

# MODERN COMMERCE IT'S ALL ABOUT EXPERIENCE



## **Introduction**

Oracle Commerce  
Delivers

## **Ribeiro**

Delivers True Omni-  
Channel Experience

## **BeautyBay.com**

Provides Truly Relevant  
Customer Experiences

## **Deli XL**

Expands with New  
Multisite Capabilities

## **Medline**

Delivers the Most  
Targeted Content to  
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## **Furniture Row**

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## **Marriott Hotels**

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Gains Scalability and  
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## **Carolina Bio**

Accelerates Integrations  
and Minimizes Costs with  
a Flexible Architecture

## **Conclusion**

Like What You See? Take  
The Oracle Commerce  
Assessment Tool



# Introduction

Oracle Commerce delivers best-in-class commerce applications focused on scalability, performance, and personalized experiences to meet the rapidly evolving demands of businesses worldwide.

Because of our out-of-the-box functionality, Web-based business tools, industry-leading search and navigation, personalization and targeting capabilities, and ability to create and manage a 360-degree view of the customer, we work with some of the largest, most demanding users in the world.

Explore the case studies within to see how we are increasing revenue, customer engagement, and operational efficiency for the most powerful B2C and B2B brands.







# Omni-Channel

## Give Customers a Seamless Buying Experience Across All Channels

Argentinian Retailer Ribeiro Increases Sales by 600% with New Website Launch

“Ribeiro’s growth in recent years makes our investments in information systems a top priority. By investing in Oracle ATG Web Commerce, (now Oracle Commerce), we obtained a complete commerce software platform that can scale to grow with us while delivering a personalized experience to our customers.”

Dan Attie, Vice President of Sales and Marketing, Ribeiro

### The Challenge

Ribeiro is an Argentinian retailer that sells household items and electronic goods.

The company wanted to increase sales conversions by delivering more-relevant commerce experiences, including more targeted recommendations, content, and promotions tailored to each visitor’s unique preferences.

### The Solution

To achieve this, Ribeiro implemented Oracle Commerce, formerly Oracle ATG Web Commerce, to personalize the omni-channel experience, promote targeted offers, prioritize search results, and integrate online interactions with the customer service center.

### The Results

- » Saw a **600% growth** in sales for the first quarter of 2013
- » Increased per-salesperson virtual invoicing by more than **400%**
- » Drove a **500% increase** in profits year after year
- » Established new processes and best practices for online operations

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“With the implementation of Oracle ATG Web Commerce (now Oracle Commerce), Ribeiro has established a new e-commerce platform that the company will use to maximize long-term business growth. Ribeiro hit the ground running with a solution that offers the flexibility and intelligence to provide visitors with the right offers at the right time.”

Mike Webster, Senior Vice President and General Manager, Oracle Retail



“Oracle Endeca, (now Oracle Commerce), offered us the functionality we wanted when we needed it, which accelerated return on investment without the flexibility limitations of the competitors’ solutions.”

David Gabbie, Managing Director,  
BeautyBay.com

# Experience Management

Make Every Interaction Relevant to  
Every Customer in Any Context

BeautyBay.com Boosts Website Views by 70 percent, Increases Items Placed in Shopping Baskets, and Runs 160 Concurrent Brand and Product Promotions

## The Challenge

BeautyBay.com is the UK’s largest independent online luxury beauty-product retailer, selling more than 10,000 products from a range of leading brands.

In 2013, the company won an Online Retail Award in the Beauty, Perfume & Cosmetics category. On the back of this success, BeautyBay.com wanted to further improve its offering to sustain its rapid sales growth, increase conversion rates, launch and refresh multiple brand campaigns, and improve the overall customer experience.

“Oracle Endeca, (now Oracle Commerce), paid for itself in three months. Without it, we would need 100 percent more IT staff to sustain our expanding business.”

David Gabbie, Managing Director, BeautyBay.com

## The Solution

Using Oracle Commerce, formerly Oracle Endeca Commerce, BeautyBay.com was able to help customers find items faster and deliver more-personalized shopping experiences. What’s more, the company was able to build an attractive, easily navigable website that boosted sales and saw an ROI within three months.

## The Results

- » Grew **year-on-year sales by more than 50 percent**
- » Increased **conversion rates by 50 percent**
- » Increased page views by **70 percent and achieved 1.3 million hits per month**
- » Increased **browsing time by 3 percent** with a more customer-friendly Website

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# Multisite

## Rapidly Expand Sites for New Brands, Markets, and Campaigns

Deli XL Delivers a More Customer-Centric Experience Across Multiple Sites with Oracle Commerce

“Implementing Oracle ATG Web Commerce, (now Oracle Commerce), helped us to significantly improve the online customer experience, while enabling an increase in cross- and up-selling.”

Rene Van Gelderen, Director IT and Program Management, Deli XL

### The Challenge

Deli XL is a leading wholesale provider to the Dutch foodservice market, serving more than 30,000 customers with more than 60,000 items from 800 suppliers. The company wanted to replace its self-built, legacy Web store with a new solution to drive greater loyalty throughout its customer base and maintain competitive advantage over emerging organizations moving into the same market.

The company also wanted to increase up-sell and cross-sell opportunities and improve the overall customer experience.

### The Solution

Deli XL chose Oracle Commerce, formerly Oracle ATG Web Commerce, to support its main Website, along with various other channels that allow its customers to gain relevant, tailored food advice, and interact directly with its suppliers with increased speed and functionality.

### The Results

- » Developed a **reliable, high-performance** Web store and open platform
- » Saw a **significant increase** in cross-selling and up-selling
- » Launched an online commerce environment that spurred revenue growth and **improved profit margins**

“Oracle ATG Web Commerce’s, (now Oracle Commerce), stability and superior functionality made it an easy choice for Deli XL. The solution’s ability to customize proposals for cross- and up-selling purposes, as well as its easy-to-use platform, made it our first choice in replacing our legacy e-commerce platform.”

Rene Van Gelderen, Director IT and Program Management, Deli XL

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# Personalization

## Deliver the Most Targeted Content Throughout Your Buyer's Journey

Medline Industries Delivers Personalized Content to Healthcare Customers and Increases Targeted-Content Views by 60 percent

"Oracle ATG Web Commerce, (now Oracle Commerce), is helping us to expand from a transactional Web presence to one that is also more educational and informative for key decision-makers. In just two weeks, we saw a 60 percent increase in views of content, targeted at decision-makers. We are just starting to take advantage of Oracle ATG Web Commerce's flexibility and robust personalization capabilities."

Michael McMahon, Vice President of E-Commerce,  
Medline Industries

### The Challenge

Medline Industries is the largest privately held manufacturer and distributor of healthcare supplies in the United States. It provides more than 350,000 products to hospitals, care facilities, surgery centers, home health agencies, and medical supply outlets.

The company wanted to expand its transactional site to one that is more educational and informative. To achieve this, Medline needed the ability to deliver more-personalized customer interactions through its Website.

### The Solution

Medline selected Oracle Commerce, formerly Oracle ATG Web Commerce, as its new online commerce platform, creating a new Web-based catalog, and updated company background information, introducing new personalization functionality to its Website.

### The Results

- » Implemented a **highly flexible platform** that allows Medline to **adapt rapidly** to changing requirements
- » Gained the ability to **deliver tailored information** to customers with every visit
- » **Increased page views** of content targeted at decision-makers **by 60 percent** within the first two weeks

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# Promotions

## Gain Full Control Over Your Promotions Through Easy-to-Use Business User Tools

Furniture Row Delivers Personalized Omni-Channel Promotions Through Mobile, Tablet, and Desktop Devices

“Customers browse merchandise and compare items using their mobile phones right from the showroom floor, or they start their research at home before they come in. We want to make that as easy as possible for them, to help them identify what they want, no matter where they are or what device they are using. We considered creating multiple applications for different consumer devices but we didn’t want to have that extra step.”

Noah Linge, Director of Digital Marketing, Furniture Row

### The Challenge

Furniture Row Companies is a group of specialty home furnishings, mattress, and linens stores with headquarters in Denver, Colorado, and outlets in 31 other states.

In a bid to drive store traffic and increase sales at its Denver Mattress Company stores, Furniture Row wanted to improve the customer experience with cross-channel promotions and a responsive Web design that would adapt to the type of device it’s accessed on.

### The Solution

Furniture Row used Oracle Commerce to personalize content and recommendations based on available information such as where consumers link from, responses to promotions, and previous visits and transactions.

The solution is also used to immediately recognize the type of device the site is being viewed on and optimize the display for each screen.

### The Results

- » Furniture Row now **supports many sites** from a single, easy-to-use platform
- » Intuitive tools and interfaces have **simplified content management** and allowed the company to visually merchandise, develop, and implement promotions
- » The scalable Oracle solution will enable Furniture Row to **optimize operations** and **personalize the customer experience** across all of its brands

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# Search and Navigation

Offer Superior Search and Guided Navigation to Help Customers Find Information Quickly and Easily

Marriott Hotels Improves the Personalization, Search, and Navigation of Its Online Services

“Oracle is an extremely important partner to Marriott.com, as a lot of our infrastructure, our search results, and a lot of what we do on the Website is run through Oracle. It’s important to have the support of the Oracle team...to keep us moving forward in a positive direction.”

Tim Streightiff, Director of Information Resources, Marriott

## The Challenge

Marriott is a global leader in the hotel industry, with more than 3,700 properties in more than 80 countries and territories around the world. The company turned to Oracle to provide personalized search and navigation for Website visitors and those booking rooms at Marriott hotels.

## The Solution

Having previously used Oracle Endeca technology to meet its business needs and push its platform forward, Marriott implemented Oracle Commerce solutions to deliver a more accurate and personalized search and navigation experience.

## The Results

- » Marriott.com now benefits from **extra performance, scalability, and flexibility**
- » Can now meet changing business demands more **quickly and efficiently**
- » Gained the ability to easily roll out new projects and **streamline internal development** processes

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# Scalability and Performance

## Process Data and Deliver Dynamic Experiences at Unparalleled Scale

Netshoes Accelerates E-Commerce System Response, Improves Conversion Rates, and Delivers New Marketing Campaigns Faster

“To reduce risk, we performed a concept test in which we created a test environment to carry out the migration. This required high-level planning and was only possible thanks to the great support we got from Oracle.”

Jesus de Francisco Garcia, Director of IT Infrastructure, Netshoes

### The Challenge

Netshoes is the largest sporting goods and leisure commerce site in Latin America, with operations in Brazil, Argentina, and Mexico. The organization is based 100 percent online and was preparing to meet increased demand during two of the sporting world's biggest events—the 2014 World Cup and the 2016 Summer Olympics.

To ensure it was ready for this increased traffic, Netshoes needed to restructure its IT infrastructure to enable rapid growth without sacrificing service quality.

### The Solution

Netshoes implemented Oracle Commerce to increase sales conversions by improving the customer shopping experience.

To support this new infrastructure, the company decided to migrate to Oracle Exalogic Elastic Cloud, which ensured a highly scalable, available, and robust environment.

### The Results

- » Improved the **stability, scalability, and robustness** of the company's Website
- » Accelerated Web commerce server response **times by 20 percent**
- » Enhanced the **security and reliability** of the IT environment
- » Increased efficiency by **replacing 35 machines with one** Oracle Exalogic Elastic Cloud
- » Migrated systems in less than three weeks, without any downtime

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# Flexibility

## Accelerate Integrations and Minimize Costs with a Flexible Architecture

Carolina Biological Supply Doubles Customer Loyalty Scores in Six Years with Integrated ERP, Business Intelligence, and Web Commerce System

“We are growing market share while our competitors are facing challenging times. By integrating our back-end processes and our front-end Web experience with Oracle’s JD Edwards EnterpriseOne 9.0, Oracle ATG Web Commerce (now Oracle Commerce), and Oracle Business Intelligence Enterprise Edition, we have established a platform that enables enhanced customer service and business growth.”

David Lyle, CIO, Carolina Biological Supply Company

### The Challenge

Founded in 1927, Carolina Biological Supply Company is a leading supplier of science teaching materials for teachers, professors, home-school educators, and professionals in health- and science-related fields.

The company wanted to integrate its back-end and front-end processes to better manage finance, inventory, manufacturing, logistics, and customer-service processes throughout the organization.

### The Solution

Carolina Biological deployed an integrated platform based on Oracle’s JD Edwards EnterpriseOne 9.0, Oracle Business Intelligence Enterprise Edition 11g, and Oracle Commerce to manage thousands of science and math education products, and enhance relationships with individual and school customers.

### The Results

- » Enhanced flexibility to **streamline the development** and distribution of thousands of products
- » Reduced time to **generate reports and improved decision-making** capabilities
- » Implemented enterprise-level Web commerce that **seamlessly integrates** with the existing ERP suite

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# Conclusion

## Like What You See? Try the Oracle Commerce Assessment Tool

In Today's Customer-Centric Marketplace, There are More and More Choices for Those Buying Products, Meaning Those Selling Them Have Less Room for Error.

To drive true organizational success, you must offer relevant experiences to buyers at any touchpoint in their purchase journey. The alternative means losing your customers to the competition.

See what you could achieve with Oracle Commerce. Try our free assessment tool and discover the benefits of a solution that allows you to innovate and grow.

[TRY THE ASSESSMENT TOOL](#) 

### With Oracle Commerce, your organization can:

- » Increase site traffic
- » Drive higher conversions and average order value
- » Increase speed to market

### Stay Connected



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