Oracle's Complete Sell-Side

E-Commerce Solution

An Oracle White Paper
Revised, April 2008

ORACLE®

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EXECUTIVE OVERVIEW

In an increasingly competitive environment, it is important for organizations to become even more efficient and effective in the pursuit of their business goals. Innovative organizations are focused on using enterprise information to lower their costs and strengthen customer ties, while driving efficient and targeted business processes. With this same enterprise information, they are driving business through indirect and collaborative sales channels. They are also leveraging e-commerce to expand coverage, respond to new markets, and increase competitive advantage. Organizations are discovering the power of information-driven e-commerce to effectively align their marketing, sales, and service functions based on real-time customer information and to enable collaboration across multiple channels.

U.S. Census reports (February 2008) estimate year-to-date retail e-commerce in 2007 at $136.4 billion, a 19 percent increase over the same period in 2006.

While creating tremendous efficiencies, the explosion of e-commerce has also caused increased global competition. Internet-savvy prospects have access to information at their fingertips. Pricing transparency has increased. Products and services are often considered commodities because the cost incurred by the customer for switching suppliers is nonexistent. Customers are just a click away from their competition. To meet the challenge of acquiring and retaining customers, it is vital to have a clear and accurate understanding of purchasing habits, requirements, and expectations. Customers must be offered the information, products, and services that they want—when they want them. A comprehensive e-commerce system does just that. It provides a wealth of meaningful and actionable customer information and transaction data, so that companies can continually improve relationships with customers and partners.

Web stores hold the promise of providing a low-cost, personalized sales channel. But effective e-commerce goes beyond simply setting up a storefront that takes orders. Accurate and efficient fulfillment and delivery of orders are critical measures of success for an e-commerce project. The entire back-end operation must be prepared for the new challenges of e-commerce. Customers expect accurate delivery commitments and complete visibility into their orders and transactions. After the sale, they expect proactive, personalized, and convenient support.

Oracle's e-commerce solution is the answer for organizations seeking to leverage the internet in order to extend their reach and improve their business. Oracle offers a comprehensive e-commerce solution that:

- Enables collaboration with customers, channel partners, distributors, and resellers in order to profitably support the entire sales process — from lead generation to ordering to post-sales support.

- Provides proven e-commerce technology and applications in many industries such as High Technology, Consumer Products, Manufacturing, Healthcare, and Telecommunications, to name a few.

- Integrates completely with Oracle E-Business Suite, in that Oracle's e-commerce offering can also be integrated with legacy and third-party systems by using standards-based technologies.

INTRODUCTION

E-commerce can be defined as conducting business over the internet. The e-commerce market can be broadly divided into two categories: buy-side (technology deployed for the e-commerce buyer), and sell-side (technology deployed for the e-commerce seller). Although Oracle offers robust solutions in both categories, this paper focuses on Oracle's sell-side of the e-commerce offering.

The definition of sell-side e-commerce has evolved and expanded. Beyond mere online selling, e-commerce must support the entire commerce value chain. This encompasses targeted marketing and selling, multi-channel collaboration, order management and fulfillment, self-service customer support, partner management, and analytics. Collaboration across the different sales channels and among buyers and sellers is increasingly important because customers expect consistent and guided interactions. Implemented effectively, the complete e-commerce value chain can provide numerous benefits, allowing companies to do the following:

- Increase sales through advanced and interactive selling

- Expand sales reach through globalization and localization

- Strengthen business relationships through powerful B2B selling

- Increase transaction value through targeted and personalized selling

- Improve order accuracy through sophisticated and consistent order capture across all channels

- Reduce service costs and improve customer satisfaction through self-service and collaboration

- Improve efficiencies and reduce costs by streamlining order management and fulfillment processes

- Reduce costs by automating marketing, sales, and service within a single multi-channel framework

- Leverage partner relationships by merging activities across multiple sales channels—direct, indirect, and online

Oracle provides a complete e-commerce offering to support the entire range of e-commerce business processes, from **campaign** to **order** to **fulfillment** to **service**. Oracle's solution affords organizations a single platform on which to conduct the essential business cycle of targeting, selling, and servicing global customers — through multiple selling channels, and across multiple touch points.

REDUCE COSTS BY AUTOMATING MARKETING, SALES, AND SERVICE WITHIN A SINGLE MULTI-CHANNEL FRAMEWORK

As a part of Oracle's customer relationship management (CRM) family of products, Oracle's e-commerce solution is a comprehensive offering for sell-side e-commerce. In addition to Oracle iStore (the e-commerce application) and Oracle iSupport (a complete self-service support solution), Oracle provides a complete suite of integrated e-commerce applications, enabling a modular or phased deployment of appropriate technologies for building, managing, and maintaining global e-commerce sites in both B2B and B2C scenarios.

A Complete E-Commerce Solution

With seamless integration to Oracle's CRM and ERP applications, and powered by Oracle Trading Community Architecture, Oracle's e-commerce solution helps organizations achieve successful sales results through increased top-line growth and reduced transaction costs. It covers all of the essential elements of e-commerce—from executing effective marketing campaigns over the Web to providing self-service customer support. It provides a full range of complete functionality, including catalog and content management, targeted and advanced pricing, sophisticated interactive selling, streamlined order management and fulfillment, partner management, self-service, and powerful business intelligence.

Oracle's complete e-commerce offering is comprised of a number of Oracle E-Business Suite applications. Organizations can deploy a modular set of pre-integrated e-commerce applications to meet their own needs. Collectively, the applications comprising Oracle's e-commerce solution include:

- **Configurable store management solution,** enabling organizations to build, deploy, and manage scalable and global online storefronts
- **Complete order management solution,** allowing efficient capture and fulfillment of orders from multiple sales channels
- **Common quoting solution for all sales channels,** allowing customers, telesales agents, and field sales representatives to create and share quotes and submit orders, while enforcing consistent order information across all sales channels
- **Advanced pricing engine,** enabling pricing strategies uniquely suited to individual business needs
- **Guided selling and configuration solution**, enabling customers to configure products to meet unique requirements, and simplifying the configuration of complex solutions
- **Flexible online marketing solution,** enabling the creation and execution of campaigns and promotions online while providing personalized content, offers, and product recommendations through the Web store

"We absolutely know we made the right decision at the right time to implement Oracle E-Business Suite. The economy has changed and things are tougher; businesses are more competitive. EMC is now prepared to handle these changes because our investment in Oracle software has made us more efficient."

Dave Ellard
Senior Vice President and CIO
EMC Corporation

- **Complete electronic payment and receipt solution,** providing merchants with flexible electronic payment processing, routing, and risk management
- **Extensive self-service solution,** which complements the storefront by offering customers Web-based support including transactional inquiries, return authorizations, knowledge management, installed base tracking, service request management, and interactive online forums
- **Robust partner management solution,** enabling organizations to efficiently and effectively manage business with their indirect channel partners
- **Comprehensive management reporting and analytic solution,** providing up-to-date information for managers so that they can gain business insights and make effective decisions

With this complete offering, a company can implement essentially any e-commerce process. Automating marketing, sales, and service within a single multi-channel framework reduces costs. Oracle's flexibility allows the incremental implementation of discrete e-commerce processes and business flows, including:

- Click to Order

- Campaign to Order

- Order to Fulfillment to Cash

- Integrated Self-Service Support (Problem to Resolution)

INCREASE TRANSACTION VALUE THROUGH TARGETED AND PERSONALIZED SELLING

Personalizing the web shopping experience by capturing and using customer preference information across multiple touch points is important to improving customer loyalty. In traditional channels, however, capturing explicit customer information (through surveys, interviews, and focus groups) has been expensive for the merchant and intrusive for the customer. The Web provides an inexpensive and non-intrusive channel for capturing explicit and implicit customer information.

A consistent web shopping experience across channels is a crucial driver of customer satisfaction. Seamless integration of marketing and selling applications across multiple channels is not trivial. It typically results in high integration costs and inconsistencies. With Oracle's e-commerce offering, consistency is simply part of the package.

Campaign to Order

The National Film Board of Canada placed targeted advertising and promotions on various versions of its Web store to reach a variety of consumers, including both Canadian and American buyers, home consumers, and people interested in non- theatrical works.

Oracle's e-commerce solution leverages an online marketing module that enables organizations to use the internet for effective targeting, ultimately improving the purchase-to-visit ratio.

Marketers can target online visitors with personalized Web advertisements, offers and promotions, or product recommendations. Content can be dynamically displayed based on customer profile, purchase history, or shopping context.

Campaigns are executed across multiple customer interaction channels such as Web, e-mail, telemarketing, and telesales. This results in integrated marketing messages and consistent user experiences.

Target Specialty Stores

Oracle's e-commerce solution offers an easy way to create storefronts tailored for specific customers and partners. Through a concept known as **specialty stores**, organizations can create, manage, and deploy multiple stores targeted toward different customer segments and channel partners — all within a single instance. Every specialty store shares the same global product catalog but exhibits a unique look and feel. For example, from a global inventory, organizations may want to segment their inventory to appeal to different audiences. They might create one specialty store tailored to a large customer, another specialty store for special holiday items, and a third specialty store that requires registered users.

INCREASE SALES THROUGH ADVANCED AND INTERACTIVE SELLING

Once organizations have captured the attention of the prospect or customer through an effective targeting strategy, they must follow through by providing an interactive, compelling, and personalized shopping experience. With Oracle's e-commerce offering, you can do just that.

Click to Order

Oracle's e-commerce offering supports the entire gamut of B2B and B2C processes. It enables advanced business flows and complex functions such as personalized or advanced pricing strategies, configuration, contracts integration, real-time payment authorization, ATP checks, and other advanced functions.

Strengthen Business Relationships through Powerful B2B Selling

More and more, business is becoming a collaborative endeavor. Organizations are compelled to seek economies by easily and effectively communicating with their business partners in order to extend their business reach. There is a significant push for unassisted B2B selling, marketing, and servicing through the Web as organizations seek to streamline processes, improve partner satisfaction, and increase revenues.

Oracle's e-commerce applications offer a comprehensive solution for B2B processes. Oracle's solution helps companies strengthen business relationships by enhancing collaboration and communication among buyers and sellers while reducing administration and operating costs.

Leveraging a sophisticated customer model, self-service B2B account management, and flexible checkout and payment processes, Oracle's solution provides a complete B2B e-commerce flow.

Powerful and advanced capabilities — such as comprehensive order and inventory management, collaborative selling across multiple channels, and personalized pricing and contractual agreements — enable organizations to bring true collaboration and communication to the B2B environment. The solution's support for multi-currency, multi-lingual, multi-org, and local business practices allows businesses to sell their products and services globally and strengthen business relationships.

Improve Order Accuracy and Sales Efficiency through Sophisticated, Consistent Order Capture across All Sales Channels

Integration and consistency across all sales channels are crucial as organizations strive to reduce costs and complexities while meeting heightened customer expectations. As they expand their multi-channel offering to the Web and other touch points, companies are faced with the ever-increasing challenge of ensuring order accuracy and efficiency. As complex, multi-component products and services

"Since Oracle *i*Store was deployed, Inter-Tel has seen a dramatic increase in Web ordering, allowing us to significantly improve the efficiency of our sales logistics department. Adoption by channel partners has been very high, with approximately 80 percent of dealer orders being placed over the Web within six months of launching the site. Concurrently, we have seen a decrease in the order entry error rates as a result of self-service ordering along with a reduction in DSO."

John Klassen
Chief Information Officer
Inter-Tel, Inc.

become available online, customers also need the ability to configure their own products, or they need to be guided in selecting the right products that exactly meet their criteria. Customers have come to expect personalized pricing that reflects their lifetime value to the seller. Organizations are expected to provide customers with visibility into the supply chain in order to accurately advise them of product availability and order fulfillment times. This requires a sophisticated and error-free order capture mechanism that consistently and efficiently converts customer demands from various channels into accurate orders.

Oracle provides true multi-channel integration with its common order capture mechanism that leverages "single source of truth" enterprise data, along with enterprise-strength configuration and pricing capabilities.

Oracle's e-commerce solution allows for the easy, consistent, and secure creation and management of customer shopping carts across all sales and interaction channels—such as field sales, call center, e-commerce, and business partners. Accuracy is practically guaranteed, since all parties have access to the same underlying data (such as customer data, product data, and pricing information). By offering easy information access to all parties, the accuracy and efficiency of the sales process is greatly enhanced. This level of collaboration ensures accuracy and eliminates superfluous validation processes.

Guided Selling and Complex Product Configuration

Oracle's e-commerce offering takes advantage of a common configuration tool that is used across all sales channels to configure products and services, from simple to complex. The breadth of modeling capabilities enables companies with multiple product lines, packaging options, ranges of product complexity, and diverse selling channels to more effectively sell their entire range of offerings.

To have a successful e-commerce site, it is important to make the shopping experience match the needs of all customers — from novice to expert. Guided selling through configuration allows customers to determine their own shopping experience. Novice customers may prefer to go through an interactive guided selling session where their requirements are collected and mapped to an optimal solution. Expert customers, who have more detailed product knowledge, may prefer to skip the interactive session and go directly to product feature and option selection.

Sophisticated Pricing Strategies

Oracle's e-commerce solution leverages an optional advanced-pricing engine that allows powerful pricing capabilities, enabling companies to effectively implement sophisticated pricing strategies required to meet the individual needs of consumers and businesses.

Pricing policies are modeled by defining the *who, what, how,* and *when* of pricing: *who* your customers are; *what* your products and services are; *how* you want to price,

discount, and promote; and *when* price lists, discounts, and promotions should be applied to your customers' orders.

Customers and products or services can be categorized into groups that are meaningful for pricing. Pricing groups may be as broad as your entire customer list or total product line, or as specific as a single customer buying a particular product. Once you define customer and product pricing groups, you refer to these groups in pricing qualifiers, which are concise pricing rules governing *who* gets prices, discounts, and promotions — and for *what* products. You can use qualifiers as many times as you need.

To answer *how* you need to price and discount, you define price lists, price formulas, and price modifiers. Price lists contain basic price information about your products—the initial prices for the various products or services that you sell. For more complex pricing scenarios, price lists are augmented with price formulas. Using price formulas, you assign mathematical relationships between different data elements in order to derive a price.

The price modifier feature allows you change the initial price determined from a price list or price formula. These changes can either decrease or increase the initial price. Several types of price modifiers are supported, including regular discounts, other item discounts, terms substitutions, item upgrades, and coupon issue. Many price lists, price formulas, and price modifiers can be defined as needed.

Oracle's e-commerce offering leverages these advanced pricing capabilities to offer varied pricing strategies, including the following:

- Automatic Discounts—customer-specific pricing rules that are set up in the system based on customer attributes

- Bundled Discounts—such as "buy five, get the sixth at 20 percent off"

- Customer Discounts—discounts offered to a specific customer or a group of customers

- Manual Discounts—coupons offered to specific customer or customer group

- Order Discounts—discounts based on the number of times a customer has placed an order

- Pricing Agreements—different terms and prices offered to different customers

- Promotions—such as "buy one, get one free"

- Volume Discounts—discounts based on order quantity

Inter-Tel has seen error rates decrease by approximately 90 percent due to self-service ordering. As a result, Inter-Tel has improved productivity, cut costs, and increased efficiencies.

Real-Time ATP Checks and Inventory Reservation

To return the most value on their software investments, businesses are tying their order management process directly to the customer. Also, in order to compete effectively, they must deliver responsive and accountable supply chains that increase customer service and improve customer loyalty. They must offer a level of customer service that both commits product availability at a given time and price *and* reliably fulfills the commitment.

Oracle's e-commerce offering allows customers and partners to check product availability while placing an order. Oracle's e-commerce solution comes with out-of-the-box real-time integration to available-to-promise (ATP) functionality. It provides the customer with sophisticated, fast, and accurate order promising. This includes distributed global order promising and multi-level supply-chain ATP, Capable to Promise (CTP), and Capable to Deliver (CTD). Real-time availability checks also enable an efficient and error-free order management process that enhances the bottom line, preventing cancellations of orders not identified as out-of-stock when they were placed.

IMPROVE EFFICIENCIES AND REDUCE COSTS THROUGH STREAMLINED ORDER MANAGEMENT AND FULFILLMENT

A leading industry research firm has suggested that Web merchants can save half the cost of online order fulfillment by automating the fulfillment process.

Fulfillment is the backbone of the e-commerce arena. A leading industry research firm has suggested that Web merchants can save half the cost of online order fulfillment by automating the fulfillment process.

Many fulfillment processes in the e-commerce realm are still handled with outmoded manual methods that do not meet heightened customer expectations in the Information Age. E-commerce vendors that wish to survive in the increasingly competitive marketplace must automate their back-office operations to efficiently deliver and fulfill the demand captured through front-end, customer-facing business processes.

Order to Fulfillment to Cash

Oracle's e-commerce solution offers a robust solution to automate order fulfillment processes. The Web storefront seamlessly integrates with other applications within the Oracle E-Business Suite that support back-end operations.

All critical components are provided for a fully integrated multi-channel business, including payment processing, order fulfillment, and product shipping. This is one of the key strengths of Oracle's e-commerce solution—it is architected for complete integration with back-end enterprise systems, including order management, shipping, and inventory. Through this integration, Oracle's e-commerce solution delivers a complete transaction-driven view of the customer to the entire supply chain.

Oracle's e-commerce offering automates payment processing by giving e-commerce application owners flexible electronic payment options. They can quickly add, remove, or reconfigure payment methods. They can easily change business rules associated with payment processing. Multiple payment systems are supported through a powerful intelligent routing system that gives businesses and merchants full control over transaction processing. Payments are routed to multiple payment processing systems based on flexible business rules defined by the merchant.

Integrated risk management capabilities are also available for integration. Elements of the customer's credit history in Accounts Receivables—such as credit scores and credit limits—may be used as risk factors. Merchants can deploy any number of pre-defined risk instruments or factors to verify the identity of their customers, assessing customer credit rating and risk rating in a secure environment.

LEVERAGE PARTNER RELATIONSHIPS BY MERGING ACTIVITIES ACROSS MULTIPLE SALES CHANNELS

"We offer thousands of product SKUs in our online catalog. Our distributor business partners can learn about new products and either quickly order or browse the entire product catalog. Viking invested in Oracle *i*Store to enhance our business-to-business sales channel and to allow these channel partners access to sales information and ordering."

Tim Tyler
eMarketing Manager
Viking Range

Rather than undermining established distribution channels, the explosion of e-commerce has further enabled them. The majority of Fortune 500 businesses generate about 50 percent of their revenue through indirect and collaborative selling channels. Partners are essential to the sale of products and services over the Web; in fact, they often help to drive customers to the online channel. An effective e-commerce strategy must address the need to improve partner interactions and services over the internet.

Oracle provides a natural extension of business processes to partners through a sophisticated partner relationship management application. Simply stated, Oracle's partner relationship management application integrates the business processes of a manufacturer or a brand owner with those of its demand-network partners who sell, service, or otherwise influence business in the vendor's market. Oracle's solution helps to:

- Eliminate hidden transaction costs, inaccuracies, and inefficiencies for vendors and partners by integrating program enrollment and entitlement management within a single integrated data model

- Increase partner effectiveness by presenting all partner services through a user-friendly "dashboard" that is sensitive to different roles and entitlements

- Integrate partner and customer transaction data into one unifying view that all approved parties can access or update

- Offer complete and simplified access to content, services, and tools designed to save time and increase revenues for partners, thus promoting partner loyalty and reducing indirect competition

EXPAND SALES REACH THROUGH GLOBALIZATION AND LOCALIZATION

In today's global environment, many companies struggle to meet the competitive pressures of global commerce. Keeping up with the demands of supporting localization across multiple marketplaces is a daunting endeavor. Supporting internationalization through multi-lingual and multi-currency Web sites, in multiple markets, is one of the key challenges in the e-commerce landscape. Oracle answers such challenges with its concept of **specialty stores**. Merchants can display country-specific stores and allow their customers to pick the store they want to view. All templates, multimedia components, alerts, and pricing can be specified for each specialty-store and language combination. In addition, each specialty store has its own product selection, user interface, and process flows, all leveraging a central merchant administration interface. Merchants can also set up rules that define the countries to which they bill and ship. Oracle's e-commerce solution enables merchants to deploy global storefronts including different languages, currencies, and sets of books. This allows merchants to conduct business globally and effectively cater to localized preferences and business practices.

REDUCE SERVICE COSTS AND IMPROVE CUSTOMER SATISFACTION THROUGH SELF-SERVICE AND COLLABORATION

Customer satisfaction and customer loyalty metrics are often bellwethers of a company's growth and profitability. Central to any complete and comprehensive e-commerce approach are self-service solutions for improving speed of service, along with the management of online collaborative communities. Significant cost reductions may be achieved while increasing customer satisfaction. A successful service strategy has become critical to engaging the customer in a relationship with the company, ensuring customer loyalty and retention.

Oracle's e-commerce solution leverages Oracle *i*Support—a comprehensive, closed-loop, multi-channel support system. Oracle's solution allows businesses to service their customers, partners, and employees with increased efficiency, without compromising service quality.

Easy and Personalized "Walk-in to Resolution"

Through Oracle's solution, users are empowered to resolve their own service issues, and if necessary, to receive assisted service. This problem-avoidance approach, based on a powerful knowledge management system, leads to significant reductions in the volume of service requests and related costs. Other compelling features are available, including collaboration through interactive online forums, transactional inquiries, user management, and installed base management. Companies can provide closed-loop support across multiple service channels, through seamless integration with the agent-facing, call-center-enabled application. All of this allows companies to enhance customer satisfaction while cutting costs and improving the productivity of their service organizations.

A powerful knowledge management module provides for searching solutions to known problems, frequently-asked-questions documents, or other information. Its advanced and basic search capabilities enable customers to proactively take advantage of the vast and collective knowledgebase, 24 hours a day.

Oracle's e-commerce offering truly supports multi-channel collaboration through its "Web call-back" feature, which immediately and intelligently routes a customer request for assistance to a support analyst. Customers may also request a telephone call for assistance at any time through a simple "call me" request. Once again, intelligent routing ensures that the proper agent receives the customer request.

INFORMATION-DRIVEN ALIGNMENT, EFFECTIVENESS, AND COLLABORATION

Successful businesses engage in the continuous process of understanding their customers better. Conversely, the biggest threat to businesses is the lack of timely and accurate information. An information-driven solution extends an organization's ability to make effective decisions on the basis of accurate, real-time information. Using information-driven applications, businesses are able to drive organizational sales goals throughout the enterprise with the effective alignment of resources, while providing collaboration tools that ensure consistent information across all selling channels.

Oracle's e-commerce solution leverages the powerful Oracle Trading Community Architecture. This architecture provides a *single source of truth*, allowing a complete view of customers, partners, and employees while providing global visibility into each interaction. Accurate information is shared across departments instantly.

As customer and prospect information changes, the end goal for most forward-thinking businesses is consistent, up-to-date information made available throughout the entire enterprise. Oracle's information-driven applications enable companies to measure, interpret, and act on customer information for appropriate pricing models, promotions, and product offerings in order to maximize customer satisfaction, organizational efficiency, and profits.

Oracle's e-commerce solution offers pre-defined reports that present valuable business data about customer interactions in a meaningful format, including top-selling products, top orders, top customers, and shopping cart conversion ratios. Trend analysis allows managers to compare these metrics with prior periods and the same periods in prior years. In addition to these standard reports, merchants can leverage Oracle's business intelligence tools and Web Analytics, OLAP, and data mining tools to effectively analyze sales, campaigns, and customers, and to design effective segmentation strategies, promotion rules, and campaign targets.

Oracle's solutions are uniquely suited for enabling organizations to turn operational data into meaningful business information.

"With Oracle *i*Store, we've achieved significant financial returns and are now able to target our customer segments with the right products and promotions and give them a single touch point for all order activities. And, with the reduced transaction costs, our inside salespeople are able to focus on other tasks, which has increased our efficiency and driven profitability."

Ron Pollard
CIO and President of E-Commerce
Specialized Bicycle Components, Inc.

ORACLE E-BUSINESS SUITE

Oracle's e-commerce solution is part of Oracle E-Business Suite—a comprehensive set of business applications that enables you to efficiently manage customer interactions, deliver services, manufacture products, ship orders, collect payments, and more—all from a system built on a unified architecture. This unique architecture gives Oracle customers the opportunity to run their businesses on a single global instance. It allows a consistent definition of customers, suppliers, partners, employees, and all business entities across the enterprise. It also consolidates data from both Oracle and non-Oracle applications. Whether you implement one module at a time, multiple modules, or the complete suite, Oracle E-Business Suite helps you make better-informed decisions and improve your business operations while reducing expenses.

Oracle E-Business Suite is the first and only complete set of enterprise applications integrated around a single, common data model. With Oracle E-Business Suite, you create and maintain a single definition of your customers, suppliers, employees, and products — all aspects of your business — so everyone in your company has immediate access to the same global information. All the applications work together, share the same information, and can run in one global instance of a single database. The result is a global, unified view into critical information across all organizations, lines of business, products, and geographies.

Open and Flexible Architecture Suited for Easy Integration

Oracle E-Business Suite is built upon a modular architecture, giving you the flexibility to integrate your applications in a heterogeneous environment. This also means that you can leverage your existing application investments.

Oracle E-Business Suite is built on top of Oracle Application Server, providing an open, standards-based infrastructure for enterprise application integration, B2B collaboration, and Web services integration in a single integrated product. Oracle E-Business Suite provides a complete enterprise application integration solution including messaging, data transformation, validation, and adapters for connectivity to third-party applications and legacy systems. Oracle has always recognized the importance of enterprise application integration. This is why Oracle provides an open, supported, and fully documented integration tools for Oracle E-Business Suite.

Oracle Application Server enables organizations to collaborate with trading partners using B2B protocols and secure, standards-based communication. This may be completed via exchanges or may be established directly with trading partners using EDI or B2B protocol standards such as XML. The integration of Oracle E-Business Suite and business processes provides the foundation for leveraging emerging business opportunities presented by new Web services technologies. Web Services represent the next generation of the distributed computing paradigm, using the internet as the backbone and open connector standards such as SOAP, WSDL, and UDDI.

CONCLUSION

Oracle's e-commerce solution, iStore, provides an attractive opportunity for companies to increase revenues and reduce costs through improved sales productivity, enhanced collaboration, streamlined order and fulfillment processes, and rapid entry into global markets. Oracle offers a comprehensive e-commerce solution to enable collaboration with customers, channel partners, distributors, and resellers to support the entire sales process—from lead generation to ordering to post-sales support. All phases of e-commerce are richly supported, from **campaign** to **order** to **fulfillment** to **service.** The solution encompasses the essential business cycle of targeting, understanding, and interacting with global customers across multiple touch points. It is a complete and sophisticated sell-side e-commerce solution, enabling organizations to profitably conduct business over the internet.

It is critical that any product chosen to implement an e-commerce solution be designed to support the creative, technical and business needs during the process of web store planning and creation. Additionally, in the longer term, the solution must provide sustained economic and competitive benefits.

Oracle iStore offers a compelling solution, which is built on the perspective resulting from thousands of customers worldwide, and the experience of Oracle using iStore as its own Internet store front. Oracle iStore customers span multiple geographies and industries. Furthermore, these perspectives ensure a solution for the long term which delivers value through usability, flexibility, efficiency, reusability and scalability. Fully integrated with the Oracle E-Business Suite, the iStore solution provides customers with the investment that stands up and delivers against the most demanding economic and competitive considerations.

APPENDIX: ORACLE'S E-COMMERCE SOLUTION FOOTPRINT

With Oracle's E-Business Suite, Oracle provides a complete range of integrated e-commerce applications for building, managing and maintaining global e-commerce sites in both B2B and B2C environments. Oracle's integrated and modular architecture allows organizations to implement their e-commerce strategies in a phased approach, selecting the appropriate modules for each phase of their commercial evolution. Oracle recognizes that there is no such thing as a 'one-size-fits-all' solution. But for the reader's convenience, this appendix has segmented the e-commerce arena into a number of business goals that an organization might identify. Beneath each business goal is a description of the Oracle E-Business Suite modules that could be used to compliment Oracle's e-commerce offering. Please note that this is only a partial list of the many modules available within the full Oracle E-Business Suite:

Deploy one or more Web storefronts to enable internet commerce

- **Oracle iStore** provides a packaged e-commerce application that gives organizations the components necessary to create powerful internet store sites for selling products and services in a secure and personalized environment. This includes product catalog and pricing maintenance, web carts and shopping lists, and integrated media management utilities.

- **Oracle Advanced Pricing** supports sophisticated pricing rules, such as freight charges, pricing formulas and discounts based on many variables such as customer, product, purchase history, and shopping-cart contents.

- **Oracle Configurator** guides the sales process through customer-driven configuration of complex or personalized products (such as automobiles and personal computers).

- **Oracle Order Management** streamlines and automates the entire sales order management process, from order promising and order capture to transportation, shipment, and returns.

- **Oracle Payments** processes payments with online credit card authorization.

Implement an integrated multi-channel sales and support strategy

- **Oracle Partner Relationship Management** provides partner registration, program enrollment, and partner-specific functionality based on partner access rights.

- **Oracle Marketing** enables an organization to manage marketing campaigns, budgets, and segments across all channels. This includes the

ability to manage promotional collateral and discounts and maintain the product catalog, with seamless integration to Oracle **iStore**.

- **Oracle Sales, Oracle Quoting, and Oracle Proposals** provide a full sales force automation solution for face-to-face salespeople, including the ability to create quotes that are published to the customer as shopping carts on their personal **iStore** pages.

- **Oracle Telesales** empowers call-center agents to conduct outbound sales and marketing activities, including the ability to view and update all shopping carts created by customers using Oracle **iStore**.

- **Oracle Teleservice and Oracle iSupport** enable an organization to provide excellent customer service, both in the call center and via self-service over the Web. This includes service request management, knowledgebase and online forums.

Manage and control an efficient back-office organization with seamless e-commerce integration

- **Oracle Incentive Compensation** manages performance-related compensation (such as commissions and bonuses) for employees and business partners.

- **Oracle Financials** is a market-leading family of financial management applications, including Oracle Enterprise Planning and Budgeting, Oracle General Ledger, Oracle Cash Management, Oracle Receivables, and Oracle Payables.

- **Oracle Human Resources** is a family of applications that automates the entire recruit-to-retire process (including Oracle Payroll), so you can align your workforce with strategic objectives.

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Oracle's Complete Sell-Side E-Commerce Solution
Revised, April 2008
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