

# Oracle® Retail Customer Engagement Cloud Services

Release Notes

Release 18.3

F30058-01

March 2020

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This document highlights the major changes for Release 18.3 of Oracle Retail Customer Engagement Cloud Service.

## Overview

Oracle Retail Customer Engagement Cloud Services (ORCE) is a comprehensive, web-based, customer relationship management 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 leading 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.

## Oracle Retail Cloud Services and Business Agility

Oracle Retail Customer Engagement Cloud Service is hosted in the Oracle 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 Software Cloud Service 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.

## Client System Requirements

The technology below is supported.

### Browser Support

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

- Internet Explorer 11
- Firefox 38 or higher

### Oracle Integration Technology Support

Support for the use of Customer Engagement Cloud Service with Oracle GoldenGate has been added as part of this release. Oracle GoldenGate is a comprehensive software package for real-time data integration and replication in heterogeneous IT environments.

## Supported Retail Products

Application	Version
Oracle Retail Xstore Point of Service	18.x+
Oracle Retail Order Management System Cloud Service	18.x+
Omni Channel Data Service (OCDS)	16.0.031
Oracle Marketing Cloud	18.x+
Oracle Retail Insights Cloud Service	18.x+

## Functional Enhancements

The functional enhancements below are included in this release.

### Offer Functionality

Additional offer types have been added in the new modern user interface. The following offer types have been included:

- Fixed Quantity Price
- Gift with Purchase
- Buy X Get X
- Buy X Get Y
- Tiered Discount
- Kit Offer

For more information, see the *Oracle Retail Customer Engagement JET UI User Guide*.

## Promotion Functionality

The remaining promotion types have been included in the new modern user interface:

- Award
- Coupon
- Message

For more information, see the *Oracle Retail Customer Engagement JET UI User Guide*.

## Franchise/Targeting

When operating in a franchise model and you are creating a promotion with a targeted audience, the 'Modern View' requires the user to define an 'include' audience by choosing one or more segments. The system will then filter the audience based on membership in the selected franchises.

The 'Classic View' operates differently. In the 'Classic View' the system will create a default audience automatically, based on the selected franchises.

For more information, see the *Oracle Retail Customer Engagement JET UI User Guide*.

## Related Documentation

For more information, see the following documents in the Oracle Retail Customer Engagement Cloud Service documentation set:

- *Oracle Retail Customer Engagement Cloud Services User Guide*
- *Oracle Retail Customer Engagement Cloud Services JET UI User Guide*
- *Oracle Retail Customer Engagement Cloud Services Implementation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services Administration Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services Batch Processing & Web Services Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services Security Guide*

## Supplemental Training

### Oracle Retail Learning Subscriptions at Oracle University

The Oracle Retail Learning Subscription is a digital training solution for anyone on your team seeking training on Oracle Retail Products. With the learning subscription you get the key elements of an effective learning program and the conveniences of a digital format, making this training unmatched in the industry.

You get modern learning at its best, such as:

- 12 months of 24/7 access to a comprehensive set of high quality videos delivered by Oracle experts.
- Detailed coverage and step-by-step demonstrations.
- Periodic updates for new features and product enhancements.

- Flexibility to search, access, and learn about specific topics of interest.

The learning subscription enables current users to continually refresh and upgrade their product skills. It also enables new employees with a self-paced learning guide to help them quickly become proficient on Oracle Retail Products.

For training opportunities, see the following web site:

<http://www.oracle.com/education>

## Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc>.

## Access to Oracle Support

Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit

<http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info> or visit

<http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs> if you are hearing impaired.

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### Value-Added Reseller (VAR) Language

#### Oracle Retail VAR Applications

The following restrictions and provisions only apply to the programs referred to in this section and licensed to you. You acknowledge that the programs may contain third party software (VAR applications) licensed to Oracle. Depending upon your product and its version number, the VAR applications may include:

(i) the **MicroStrategy** Components developed and licensed by MicroStrategy Services Corporation (MicroStrategy) of McLean, Virginia to Oracle and imbedded in the MicroStrategy for Oracle Retail Data Warehouse and MicroStrategy for Oracle Retail Planning & Optimization applications.

(ii) the **Wavelink** component developed and licensed by Wavelink Corporation (Wavelink) of Kirkland, Washington, to Oracle and imbedded in Oracle Retail Mobile Store Inventory Management.

(iii) the software component known as **Access Via™** licensed by Access Via of Seattle, Washington, and imbedded in Oracle Retail Signs and Oracle Retail Labels and Tags.

(iv) the software component known as **Adobe Flex™** licensed by Adobe Systems Incorporated of San Jose, California, and imbedded in Oracle Retail Promotion Planning & Optimization application.

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