulfill their needs. How easy was it to find the item they wanted? Did the e-commerce system also provide merchandising and cross-selling opportunities to highlight related products? This is where Oracle Commerce Experience Manager comes into play.

But the pinnacle of the pyramid – how enjoyable was the CX? – is in the business's hands – *your* hands. Here is where you distinguish yourself from your competition. The technology and infrastructure in the lower levels of the pyramid have brought you this far – now it's your turn to top it off with your own secret sauce.

## Oracle Commerce Experience Manager: The gold standard

Improving the UX – empowering the business users in your marketing department to have more control over tailoring the CX – is crucial to executing at both the middle level and the pinnacle of the pyramid. This is where Oracle Commerce, and Experience Manager, can help.

Oracle Commerce Experience Manager is a single, flexible solution that empowers a company's non-technical business users to create, deliver and manage content-rich, omni-channel customer experiences. Business users can deliver targeted, user-centric online experiences in a scalable way, creating always-relevant customer interactions that increase conversion rates and accelerate cross-channel sales.

For example, with Experience Manager, a proliferation of landing pages can spring from a small number of basic rules. If you sell shoes, with one setup you can have a "leather shoes" landing page, a "black leather shoes" landing page, a "brown leather boots" landing page, and so forth – all from the same rule. This allows you to keep landing pages fresher with less maintenance, and improve SEO, both in terms of higher PageRank scores as well as reduced bounce rates.

But first, you need a benchmark

Before embarking on any overhaul or upgrade of its e-commerce
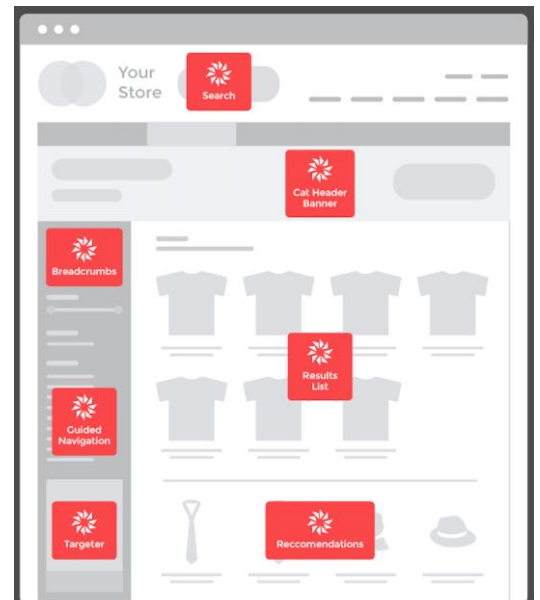
View the Anatomy of an eCommerce site powered by Oracle Commerce. The full graphic is available in the appendix of this whitepaper on p. 9.

platform, a company requires a firm grasp of its current reality. It's difficult to measure a return on the investment in a new e-commerce system if you haven't documented current performance. Where are you versus where you want to be?

This requires a review of key performance indicators. These of course include, but are not limited to, customer retention, cost of goods sold, points of purchase, customer satisfaction, incremental sales, average order value, customer effort score and net promoter score. Consider how much of your customer effort is being applied to woo detractors, versus improving service to your promoters, and which offers more value.

Second, you need the right partner

Upgrading the capabilities of your existing e-commerce investment to take advantage of Oracle Commerce Experience Manager should be considered in the context of your overall e-commerce strategy.

A fully baked strategy generally has three areas:

- The CX;
- The analytics behind CX to measure the success of a given effort; and
- How best to optimize technology to drive CX.

Companies have many options to choose from when it comes to selecting a CX applications company or e-commerce partner with which to work on such a strategic project. They range from technical specialists to high-level strategic consultancies. But few shops possess knowledge of all three areas.

To upgrade your legacy ATG or Endeca investment in the manner that will make the most sense for your business, and provide the greatest return, you need a partner that is equipped to serve as a one-stop shop.

Here are two examples of how working with the right partner makes all the difference.

A B2C/B2B case study

A global catalog retailer with $300 million in annual online sales (20 per cent of its total sales) could no longer provide an optimal shopping experience for its customers with its legacy search and navigation tool. Conversions were suffering. There were also problems managing the complexity of aggregated SKUs in its

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catalog – instances where specific items come in various color and size options. Business users were also challenged to adequately serve both the B2C and B2B sides of its business – general apparel retailing, and school uniforms for educational institutions.

The retailer needed a completely new platform that included improved search and navigation capabilities, and could empower business users to have more control over landing pages, the product catalog, and cross-selling and promotional opportunities, without having to call on the IT department. It turned to Oracle Endeca Commerce, and its foundational components, Experience Manager and Guided Search. For implementation, Oracle recommended RealDecoy because of RealDecoy's extensive experience integrating Endeca in B2C and B2B environments. RealDecoy also offered a flexible engagement model desired by the retailer, which wanted its team to take control of certain aspects of the implementation.

The retailer's site now features elegant navigation that is SEO optimized, much improved guided search, and a better customer experience, all of which supports a conversion rate that is twice the industry average. A very small team of business users can now manage a very large number of landing pages with few performance issues and easily maintain a complex product catalog. Business users' time is used more efficiently, and the IT department spends less time maintaining the platform.

A house of brands case study

Many large enterprise retailers struggle with the challenge of being a "house of brands." One such retail business in the publishing industry operates a dozen distinct business units, each very different from the others. Services range from customer-designed digital content and digital subscriptions, to on-demand book design, production and printing. The retailer was managing the online portals for its various business units with three different homegrown content-management systems that lacked any kind of interoperability. Faced with the sour prospect of having to develop a fourth to manage its increasingly diverse operations, the retailer instead decided to streamline and integrate to one common platform. RealDecoy was awarded the opportunity to solve this tough challenge.

The company had three key requirements: the platform had to be accessible to the non-technical business user; turnaround on custom services had to be faster; each business unit had to be able to still present a customer-facing e-commerce portal that

"The retailer's site now features...guided search, and a better CX, all of which supports a conversion rate that is twice the industry average."

was distinct and unique from the others.

The solution that met all of these criteria was an integrated custom build that took advantage of investments the retailer had already made in ATG as its backend e-commerce infrastructure and its compatibility with Endeca products, including Experience Manager, for the customer-facing portal. Since these products are now part of a single unified solution, [Oracle Commerce](#), the retailer has created a strong foundation on which to build and improve both its UX and CX.

RealDecoy is the partner you need

RealDecoy is a global CX applications company experienced at handling critical aspects of user and customer experience. This includes the analytics required to measure success, and how best to optimize technology to drive a personalized and unique CX that will allow businesses to stand out in a crowded marketplace.

We have built a compelling service offering that is platform agnostic, allowing us to work with a client's existing investment in just about any e-commerce architecture without requiring a costly rip and replace. We are known for putting customer needs first and tailoring solutions to solve tough challenges in their vertical markets.

But RealDecoy is also a trusted global resource for Oracle. Our expertise has been critical in securing millions of dollars worth of licenses with brand-name clients. We are recognized as the No. 1 Oracle Endeca resource globally, with about 200 successful implementations in the past decade. In fact, RealDecoy has touched more than 25 per cent of all Endeca implementations ever undertaken.

Oracle recently confirmed our specialized status designation for Oracle Commerce, which now complements our specialized status for [Oracle Endeca Information Discovery](#). RealDecoy is the first company worldwide to achieve Oracle specialization for both products. The company is headquartered in Ottawa, Canada, with offices in New York, Boston, Atlanta and Jamaica.

[Bringing Endeca into ATG](#) is a highly specialized project that requires proven technical capability and a deep strategic understanding of both platforms. [Upgrading from Page Builder to Experience Manager](#) also requires specialized expertise.

Call Richard Isaac, President and CEO of RealDecoy, at **+1.613.234.9330** to discuss how we can help you achieve your business goals.
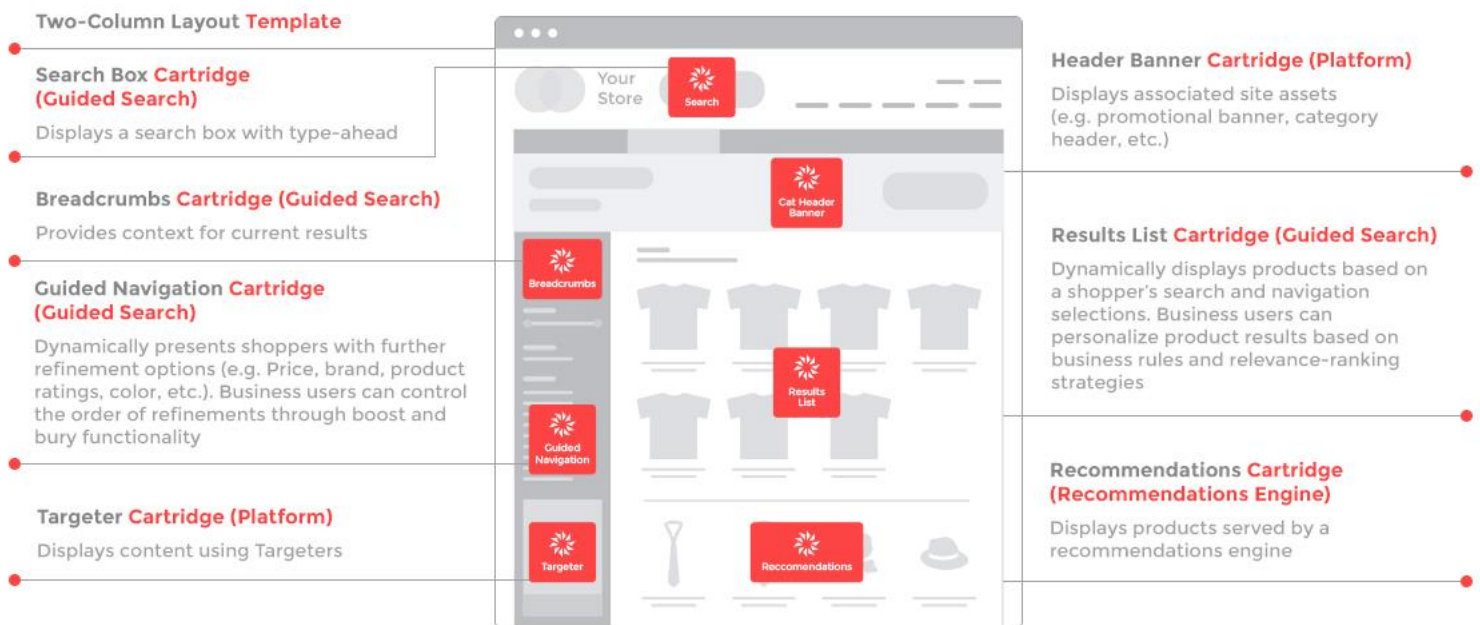
RealDecoy is a trusted Oracle Platinum Partner, and the world's #1 Endeca resource.

+1.613.234.9330
www.realdecoy.com

Appendix

Anatomy of an eCommerce site
powered by Oracle Commerce

Two-Column Layout Template

Search Box Cartridge (Guided Search)

Displays a search box with type-ahead

Breadcrumbs Cartridge (Guided Search)

Provides context for current results

Guided Navigation Cartridge (Guided Search)

Dynamically presents shoppers with further refinement options (e.g. Price, brand, product ratings, color, etc.). Business users can control the order of refinements through boost and bury functionality

Targeter Cartridge (Platform)

Displays content using Targeters

Header Banner Cartridge (Platform)

Displays associated site assets (e.g. promotional banner, category header, etc.)

Results List Cartridge (Guided Search)

Dynamically displays products based on a shopper's search and navigation selections. Business users can personalize product results based on business rules and relevance-ranking strategies

Recommendations Cartridge (Recommendations Engine)

Displays products served by a recommendations engine

"Guided Search" refers to Oracle Commerce Guided Search (formerly Oracle Endeca Commerce).
"Platform" refers to Oracle Commerce Platform (formerly ATG Web Commerce).