



DOCS: our Midmarket Omnichannel Accelerator Store for Oracle Commerce and Oracle Guided Navigation

Scalable. Robust. Efficient.

Markets change constantly as do customer needs and competitive pressures. Your business is expected to deliver personalized experiences across an ever-evolving range of channels; it's vital to maintain a consistent brand experience regardless of channel. DSS Partners designed and developed our end-to-end midmarket eCommerce solution, DOCS: DSS Oracle Commerce Store.

HIGHLIGHTS

- **Unprecedented access to a best-in-breed solution**
DOCS provides midmarket B2B and B2C organizations with an omnichannel Commerce solution that is quick to market, affordable and scalable.
- **End-to-end capabilities**
DOCS includes implementation, application maintenance and infrastructure hosting for the eCommerce Storefront.
- **Proven experience delivering omnichannel**
We do the heavy lifting, allowing you to do what you do best. Our team has helped clients orchestrate omnichannel order-capture and aggregation, while providing real-time inventory visibility across all points.
- **Investing in a future-proof solution**
Omnichannel is more than eCommerce. A true strategy doesn't just add individual channels, but adapts to and transforms business models as the organization expands.
- **Robust, native functionality**
DOCS includes Responsive Web Design (RWD) to support optimal shopper engagement across Web & Mobile devices, and adding platform capabilities for Direct Marketing Source Codes, Personalization, Promotions & Integrations.

SOLUTION

DOCS is an easy-to-use framework tailored specifically to the unique needs of retailers for fast implementation of omnichannel commerce. It delivers the functionality and business tools companies need to quickly and efficiently deliver a superior online shopping experience.

BENEFITS

- DOCS delivers a best-in-breed omnichannel foundation – preconfigured to meet the unique needs of retailers – faster and at a lower cost.
- DOCS provides a simplified process for building and maintaining a feature-rich shopping experience to increase sales.
- DOCS includes user-friendly tools to drive strategic growth across channels and regions.
- DOCS enables fast time to market, allowing you to launch an enterprise-class storefront in as little as three months.



Customer Experience

- Get a working, fully tested, best-practice storefront
- Increase conversion rates and average order value with integrated promotions and cross-sell opportunities
- Enable customers to quickly find items with high-quality search and navigation capabilities, including auto-complete, spell check, landing page keyword redirections, and sponsored search entries
- Provide rich product information including review and zoom-in features
- Offer customers convenient ordering with user-friendly, modern checkout
- Gain instant insight into valuable data to optimize marketing and merchandising activities through fully integrated Customer Intelligence
- Leverage out-of-the-box integrations with Oracle Endeca Search and Experience Manager

Omnichannel

- ATG, Endeca Search, Commerce Sites and Responsive Web Design are included
- Ramp up multichannel commerce efforts with fully integrated Web, mobile, order management, and call center functionality
- Support the cross-channel shopping experience via an integrated store locator
- Integrate order management to support cross-channel purchasing and fulfillment
- Integrate with external systems to simplify upload of product and stock data
- Shop from catalog
- Coupon-based discounts
- Order status updates through multiple channels (e.g., email, SMS)
- Online and print catalog subscriptions

Implementation

- Reduce your time to market by more than half using best-practice storefront design, straightforward coding, a good set of sample data, and precise technical documentation.
- Recently implemented two Commerce sites in 5 months.
- Enable rapid entry into global markets with multiple currency and language capabilities
- Easily customize included source code with little coding required
- Simplify implementation and maintenance with clear documentation, how-to and sample data, and best-practice guidelines

Product Display

- Larger thumbnail views out of the box
- Quick view from category pages
- Rollover multiple view in category layout
- View different colors in category view
- Original price and discounted price display

Shopping Experience

- Filter and shop by price, style, size, color
- Complete the look/cross-sell collection items
- Product comparison
- Expanded presentation
- Shopping preferences – brand, categories, size
- Track user behavior for effective personalization
- Personalize content based on user type and behavior
- Multisite capabilities support commerce across brands, countries, currencies and languages

Merchandising and Promotion

- Multiple layouts for category landing pages and PDP Pages
- Content Management includes Oracle Experience Manager and Business Control Center (BCC)
- Check order status
- Wish lists and gift lists
- Buy gift cards, use for payment and check balance
- Alert me to new items in categories and collections
- Alert me when new items are back in stock
- Customer segmentation based promotions
- Promotion nearness qualifiers and messages
- Product widgets – featured products, top rated products, new products, top sellers, seasonal products
- Up-sell items in cart to increase order size

Social Commerce

- Share products on Facebook, Twitter, LinkedIn and Pinterest
- Chat with Facebook friends while shopping
- Integrate with social networks directly
- Create and share product collections on site and with social networks
- Manage ratings and reviews in ATG by integrating BazaarVoice
- Register/login using social network ID
- Post purchase information on Facebook, Twitter, Linked In and Pinterest