

# Oracle Commerce Consulting

## Leverage Full-Service Expertise with a Comprehensive Solution

Ecommerce platforms are among the quickest to reach obsolescence of any technology in the retail industry, which is a testament to the blazing speed of change that characterizes the online world.<sup>1</sup> According to the RIS Retail Technology Study, year after year the survey finds that roughly a third of retailers believe their ecommerce platforms are up-to-date, a third are either updating them now or will start soon, and a third will begin within two years. As **retailers strive to drive traffic, increase conversion and basket size**, all while maintaining data privacy, it's no wonder they are leaning on partners that can navigate this terrain and accelerate their time to market.



Commerce Consulting is Oracle's full-service consulting practice focused on B2B and B2C global commerce and omnichannel solution delivery.

Retailers benefit from comprehensive services including business requirements definition, UI and UX design, development and QA, project management, and post-launch managed services.

Global customers profit from working directly with the consulting arm of Oracle providing a one-stop-shop for enabling Oracle CX Commerce and full omnichannel integration.



### 84%

of online shoppers will abandon their carts during the checkout process if it is too long or too complicated<sup>2</sup>



### 24%

of shoppers equate a bad shopping experience with disjointed online shopping<sup>3</sup>



Ecommerce brands lose

## \$18 billion

in yearly sales revenue through cart abandonment<sup>4</sup>

### USER EXPERIENCE DESIGN

The User Experience (UX) team translates client business goals into usable customer-facing designs. They bring their extensive knowledge of cognitive psychology to the designs they create. Their work serves as a blueprint for development, easing implementations and reducing confusion in consumer interactions.



### CREATIVE DESIGN

The creative design group creates best-in-class web user interfaces (UIs), molding CX Commerce to fit each client's unique brand. In addition to creating beautiful interfaces, the team provides content direction, photography recommendations, and brand development guidance. Couple together these services improve conversion rates, grow basket size, and reduce cart abandons through design and responsive speed.

### FRONT- AND BACK-END DEVELOPMENT

Development expertise in CX Commerce Consulting extends from the commerce back-end, including working through a wide-range of third party integrations, to the front-end UI, where the creative vision is realized. Their work is built with business user-friendly management in mind.

### PROJECT MANAGEMENT

The organization also offers end-to-end project management, through the design and build process as well as in ongoing maintenance. The team is highly experienced in omnichannel ecommerce implementations.

### B2B, B2C AND GLOBAL SERVICES

With teams across the globe and experience in B2B, B2C and B2B2C, the Commerce Consulting team is able to fulfill a wide spectrum of implementation projects and strategic initiatives.

# PROVEN RESULTS



Dollar Tree, Inc. is a customer-oriented, value-driven retailer operating at a one dollar price point. To keep up with consumer demand, they sought a solution to better meet the needs of their always-on-the-go, mobile-first bargain hunters while exceeding their expectations for speed and convenience.

- Migration from Oracle Commerce Platform (MICROS) to Oracle CX Commerce
- Increased mobile traffic
- Multi-site solution with the launch of Family Dollar
- Integrated solutions include CX Commerce, Oracle Retail Order Broker, and Oracle Retail Order Management System



ABC Fine Wine & Spirits, a family-run business with strong roots in brick and mortar commerce, built a modern omnichannel commerce presence using CX Commerce as the storefront solution with support from Oracle Commerce Consulting.

- Multi-site commerce solution with ABC Fine Wine & Spirits, The Humidor, and The Vault
- Integrated Oracle solutions including CX Commerce, Oracle Retail Order Management, Oracle Order Broker, Oracle Retail Customer Engagement, and Oracle Xstore
- Buy Online Pickup Instore and Curbside Pickup supported across 126 stores

ABC Fine Wine & Spirits trusted Oracle Commerce Consulting to help them weather the challenges of 2020 with a 2,000% YoY increase in demand via commerce orders.

[> Read more about their story here](#)



## Why Retailers Choose Oracle Commerce Consulting

- Accelerate implementation with Oracle's expertise and practices
- Avoid costly pitfalls that can lead to failed implementations and overruns
- Leverage comprehensive services from design through launch
- Trust in a proven global consulting organization with B2B and B2C commerce expertise

## The Vermont Country Store®

Vermont Country Store transformed their business from on premises to SaaS; linking marketing, commerce, and service to drive revenue and loyalty.

- On premises to cloud
- Integrated solutions from Oracle including CX Commerce, Oracle Order Management, Oracle Service Cloud, and Oracle Marketing Cloud
- Holiday sales up 10%, with particular improvement in mobile

When The Vermont Country Store sought to deliver an authentic customer experience online, they chose Oracle CX Commerce. [> Watch their journey to personalized ecommerce](#)

### Sources:

1. 2021 Retail Technology Study
2. Study: Online shopping cart abandonment
3. Anatomy of Change: Understanding Consumer Behaviour
4. 15 Cart Abandonment Statistics You Must Know in 2021

## CONNECT WITH US

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## Integrated Cloud Applications & Platform Services

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