

This document highlights the major changes for Release 15.0 of Oracle Retail Customer Engagement Cloud Services.

Overview

Oracle Retail Customer Engagement Cloud Services is a comprehensive, web-based, direct-marketing application designed for today's fast-paced retail environment, and consists of the following services:

- **Customer Management and Segmentation Foundation Cloud Service:** A required module that maintains and serves all customer-related information. In addition to managing core customer data, the service includes support for strategies that are based on in-store clienteling and gift registry.
- **Campaign and Deal Management Cloud Service:** Delivers promotional offers to transaction systems, drives execution, and performs analysis. It has a more operational focus and is considered complementary to solutions like Responsys or Eloqua, which are dedicated to orchestrating marketing communication campaigns. The service supports offer management, couponing, list targeting, and performance analysis.
- **Loyalty and Awards Cloud Service:** A best-of-breed points-based loyalty platform. It can be quickly configured to support program concepts from simple "punch-card" frequency programs to highly sophisticated programs involving a variety of earning opportunities, as well as recognition levels like gold, silver, and bronze. In addition to the management of points, the platform manages awards in the form of stored value or discounts on merchandise.
- **Gift Cards Cloud Service:** A highly evolved stored value solution. It features a sophisticated back-office user experience and supports global operations with cross-currency management and cross-channel delivery and fulfillment.

With this release, Oracle Retail Customer Engagement has transitioned to a cloud-based service offering.

Software Requirements

Connecting to Customer Engagement Cloud Services requires one of the following web browsers:

- Internet Explorer 9, 10, and 11
- Firefox

Oracle Retail Cloud Services and Business Agility

The Oracle Retail Customer Engagement Cloud Services are hosted in the Oracle Retail Cloud with the security features inherent to Oracle technology and a robust data center classification, providing significant uptime. The Oracle Cloud team is responsible for installing, monitoring, patching, and upgrading retail software.

Included in the service is continuous technical support, access to software feature enhancements, hardware upgrades, and disaster recovery. The Cloud Service model helps to free customer IT resources from the need to perform these tasks, giving

retailers greater business agility to respond to changing technologies and to perform more value-added tasks focused on business processes and innovation.

Oracle Retail Customer Engagement Cloud Services is acquired exclusively through a subscription service (SaaS) model. This shifts funding from a capital investment in software to an operational expense. Subscription-based pricing for retail applications offers flexibility and cost effectiveness.

Functional Enhancements

The functional enhancements below are included in this release.

Entitlement Deals

Entitlement deals can now be distributed to customers through Customer Engagement Cloud Services. Entitlements are deals that can be configured as awards within the context of a loyalty program. They can also be targeted to specific members as part of a 'surprise and delight' strategy.

Entitlement functionality represents a significant expansion in capabilities of the Loyalty & Awards Management Cloud Service. It delivers value in several key ways. First, it brings together the best of 'promotion deals' and 'loyalty e-awards'. Prior to this release, e-awards could not support the idea of redemption 'eligibility rules'. Entitlements can be configured such that an earned award can be restricted so that the value can only be redeemed on specific merchandise categories and/or at defined locations. Further, awards can be issued that take the form of "% off" offers. Entitlements also enable restrictions on the number of times an individual entitlement can be redeemed over a period of time. So no longer are you restricted to a choice between 'single use' or 'unlimited use'. You can define an entitlement program where the customer can choose to redeem an offer two or three times (for example).

Perhaps more significantly, the 'entitlement engine' is within the Customer Engagement Cloud Service. This approach externalizes the deal\ discount processing from any POS device thereby enabling a consistent application of loyalty awards across any channel.

Card Series Attributes

Attributes can now be defined at the card series level. This feature enhancement delivers value through increased flexibility. System administrators, users and systems integrators can choose to extend\ customize the data model as it relates to Card Series'.

Configurations of this type can enable integrated systems to be modified to address additional business requirements. The primary use cases for card series attributes are to a) enable additional classification data and b) provide additional data to inform card processing by the Point of Service (POS) system (for example, all gift cards associated with this series can be redeemed for a maximum of \$5.00 when off line).

Card Level Attributes

Attributes can now be defined for individual cards. This feature enhancement delivers value through increased flexibility. System administrators, users and systems integrators can choose to extend\ customize the data model as it relates to individual cards.

Configurations of this type can enable integrated systems to be modified to address additional business requirements. The primary use case for card attributes is to enable the recording and analysis of additional data captured during card transactions.

New Award Rule Option

Loyalty awards certificates can now be defined with a percentage-off discount (see Entitlements above).

Sorting Card Attributes

When the Card Attributes page in Card Account Administration first opens, the attributes are now sorted by Attribute ID then sequence number. Users can change the sort sequence as required.

Languages

Customer Engagement Cloud Services user interface now ships with multiple languages. Users can choose from the supported languages as part of their user profile setting. In addition to English, supported languages are:

- Chinese (simplified)
- Dutch
- French
- German
- Italian
- Japanese
- Portuguese (Brazilian)
- Russian
- Spanish
- Swedish

Untargeted Franchise Promotions

The promotion creation wizard now allows the creation of untargeted Franchise promotions.

Removed Unused User Roles

The `Relate_EntitlementProgram` and `Relate_EntitlementAccountMaintenance` roles were removed from within User Administration. The functionality that these roles were supporting was re-factored, and they became redundant.

Technical Enhancements

The technical enhancements described below are included in this release.

Oracle 12c Database

The platform has been certified to run on Oracle 12c. This is the latest release of Oracle's leading database management technology. This effort will enable the cloud services to leverage database level enhancements that will increase performance and strengthen data security.

Removed userLogin Method

The `userLogin` method has been removed from the `UserService` web service.

getCustomersOfSegment Method Returns Customers of Regular Segments

When calling the `getCustomersOfSegment` web service method, this method will now return customers in regular segments (counts or strata), as well as those associated with manual segments.

Integration Enhancements

The integration enhancements described below are included in this release.

Deal Distributor Zip File

The .zip file created by the Deal Distributor process uses a new naming convention, allowing Xstore Point of Service to handle the file more easily.

The file now has the format:

`org_id-NNN-FILE_NAME-TIMESTAMP`

where:

- `NNN` is the numerical organization ID.
- `FILE_NAME` is a descriptive name of the contents of the file.
- `TIMESTAMP` is a timestamp for the file, down to milliseconds.

Related Documentation

For more information, see the *Oracle Retail Customer Engagement Cloud Services User Guide*. In the Customer Engagement Cloud Services 15.0 documentation set.

Supplemental Documentation on My Oracle Support

The following documents are available through My Oracle Support. Access My Oracle Support at the following URL:

[https:// support.oracle.com](https://support.oracle.com)

Implementation Guide (Doc ID 1994453.1)

Describes the requirements and procedures for configuring Customer Engagement Cloud Services.

Administration Guide (Doc ID 1994453.1)

Describes the procedures for user configuration and job scheduling in Customer Engagement Cloud Services.

Batch Processing and Web Services Guide (Doc ID 1994453.1)

Provides descriptions of the file formats used by Customer Engagement Cloud Services batch processing, and the methods available through Customer Engagement Cloud Services web services.

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