

OCommerce: An All-Channel Experience Solution for Today's Digital Shopping

Address Digital Demand and Improve Customer Interaction, Loyalty and Margins



The Challenge of Providing a Seamless Shopping Experience

Shoppers today expect to find product information across multiple platforms and devices – and they expect to find it quickly. They are looking for consistency and convergence among different technologies. And they have no predefined views on what “belongs” in specific channels and touchpoints, but will use whichever channel or device is most relevant and available at their choosing.

The bottom line: Shoppers are no longer loyal to an individual channel but rather to an experience across all channels. Providing a seamless experience across many channels can be challenging for retailers and consumer products companies:

- Companies must change from a product- or feature-focused approach to a consumer- and shopper-focused approach across all channels.
- Personalization becomes key to keep customers engaged and present relevant products and content.
- Integrated merchandising, order fulfillment and inventory management processes must be established across all channels rather than by individual channel.

People matter, results count.

- Organizational structures and goals must be adjusted to cut across all channels, with processes put in place to promote cross-channel selling.
- Cross-channel benchmarks and metrics must be developed and implemented to measure success.

OCommerce: Jointly Developed for Retail and Consumer Products Companies by Oracle and Capgemini

OCommerce (aka OmniCommerce and Oracle/Capgemini Commerce) is an All-Channel Experience solution that addresses digital shopper demand. OCommerce is designed to enrich companies' customer experience strategies by improving shopper interaction, loyalty and margins.

No matter where retailers or consumer products companies are on the customer experience spectrum, OCommerce has cutting-edge functionality to help businesses serve their customers in a seamless and meaningful way. OCommerce can be implemented in its entirety or as a "point" solution addressing a single area of need. It can also be implemented by focusing on "gap" needs and expanded over time based on budget and priorities.

OCommerce Delivers High-Value Capabilities

OCommerce enables retailers and consumer products companies to streamline customer interactions across all channels. In addition, the solution incorporates new mobile and digital in-store processes while capitalizing on opportunities in the social channel through monitoring and analytics.

OCommerce incorporates high-impact capabilities, including:

- Targeted marketing campaigns, including social with loyalty

- Automated and personalized web experience with analytics
- Mobile applications, including Augmented Reality functionality, employee dashboard applications, and smartphone/tablet texting and coupon scanning
- In-store customized marketing with real-time decision making
- "Showrooming" deterrent via QR code comparisons for mobile
- Online Cloud services, including chat support
- Social integration for customer posts on purchase and feedback
- Social message monitoring and analytics
- 360-degree view of the customer
- Master data management
- Product and process integration

A customer journey map and interactive demonstration provide a clear view of these features "in action."

Flexible Deployment Options: On-Premise or "Immediate" Cloud Platform

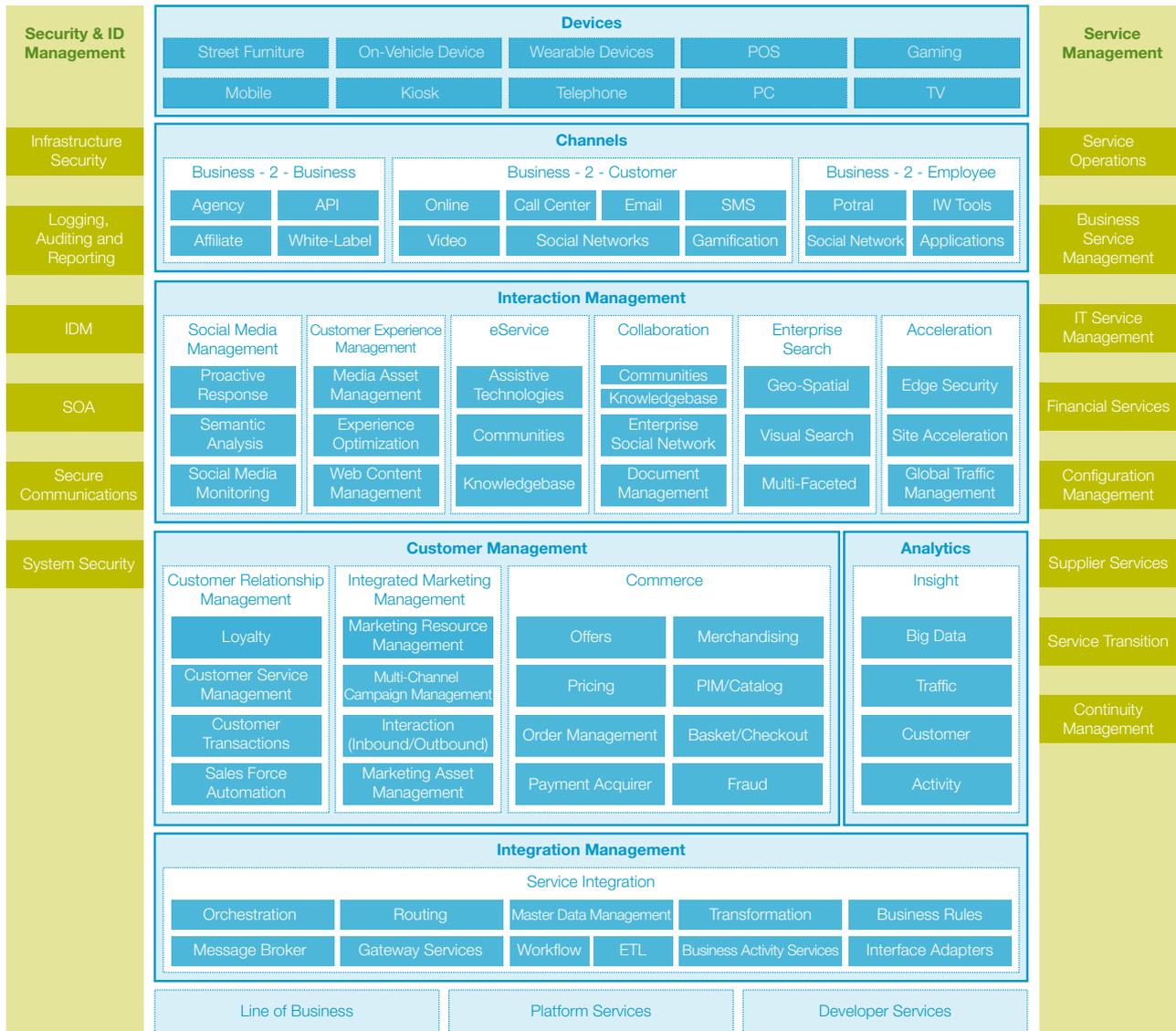
Capgemini offers two deployment options for OCommerce:

1. On-premise customer experience platform, including all the functionality from the OCommerce solution
2. Our "Immediate" Cloud platform. This framework (Figure 1) allows retailers or consumer goods companies to launch solutions quickly for faster time-to-value, while ensuring security and extendibility of the platform for easy growth. Immediate provides a full solution experience and access for many devices. The service architecture and framework is the key to quick deployment, minimal administration and extensibility.

OCommerce enables retailers and consumer products companies to streamline customer interactions across all channels.



Figure 1: Capgemini's "Immediate" Cloud Framework for Retail



Source: Capgemini

Oracle and Capgemini: Harnessing the Power of Partnership

OCcommerce combines Capgemini's understanding and experience in retail, business strategy, process improvement and technology implementation, with Oracle's cutting-edge technology solutions that address marketing and loyalty, commerce, web, data discovery and analytics, social relationship management and online services.

OCcommerce is part of Capgemini's All-Channel Experience service offering. Our All-Channel Experience approach helps retailers and consumer products companies transform their

businesses to better engage with their technology-enabled shoppers. All-Channel Experience solutions cover the initial strategic roadmap all the way through to the underlying technology and business processes.

Working together, Oracle and Capgemini help mutual clients implement growth strategies, leverage technology, manage change within their organizations, and achieve tangible, sustainable value.

About Capgemini

With 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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About Capgemini's Consumer Products and Retail Practice

Capgemini's global Consumer Products and Retail practice works with a majority of the world's largest retail and consumer products companies plus hundreds more. A team of more than 10,000 consultants and technologists throughout the world helps these clients reap the benefits of industry-specific solutions such as All-Channel Experience, Demand-Driven Supply Chain, Business Information Management and Global ERP Integration.

More information is available at www.capgemini.com/retail and www.capgemini.com/products.

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