

**Oracle® Retail Open Commerce Platform Cloud
Service**

Mobile App Storefront Base Features

Release 15.0

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Value-Added Reseller (VAR) Language

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Send Us Your Comments

Oracle Retail Open Commerce Platform Cloud Service, Mobile App Storefront Base Features, Release 15.0

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Your feedback is important, and helps us to best meet your needs as a user of our products. For example:

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- Did you understand the context of the procedures?
- Did you find any errors in the information?
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Preface

This Operations Guide provides critical information about the processing and operating details of Open Commerce Platform Cloud Service, including the following::

- System configuration settings
- Technical architecture
- Functional integration dataflow across the enterprise
- Batch processing

Audience

This guide is for:

- Systems administration and operations personnel
- Systems analysts
- Integrators and implementers
- Business analysts who need information about Open Commerce Platform Cloud Service processes and interfaces

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.

Related Documents

For more information, see the following documents in the Oracle Retail Open Commerce Platform Cloud Service Release 15.0 documentation set:

- Oracle Retail Open Commerce Platform Cloud Service Release Notes
- Oracle Retail Open Commerce Platform Cloud Service Online Help

Customer Support

To contact Oracle Customer Support, access My Oracle Support at the following URL:

<https://support.oracle.com>

When contacting Customer Support, please provide the following:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.3) or a later patch release (for example, 13.3.1). If you are installing the base release or additional patch releases, read the documentation for all releases that have occurred since the base release before you begin installation. Documentation for patch releases can contain critical information related to the base release, as well as information about code changes since the base release.

Improved Process for Oracle Retail Documentation Corrections

To more quickly address critical corrections to Oracle Retail documentation content, Oracle Retail documentation may be republished whenever a critical correction is needed. For critical corrections, the republication of an Oracle Retail document may at times **not** be attached to a numbered software release; instead, the Oracle Retail document will simply be replaced on the Oracle Technology Network Web site.

This process will prevent delays in making critical corrections available to customers. For the customer, it means that you must verify that you have the most recent version of the Oracle Retail documentation set. Oracle Retail documentation is available on the Oracle Technology Network at the following URL:

<http://www.oracle.com/technetwork/documentation/oracle-retail-100266.html>

An updated version of the applicable Oracle Retail document is indicated by Oracle part number, as well as print date (month and year). An updated version uses the same part number, with a higher-numbered suffix. For example, part number E123456-02 is an updated version of a document with part number E123456-01.

If a more recent version of a document is available, that version supersedes all previous versions.

Oracle Retail Documentation on the Oracle Technology Network

Oracle Retail product documentation is available on the following web site:

<http://www.oracle.com/technetwork/documentation/oracle-retail-100266.html>

(Data Model documents are not available through Oracle Technology Network. You can obtain them through My Oracle Support.)

Conventions

Navigate: This is a navigate statement. It tells you how to get to the start of the procedure and ends with a screen shot of the starting point and the statement “the Window Name window opens.”

This is a code sample

It is used to display examples of code

Included Features and Capabilities

Oracle Retail Open Commerce Platform Cloud Service (OROCP) is a mid-tier eCommerce solution that supports retailers' "order anywhere, fulfill anywhere" strategy. OROCP provides retailers with a single view of the customer and enables retailers to provide a consistent experience across all channels and all touch points.

This section provides an overview of features and capabilities available with the OROCP mobile application for iOS 9+ and Android 4.4 KitKat. It is intended to summarize how features will function. Detailed functional behavior can be referenced in the mobile app demo implementation. Please note that unless otherwise stated in the table below, it is assumed that functionality to be implemented will be consistent with the design of the OROCP mobile app product and will function in the manner defined in the mobile app demo implementation.

Home Screen

Includes 2 Targeted Content & 2 Managed Content Areas that can be managed via Site Manager.

It also includes the ability to display Automated Categories including Top Sellers, New Arrivals and On Sale via horizontal scroll. Sections will dynamically update each time the app is opened.

Global Navigation

Global header navigation features search and Category navigation. Global footer navigation includes shop, locate store, my account, cart, and more tabs. As mobile allows for limited space, fixed header and footer navigation elements are included.

Category navigation will mimic the storefront taxonomy.

More Menu

The More menu is accessed from the Global footer and includes:

- Settings – Allows a customer to control notifications and sounds within the App
- Spin to Win – Access to In-App Game. The display and management of this game is controlled within Site Manager

Note: Implementation teams will need to ensure that any client using this feature modifies it to comply with all local, state, and/or federal laws regarding promotions.

- Gestures – a Tutorial for Customers on the in-app Gestures available including:
- 'checkmark' – takes customer to checkout
- 'S' – takes customer to Scanner
- Feedback form – Area for customers to send Feedback to the Client – Feedback can be downloaded within Site Manager in CSV and Excel formats.
- Order status – Customer can check omni-channel order status with Order Number, Billing Last Name and Billing Zip Code.

- Scan barcode – Scanner Client can set up to allow a Customer to Scan products within the Store for instance price and product information.
- Wish list – Access to Customer Wish List
- Gift cards/gift certificates – area for Customer to purchase Gift Cards & Gift Certificates and check balances
- Email sign-up – customers can sign up for a retailer’s email list
- Request a catalog – customers can request a catalog via mail
- Customer service – Customer Service information the retailer can manage within Site Manager
- About – About information including App version and About Us information about the Client that can be managed within Site Manager

Thumbnail Screen

A predetermined number of product/ensemble thumbnails will be displayed based upon an adminable setting in Site Manager. Default setting is 30. As the user scrolls through the products/ensembles in the specific view, the application will continue to make requests to pull the specified number of products/ensembles back to this view similar to a ‘lazy-load’ display.

Product thumbnails include a product image, name, price, and sale/promotional price (if applicable), swatches, and Bazaarvoice rating (if applicable).

Includes ability to navigate through products/ensembles in 3 different ways – 2 up, 1-up and list-view. The default screen shows products/ensembles 2 across.

Sort Options & Refinements will display and will leverage the Sort & Refinements from the storefront site.

Product Detail Screen

The product page will leverage the content from the storefront including

- Variants
- More information
- Additional information
- Main image, alternate images, swatches
- Pricing
- Product Reviews (pre-integrated with BazaarVoice)
- Share via Facebook, Pinterest, Google+, Twitter, Mail and Message.
- Cross Sells (via Site Manager)
- Add to Wish List
- Add to Cart
- Find in Stores (via Locate)

The merchandising area for cross-sells displays a predefined number of products or ensembles with their images, names, prices, and links to their details screens. The area allows the user to scroll and see additional items that aren’t displayed, dynamically, without requiring a refresh of the screen. Cross sells are set up and maintained through Site Manager; they are not dynamically derived on the product screen.

“Buy Online” button adds the product to the user’s cart and takes the user to the Shopping Cart screen.

“Find in Store” button is enable once a user selects at least one color or size or is enabled for a single variant product. The button takes the user to the find in stores screen where the user can view store information including inventory and select to pickup the item in a store.

‘Add to Wish List’ action for logged-in users confirms product was added to Wish List. Non-logged-in users are taken to a login screen.

‘Share’ social button will pull the specific user’s social apps from the bottom of the screen and also include the ability to share through text messaging and email.

Share features leverage Apple OS for integration with Facebook, Twitter, Pinterest and Google Plus. Additional share functionality includes email and text.

Products can have associated files attached to them (e.g. PDFs) that display in a tab that is automatically hidden if there are no associated files.

‘More information’ displays content that is administered in the Site Manager. ‘More information’ is automatically hidden if no additional information exists.

If the current OROCP full site supports Bazaarvoice reviews then reviews information will be displayed to the user. The user can tap a review to read the full review information. Adding a review is not supported in the mobile app.

If the current OROCP full site supports Bazaarvoice question and answers then question and answer information will be displayed to the user. The user can tap a question to read the answer. Asking a question is not supported in the mobile app.

‘Add to Cart’ can be disabled on out-of-stock items if business rules mandate.

Items on preorder can be added to the Shopping Cart. Preorder message displays in the Shopping Cart per product.

Items on backorder can be added to the Shopping Cart, if business rules mandate.

SCENE 7 is the imaging solution recommended by ORACLE

Product data will be pulled from OROCP. Any changes to the product data on the full site will be reflected on the mobile application.

Product images will be pulled from the same source location as images for the full OROCP site.

Inventory availability messaging is driven by inventory availability data in Site Manager. Inventory messaging and behavior for out of stock, pre-order and backorder products will mimic behavior on the storefront.

Automatic decrementing of product inventory occurs in the Site Manager for purchased variants as orders are placed.

Bazaarvoice reviews and question and answers are pulled directly from Bazaarvoice and not from OROCP.

Top Sellers, New Arrivals & On Sales

There is a setting in Site Manager to allow Clients to display dynamically generated Top Sellers, New Arrivals and On Sale products via a horizontal scroll on the Home Page.

Top Sellers are determined programmatically by examining the web sales data across a configurable time frame such as the last week, last month, last quarter, etc.

New Arrivals are determined by configuration settings within Site Manager.

Configuration options include date range and category.

Items to appear in the automated Sales category are determined by configuration settings within Site Manager. Configuration options include date range and category.

Following your initial site/app launch, a period of time may be required to accumulate the Top Sellers before they become available.

Top Sellers, New Arrivals and On Sale cannot be sequenced manually. It is also not possible to manually include a product in any of the lists.

Top Sellers, New Arrivals and On Sale behavior will mimic storefront and will have the same functionality as the **Browse:Thumbnail** screen

Ensemble Details Screen

The Ensemble Details Screen will leverage the content from the storefront including

- Ensemble Image
- Product Images including
 - Alternate Images
 - Review Star
 - Price
 - Link to view Product Screen
- Related Items
- Share via Facebook, Pinterest, Google+, Twitter, Mail and Message.

Ensembles are multiple products sold together on the same screen yet able to be added individually to the Shopping Cart. The 'view product details' button appears under each product and opens the product screen.

The Ensemble screen includes an ensemble description, a price range for regular and sale prices representing the products included in the ensemble, one primary image and alternate images. The alternate images are the product images that make up the ensemble.

Product detail information is listed beneath the ensemble information.

See Appendix C for a full listing of the ensemble attributes that are included in OROCP.

The merchandising area for cross-sells displays a predefined number of products or ensembles with their images, names, prices, and navigation to their details screens. The area allows the user to scroll and see additional items that aren't displayed. Cross sells are set up and maintained through Site Manager; they are not dynamically derived on the ensemble screen.

'Share' social button will pull the specific user's social apps from the bottom of the screen and also include the ability to share through text messaging and email.

Share features leverage Apple OS for integration with Facebook, Twitter, Pinterest and Google Plus. Additional share functionality includes email and text.

Active ensembles will display on the site as long as at least one of the products in the ensemble is active and in stock.

Product and ensemble data will be pulled from OROCP. Any changes to the product and ensemble data on the full site will be reflected on the mobile app.

Product and ensemble images will be pulled from the same source location as images for the full OROCP site.

Search

The Mobile App utilizes native functionality that allows voice search as well as typed search.

Search queries are performed against product, ensemble, category and store data and not other site content.

Support for stemming covers grammatical variations of a word. (i.e., apply, applied, applying, applies).

Includes thesaurus capabilities with one-way and two-way entries managed within the Site Manager.

Has ability to index information from any product or ensemble attribute.

Indexed attributes and search behavior will mimic that on the storefront.

Search Results Display

Product search results returned initially in ranking order determined by the search engine.

Sort options are: Price - Low to High, Price - High to Low, Name - A to Z, Name - Z to A, and Relevance.

The search results are viewed in the thumbnail screen of the mobile app. See **Thumbnail Screen** section in this document for details.

Inventory Display

Displays in-stock, out-of-stock, pre-order, backorder, or availability date messaging on the store finder, product and ensemble screens. Add-to-cart may be disabled on out-of-stock items as Customer desires.

Stock levels will be maintained and decremented based on the last known data provided in the inventory feed.

Inventory display mimics display on the storefront site.

Scan Barcode

The user can access the app's barcode scanner through the scanner icon in the search entry field or through the more/barcode scanner tab. Scanning a UPC barcode will take the user to the product detail screen of the product associated with the scanned SKU.

The barcode scanner uses the mobile device's camera and scanning API.

The SKU must exist in the OROCP database and be associated to a product in the OROCP Database.

Scan History

The user can access their barcode scanning history on the barcode scanner screen. The history button only appears after a user has scanned at least one SKU.

The scan history screen shows a list of products that the user has scanned. The product information shown includes the product image, name, Bazaarvoice rating (if applicable) pricing, sales pricing (if applicable) and swatches (if applicable). Tapping on the product will take the user to the product detail screen. The number of items stored in scan history is 20.

The user can clear the scan history by tapping on the clear history button.

Account: Login/ Member Profile

Registration consists of the following fields: email address, confirm email address, password, confirm password, and billing ZIP code.

Users can add a saved billing address after creating an account or during checkout. The billing address contains these additional fields: first name, last name, address 1, address 2 (optional), apartment (optional), city, state/province, ZIP/postal code, phone.

User profile can include secure and encrypted credit cards in order to support a more efficient checkout process. The credit card numbers are masked such that only the last four digits are displayed, for additional protection. They can also select a 'default credit card'

Users can request their password be reset if forgotten. If it is reset, any saved credit card information is deleted. The content for the reset password email can be managed within Site Manager.

Passwords are stored encrypted in the database. Passwords are also encrypted between the mobile app and the web services.

Users are automatically remembered in the mobile app which will recognize them the next time they use the app and allow access to their account section upon subsequent uses until they physically click the 'log out' button or 30 days is reached.

Automatically logging out a logged-in user after a period of inactivity (e.g., 15 minutes) is not included and can be configured by your solution provider.

Account: Address Book

Members can store shipping addresses with the following parameters: first name, last name, address 1, address 2 (optional), city, state/province, ZIP/postal code, and phone.

These shipping addresses will be made available during checkout when the registered user is logged in and can be assigned to recipients. User can also select a default shipping address which can be used to expedite checkout.

Street address validation logic is not included and can be provided by your solution provider.

Logic to edit/block Order with PO Box, APO, and FPO addresses is not included.

Account: Order History

Displays previous orders from any connected channel (storefront, app, call center, store) in reverse chronological order based on order date; no limit to historical timeframe.

Online Order information is sourced from OROMS and includes the Order Number, Order Date, Order Channel, and a button to view the order details. When ORCE is integrated, Order History includes store orders with order date and store number only.

Order details displays the order totals, billing address and method of payment with the credit card number masked. For each shipment the shipping address is displayed along with the status of the shipment, items included in the shipment and gift message if applicable.

For multiple ship-to orders, each shipment is listed separately

Account: Wish List

Members can store any number of products in their Wish List.

Product name, price, thumbnail image, quantity, and size and color, if applicable will be displayed on the Wish List screen.

Items can be moved directly from a Wish List into the Shopping Cart.

Inventory display for Wish List items is not included and can be provided by your solution provider. A wish list may only be accessed by the registered user who created it. Wish lists may not be searched in the mobile app.

Promotions

Display of item-level, order-level, and shipping promotions in the Cart based on defined “experiences”. See the “Site Manager Administrative Functionality – Experience Management” section of this document for a list of available conditions.

Promotions set up in Site Manager can be controlled via user groups to display to the storefront user, app user or both.

Promotions can be automatically assigned (i.e., the user has \$75 in his/her cart so he/she automatically gets \$10 off) or driven by entry of a promotion code (i.e., the user enters a code of 123ABC in the Cart to get free shipping for the order).

Promotions can be flagged as single-use so that awards/discounts are only given to a customer once.

Products can be excluded from order-level %-off promotions. The percentage (%) off discount is not calculated against such products’ prices.

Products can be excluded from order discounts, shipping discounts and item level pricing discounts. Additionally, defined groups of products and variants can be excluded from item-level discounts.

Promotions can be combined and are manually created by the client in the Experience Management module of the Site Manager.

Item, order, and shipping level promotions can be applied to orders. Promotions can be ranked to determine which promotion will affect an individual item price, order total, or shipping total when more than one promotion would apply.

Promotion codes and SKU level promotions can be passed to the Fulfillment Center in the order file at the order level.

All items will contribute to the threshold for order level promotions configured with a minimum order value unless that item is marked as excluded from order discounts.

Items can be excluded from promotions in Site Manager or through the product feed.

When an order level promotion is applied, the order level discount is distributed across the qualifying items on the order based on their percentage of the merchandise total.

However, if a buy one get one promotion is applied, the cost of the free item is not distributed across the lines of the order and the buy one get one item is \$0.

Targeted Content

This feature allows for the dynamic delivery of content to a user based on certain conditions (i.e., if a user adds a key fob to their cart, an offer for 25% off a second key fob purchase can be displayed).

Targeted content will display specific content based on defined “experiences”. See the “Site Manager Administrative Functionality – Experience Management” section of this document for a list of available conditions.

Customer is responsible for integrating targeted content into their reporting system.

Conditions are based on data contained within OROCP. Integration with data from other systems can be provided by your solution provider.

Segmentation of Targeted Content & Promotions

The same expressions engine that enables targeted content is used to support customer segmentation. By segmenting customers into multiple groups, content and promotions can be randomly delivered to each.

Reporting/analytics software can then be used to determine which options are better received than others.

Reporting/analytics software implementation is not part of this solution and can be provided by your solution provider.

Shopping Cart – Mobile App

Displays product name, thumbnail image, preorder, backorder messaging, quantity, price, remove item link or button, merchandise subtotal, estimated shipping cost, estimated tax, applied order-level discounts, and estimated order total.

Ability to select a shipping method for the order. Default shipping method is used for estimated shipping cost. The estimated shipping cost updates if the user selects a different shipping method.

Product quantities and variants can be updated through the “change” button which takes the user to the product screen. Items can be removed directly from the Shopping Cart screen. Order total adjusts automatically.

Promotion code entry box appears on the Shopping Cart and shows discount when entered.

Checkout supports guest/anonymous checkout or registered user checkout. Content or targeted content areas can be included in the Shopping Cart which is administered via the Site Manager such that marketing or promotional messages can display in Shopping Cart.

There is no limit to the number of items a customer can place into the Shopping Cart. Building logic to support a specified limit is not included and can be provided by your solution provider.

For clients on OROCP 5.3+ they can control the shopping cart lifetime from within Site Manager which will update the messaging in the Shopping Cart.

If an item in the user’s Shopping Cart has gone out of stock, the customer will be messaged and need to tap ‘remove’ to remove item from Shopping Cart.

Promotional messaging can be set up in targeted content areas on the Shopping Cart to entice users to buy more to qualify for a promotion that is running. Up to one (1) managed or targeted content area is included on the Shopping Cart screen which is administered via the Site Manager.

Guest and Registered User Checkout – Mobile App

Checkout supports guest/anonymous checkout or registered user checkout. The Mobile App supports merged cart.

Checkout consists of four steps in the following order: billing address, shipping address, payment and order review.

Users with an account can login and can be taken directly to the Review & Payment screen.

Shipping addresses added during checkout are automatically added to a user’s address book if they are a logged in member. A default Shipping address can be chosen in the

My Account section of the mobile app or when selecting an address from the user's address book in checkout.

Standard (Visa, MasterCard, Discover, and American Express) credit cards and PayPal are supported tender types. In addition, a logged in user can manage credit cards in the My Account section of the mobile app and choose a default credit card for payment.

Credit card validation checks the first digit to ensure it matches the selected credit card type selected and checks the expiration date. This validation takes place in OROCP.

Upon completion of checkout, user is shown a confirmation screen. Content on this screen can be managed via the Site Manager.

Logged-in users can access addresses from their address book for recipients during checkout.

The checkout process supports shipping orders to United States (50 states). Street address validation logic is not included and if desired will be estimated separately. Logic to edit/block an order with P.O. Box, APO, and FPO addresses is not included and if desired will be estimated separately.

Multiple Ship-to addresses is not included. Gifting is not included. All promotions setup up in Site Manager will apply to the mobile app as well as the main site.

Validation routines perform a "checksum" on the credit card number. It checks the first digit to ensure it matches credit card type selected, and checks the expiration date. All four major cards are valid: Visa, MasterCard, American Express, and Discover. Credit card number validation will be included. ORACLE will provide industry standard checksums for Discover Card, Visa, American Express and Master Card. The validation routines will not communicate with a credit card processor to perform the validations. The validation routines are calculated using the OROCP code and not calculated in the mobile app. ORACLE uses the payment authorizer's API for address verification for basic fraud protection. Additional fraud protection is not included.

Credit card numbers are shown for review with all but the last four numbers masked.

Credit card tokenization is enabled in OROCP by default which prevents storage of credit card data. If tokenization is disabled all credit card information will be stored encrypted. The credit card CVV number will not be stored after credit card authorization is performed. All credit cards and cvv are encrypted to and from the web services

Tax and Shipping Charge Calculation

Display of estimated tax is based on a flat zip-code table of tax rates. Tax is calculated at the line item level.

Display of estimated shipping charges is tier-based on and shipping carriers differentiated by order value and chosen shipping method. Shipping charges can be maintained in Site Manager.

Each shipping carrier can have charges defined based on minimum and maximum order values. For example, if USPS Ground is a shipping carrier, it can have one shipping rate charged for orders less than \$25 and a different rate charged for orders above \$25. These tiers are defined by Customer and are maintained in Site Manager.

Additional taxation rules are not included and can be provided by your solution provider.

Tiered shipping rates for each shipping method are based on the merchandise total.

Additional shipping rules are not included and can be provided by your solution provider.

Business rules to support certain shipping methods being displayed based on shipping address (i.e. only allow Express shipping for HI or AK addresses) are not included and can be provided by your solution provider.

Final Tax and Shipping Calculations are performed by OROMS.

PayPal

PayPal is an accepted form of payment within checkout. PayPal is presented as a payment option in the payment panel. The customer can choose to either pay for their order with PayPal or with a credit card. The two payment methods cannot be combined.

Client is responsible for setting up an agreement with Pay Pal.

Credit Card

Validation routines perform a “checksum” on the credit card number. It checks the first digit to ensure it matches credit card type selected, and checks the expiration date. All four major cards are valid: Visa, MasterCard, American Express, and Discover.

Client is responsible for setting up an agreement with a third-party payment processor. OROCP base is integrated with Cybersource.

All credit card validations and payment processing logic are performed in the OROCP code base.

Order Confirmation Screen

Upon completion of checkout, user is shown a "thank you"/receipt screen. Non logged-in users will have the opportunity to create an account or log in to an existing account to save their order to their order history directly from the Order Confirmation screen.

The Order Confirmation screen also contains dynamic/targeted content managed via the Experience Management section of the Site Manager.

Up to one (1) managed or targeted content area is included on the Order Confirmation screen which is administered via the Site Manager.

Customizable Order Confirmation Email

Order Confirmation emails are sent from OROMS by default.

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Order Status and Tracking

User retrieves order status by entering order number and billing ZIP code.

Logged-in members are taken to the order history section of their account information.

Non logged-in members are shown an Order Details view. Order details displays the order totals, billing address and method of payment with the credit card number masked. For each shipment the shipping address is displayed along with the status of the shipment, items included in the shipment and gift message, if applicable.

Order Cancellation

Order Cancellation from the mobile app is not supported.

Content Web Views

Customer has the ability to create an unlimited number of content web views through Site Manager. The creation / population of the remaining content web views is the responsibility of Customer.

Form fields and form labels on content web views cannot be updated via the Site Manager.

Content will be cached at a decided upon intervals. The content is cached based upon OROCP Cache settings.

Store Locator

Supports native app APIs for mapping and finding store locations. Default view shows stores nearest the user's current location.

Ability to search via keyboard or voice by city, state or zip, see the resulting stores on a map. Upon selection of a store on the map, the user can view store information including store address, and store hours. Users can get driving directions which takes the user to the device specific mapping application or call the store. The user can decide to 'make this my store' which defaults the user to that store for in store pickup and store inventory information.

The store information is managed in the Site Manager. Store data includes store name, store number, address 1, address 2, city, state, ZIP code, phone number, hours and longitude/latitude. The longitude and latitude can be automatically determined from the address or manually specified.

Store Events may be created for each store in Site Manager for display on the site. Store Events consist of a title, start and end date/times, and a description.

Store Notifications may be created for each store in Site Manager for display on the site. Store Notifications includes the ability to set start date and time, end date and time, a coupon code type and code (if applicable) the title of the push notification shown to the user, and a rich text area for notification details.

The import of store data will follow a pre-defined format determined by OROCP including all relevant information. Deviation from this format and/or any customizations to the import process is not included and can be provided by your solution provider.

Geolocation will only be used if a user has enabled Location Services on the mobile device and for the app.

The mobile app allows the user to opt out of store notifications in the more/settings tab.

Settings Screen

The settings screen allows the mobile app user to turn on and off store notifications and/or notification sounds.

Gestures

A Gestures tutorial is available when the user first downloads the application or can be accessed anytime from the more/gestures tab. Gestures allow a user to quickly navigate to the scanner by tracing an 'S', and the checkout by tracing a checkmark.

Feedback Form

Form contains up to seven subject line options selected by user from one drop-down and inserted into an OROCP database table which is available in Site Manager under System Tools for export.

Subject options are not administered via the Site Manager.

Tablet Support

The OROCP mobile app was designed for use on mobile phones only. Tablet users will view the web site.

Standard Analytics Tagging

The mobile app has been tagged for Google Analytics. KPIs were also created to assist with implementation. The site has been tagged to collect the following metrics:

- Screen Views

Changes or additions to the base implementation can be provided by your solution provider.

Any additional or advanced reporting tagging, establishment of feed processes (ex. Order remediation feed) can be provided by your solution provider.

Additional Site Manager Features And Functionalities

The following section outlines Site Manager Features and Functionality associated specifically with the Mobile App. Please see the corresponding OROCP document for Standard Site Manager Features and Functionality.

Gamification

Utilizing Experience Manager within Site Manager, the Client will be able to administer games (“Spin to Win”, “Scratch to Win”) within the app as a way to encourage downloads and app retention and usage.

Note: Implementation teams will need to ensure that any client using this feature modifies it to comply with all local, state, and/or federal laws regarding promotions.

Experience Manager allows a Client to set up the ‘odds’ of the win using segmenting (90% get ‘play again’, 10% get free shipping) in any variation they choose.

Client will have the ability to target the promotion to specific customers using Experience Manager user groups.

Client can use managed content and notifications to promote the games to customers, driving them to the game page and allowing them to play. Frequency of the game is controlled within Site Manager and can be set for variations above one day and can be tied to a specific discount (free shipping, 20% off order, etc.) that is set up within Site Manager.

At the completion of the game, customer will have the ability to share the game socially via Facebook, google+, Twitter, Message and Email. When friends click on the link, if they have the app, they will be redirected to the app, otherwise they will be redirected to a webpage inviting them to download the game to play.

The look and feel of the games will be customized during the client implementation.

Client is responsible for all laws regarding games and sweepstakes in their areas of operation.

Customer Service Management

The ability to push store promotions, events, coupons or content has been added to the stores area of the Customer Service Management section.

Manage the list of stores notifications for a given store. Store Notifications includes the ability to set start date and time, end date and time, a coupon code type and code (if applicable) the title of the store notification shown to the user, and a rich text area for notification details.

System Tools

Profiling of OROCP web services. View caching engine performance including overall cache hit ratio, cache size, and individual cache record details.

Manually disable, enable, and clear the system cache.

View scheduled jobs and generate informational, warning, or error messages.

Initiate a data export of feedback from the feedback form on the mobile app.

Branded QR Code

Ability for a client to have a branded QR code with their logo embedded that will display with any promotions and notifications set up with a QR Code.

Mobile App Configurations

In Content > Site Configurations > App Configurations the business user will be able to manage the following:

- Number of items to load at a time on Product Browse/Search Results. Values = 6, 12, 18, 24, 30.
- Allow Site Manager users to require the customer to enter CVV for credit card purchases during checkout. This is enabled by default and required when tokenization is enabled.
- Toggle Game Features off & On
 - Enable Scratch to Win Game
 - Enable Spin to Win Game

Business user can also manage the look and feel of their Passbook.

- Passbook Logo Image
- Passbook Icon Image
- Passbook Image Strip
- Background color of Passbook

In-App Notifications

Within Site Manager the business user will be able to set up in-app notifications and promotions assigned at:

- Global store level
- Grouping of stores
- Individual Store

You can set up notifications and apply the following Bar Codes:

- QR Code
- UPC-A – Universal Product Code
- PDF417 – barcode
- Aztec Code – barcode

You also have the ability to assign a Coupon Code which, when viewed by the customer in the promotion they can immediately add to cart or add to their passbook.

Application Sounds

App provides sound effects for the following interactions that Client will be able to customize during implementation.

- Add to Cart
- Add to Wish List

Multi-Site Capabilities

Multi-Site Capable

OROCP supports multiple sites utilizing the same OROCP implementation. The mobile app supports multi-site by using the multi-site configurations set up in OROCP Site Manager.

The global navigation in the mobile app does not support a multi-site implementation. If needed, adding navigation to multiple sites can be estimated separately.

Oracle Integrations

Available Oracle product integrations.

Oracle Retail Customer Management and Segmentation Foundation Cloud Service

With the goal of having a centralized view of customers, OROCP makes direct calls to ORCM for customer searches, creation, and maintenance. OROCP maintains its own customer record for ecommerce-specific functions as well as for use when ORCE is unavailable.

Email validation verifies a correct match with customers between OROCP and ORCE. It requires the customer to click a link in an email sent to them after registration before they can log into their account. Editable validation email templates are available in Site Manager. When viewing customer information in OROCP Site Manager Customer Service, there is an indicator whether the customer has been validated or not. Email validation is required with ORCE Customer integration but optional if ORCE Customer integration is not being used.

Oracle Retail Loyalty and Awards Cloud Service

Customers can sign up for loyalty programs through the store front. Loyalty points can be accrued for purchases and awards can be redeemed through the store front.

If a client has an Oracle XStore implementation that is integrated with ORCE, then loyalty information (signup, accruals, and redemptions) will be shared across channels.

Experience user group conditions exist to enable targeting based on Loyalty membership and Loyalty point balances

- Loyalty Membership – users indicate if the site visitor should or should not be a member of the loyalty program to satisfy the condition.

Loyalty Points Balance – users enter the minimum and maximum number of loyalty points a member needs to have to satisfy the condition

Oracle Retail Gift Cards Cloud Service

Customers can purchase and redeem physical and electronic gift cards via the store front. If the client has an Xstore implementation that is integrated with ORCE, gift cards can also be redeemed in physical stores.

Oracle Retail Order Broker Cloud Service

Display of in-store inventory availability. In-store availability messaging is available on the product details page. Customers will see inventory availability from their default store by default if they are logged in and have previously selected a store. They can also search inventory of other stores from the product detail page.

Buy online, pickup in-store (using store inventory) orders can be placed through the store front. Thumbnail pages display which items are available for in-store pickup and/or delivery. Inventory information is available to customers, who can choose which

store they want to visit to pick up their products. The order history and order details pages display which items were ordered for in-store pickup and which were ordered for delivery.

Buy online, ship from store. Products can be identified as available to be shipped from a store, if the inventory is not available in the distribution center (DC). This option is transparent to the customer. In this scenario, the ship-from-store items are shopped via OROB and sent to the appropriate Xstore implementation for fulfillment by store personnel.

Third Party Integrations

Available Third Party Integrations – License fees not included in this SOW
Feature

Bazaarvoice

Integration with Bazaarvoice for Ratings and Reviews and Ask and Answer is available. Ratings also show on the browse screen by thumbnail images.

Client is responsible for setting up agreement with Bazaarvoice. Base integration includes ratings and reviews and Ask & Answer at the product / ensemble detail. Options are available for OROCP Mobile application.

Should Client elect to use BazaarVoice, specific configurations and options will be discussed during the BIA.

Cybersource

Payment processor offering credit card authorization, settlement, and fraud controls.

Client is responsible for the contract with Cybersource and must provide the account information to ORACLE.

PayPal

PayPal is available as a payment option during checkout.

PayPal authorizations will be handled through a direct integration to PayPal as opposed to through a payment processor. Client is responsible for the contract with PayPal and must provide the account information to ORACLE.

Client is responsible for setting up agreement with PayPal. Options available for OROCP mobile app.

Should Client elect to use PayPal, specific configurations will be discussed during the BIA.

Analytics

The base screens within the mobile app have been tagged for Analytics.

If Client has a previous account with the analytics provider they are responsible to provide ORACLE with account information. Otherwise Client is responsible for setting up the Analytics account.

ORACLE will share base tagging Mobile App tagging matrix with client during BIA. Additional tagging required by the client will be estimated separately.

Share

The reporting interface associated with the share social toolbar is not integrated into the Site Manager interface.

Share features leverage Apple OS for integration with Facebook, Twitter, Pinterest and Google Plus. Additional share functionality includes email and text.

Appendix: Checkout Form Fields*

Billing State:

- First Name
- Last Name
- Address Line 1
- Address Line 2 (Optional)
- City
- State/Province
- ZIP/Postal Code
- Phone
- Email Address
- Ship to billing option
- Multiple ship to option
- Email opt in check box
- Create an Account (Optional) - Password
- Create an Account (Optional) - Re-enter Password

Shipping Address State:

- First Name
- Last Name
- Address Line 1
- Address Line 2 (Optional)
- Apartment (Optional)
- City
- State/Province
- ZIP/Postal Code
- Phone
- Shipping Method selection

Payment State:

- Name on Card
- Credit Card Number
- Credit Card Expiration
- Credit Card Security Code
- Promo code or Coupon Code
- Source Code

*The checkout fields listed are in reference to a US / Canada based checkout. The checkout fields available for international sites will vary due to different address requirements.

Appendix: Product and Product Variant Attributes

Product: (additional attributes specific to the client will be identified during the BIA)

- Product Name
- Description
- Active Flag
- Primary Image
- Alt Image 1
- Alt Image 2
- Alt Image 3
- Alt Image 4
- Alt Image 5
- Alt Image 6
- Style
- Promo Group Code
- Start Date
- End Date
- Search Keywords
- More Info Content
- Meta Description
- Meta Keywords
- Gift Wrap Available Flag
- Non Discountable Flag
- Non Shipping Discountable Flag
- Non Item Discountable Flag

Product Variant: (additional attributes specific to the client will be identified during the BIA)

- SKU
- Price
- Color Name
- Swatch Image
- Re-colored Image
- Color Code
- Size Name
- Size Code
- Sequence Number
- Back Orderable Flag
- Back Order Date

- UPC
- Inventory Level
- Taxable Flag
- Variant Promo Group Code
- Pricing Group Code
- Start Date
- End Date
- Active Flag

Appendix: Ensemble Attributes

Ensemble: (additional attributes specific to the client will be identified during the BIA)

- Ensemble Name
- Description
- Primary Image
- Active Flag
- Start Date
- End Date
- Search Keywords
- Meta Description
- Meta Keywords
- Ensemble Code

Appendix: Base OROCP Default Store Attributes

Store: (additional attributes specific to the client will be identified during the BIA)

- Store Id
- Store Name
- Address Line 1
- Address Line 2
- City
- State
- ZIP Code
- Phone
- Country Code
- Latitude
- Longitude
- Store Number
- Hours
- Active Flag
- Store Type ID
- Store Pickup Available