

Oracle Commerce Cloud for B2B

Digital commerce is a major growth opportunity for B2B businesses. The opportunity is endless with the market forecasted to hit almost \$7 trillion by 2020 (Frost & Sullivan). Not only are B2B buyers demanding a self-service online buying experience, but businesses are also realizing the significant amount of money they can save by moving sales online. The challenge is can businesses move online or improve their existing online experience fast enough? To succeed in this competitive era of commerce, B2B brands must begin to generate more revenue online while lowering their costs. Businesses need a fully-featured, scalable SaaS commerce solution built for brands to move at the speed of change and delight customers across channels. With Oracle Commerce Cloud, businesses get all the features they need to build a premier B2B ecommerce site that drives brand differentiation, accelerates time to market, and grows online revenue.

“50% of B2B brands say they expect that at least half of their customers will buy from them online within three years”

FORRESTER RESEARCH

ORACLE COMMERCE CLOUD FOR B2B KEY FEATURES

- Business account support
- Account specific catalogs and pricing
- Delegated administration
- Approvals
- Recurring orders
- Pre-built CPQ Cloud integration
- And more...

Driving Value for B2B Businesses

Oracle Commerce Cloud is designed specifically for B2B brands and allows businesses to streamline costs, innovate with robust tools, simplify their commerce investment, and deliver account specific experiences. Oracle Commerce Cloud allows Line of Business and IT professionals to:

- **Streamline.** Offer both B2C shoppers and B2B buyers a best-in-class shopping experience while delivering account specific experiences to B2B buyers using a single, unified, storefront. Brands can minimize overall costs by serving multiple business models with one platform.
- **Innovate.** With robust tools for non-technical and technical users, businesses can customize and extend the commerce experience. Focus the efforts of Business Users and IT on differentiating the online experience, not working around multiple technology platforms. Regular product updates and SaaS delivery models automate innovation and keep businesses ahead of competitors.
- **Simplify.** Get to market faster with pre-integrated features that allow businesses to spend less on integrations and dramatically reduce need for hardware. Built with an API-first architecture, Commerce Cloud features an open, REST Web Services framework. This dramatically cuts down on integration time and cost when integrating to Oracle and/or third-party systems.
- **Deliver.** B2B buyers expect personalized experiences tailored to their business account. Commerce Cloud includes everything needed to sell online to other businesses including business account support, account specific pricing and catalogs, approval workflows, scheduled orders, delegated administration and more.

B2B ECOMMERCE TRENDS

- 59% of B2B businesses are already looking for a viable ecommerce business solution
- 80% of B2B businesses feel that technology is key to their survival.
- 70% of B2B companies agree that cloud technologies will help reduce costs and simplify IT

The B2B Online Benchmarking Study

In addition, B2B companies can immediately leverage best-in-class core Commerce Cloud capabilities such as guided search and navigation, merchandising, personalization, promotions, recommendations, responsive design and more.

What Can Be Delivered? Use Case Examples

Deliver exceptional B2B experiences with applications from Oracle that allow businesses to:

- Open up new revenue streams by selling online.
- Enable online purchasing via any device or channel.
- Allow customers to configure complex products and request for quote via self-service.
- Give customers instant access to order history, order status, and account details.
- Get to market faster by allowing business users to impact the site experience with drag-and-drop tools, then preview and push updates live outside of IT.
- Deliver B2C-like experiences such as personalized recommendations that lead to sales based on order history, account-specific settings, and/or prior behavior on site.
- Give the Call Center and sales representatives a 360° view of the customer with tailored suggestions for superior service.
- Reactivate buyers and stalled sales by sending triggered emails to either customers or sales representatives to combat cart abandonment.
- Encourage customers to leverage service features like chat or knowledge centers while exploring products





Don't let technology hinder your growth. Contact us to learn how Oracle Commerce Cloud can drive immediate revenue and cost savings for your business.



CONTACT US

For more information about Oracle Commerce Cloud for B2B, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Integrated Cloud Applications & Platform Services

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