

Oracle® Retail Customer Engagement

Release Readiness Guide



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Preface

This guide outlines the information you need to know about Customer Engagement new or improved functionality in this update, and describes any tasks you might need to perform for the update. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

Audience

This document is intended for the users and administrators of Oracle Retail Customer Engagement Cloud Service.

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

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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

Oracle Help Center (docs.oracle.com)

Oracle Retail product documentation is available on the Oracle Help Center at <https://docs.oracle.com/en/industries/retail/index.html>.

(Data Model documents can be obtained through My Oracle Support.)

Comments and Suggestions

Please give us feedback about Oracle Retail Help and Guides. You can send an e-mail to: retail-doc_us@oracle.com

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.

1

Feature Summary

This chapter describes the feature enhancements in this release.

Noteworthy Enhancements

This guide outlines the information you need to know about new or improved functionality in the Oracle Retail Customer Engagement (ORCE) update and describes any tasks you might need to perform for the update. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

Column Definitions

- **Feature:** Provides a description of the feature being delivered.
- **Module Impacted:** Identifies the module impacted associated with the feature, if any.
- **Scale:** Identifies the size of the feature. Options are:
 - **Small:** These UI or process-based features are typically comprised of minor field, validation, or program changes. Therefore, the potential impact to users is minimal.
 - **Larger:** These UI or process-based features have more complex designs. Therefore, the potential impact to users is higher.
- **Delivered:** Is the new feature available for use immediately after upgrade or must the feature be enabled or configured? If no, the feature is non-disruptive to end users and action is required (detailed steps below) to make the feature ready to use.
- **Customer Action Required:** You must take action before these features can be used. These features are delivered disabled and you choose if and when to enable them.

Table 1-1 Noteworthy Enhancements

Feature	Module Impacted	Scale	Delivered	Customer Action Required?
Event Publisher	Job Management	Larger	Enabled with Job Management	Yes
Loyalty Points Promotion	Campaign	Larger	Enabled with Campaign Management/Loyalty Roles	Yes

Table 1-1 (Cont.) Noteworthy Enhancements

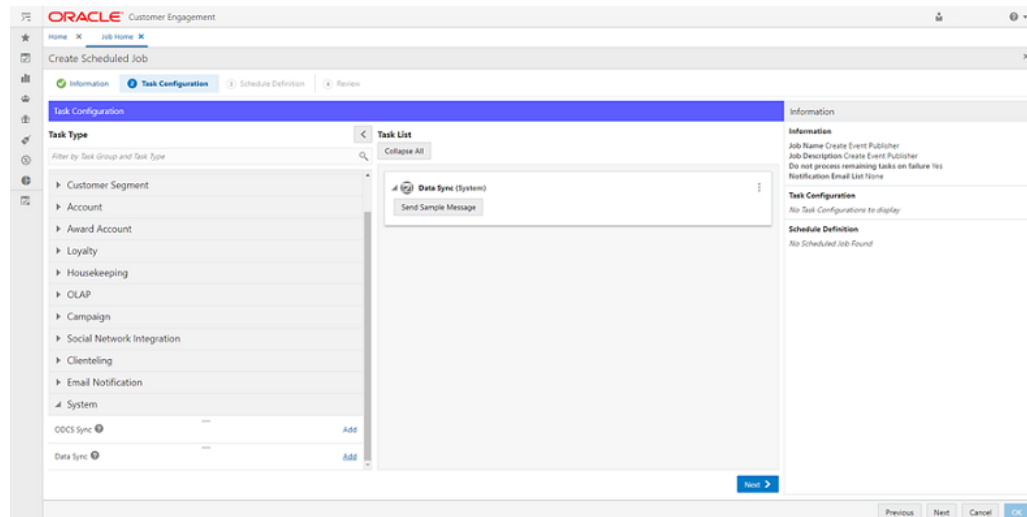
Feature	Module Impacted	Scale	Delivered	Customer Action Required?
Loyalty Bounceback Promotion	Campaign	Larger	Enabled with Campaign Management/Loyalty Roles	Yes
Favorites in JET Menu	ORCE JET Menu	Small	Part of JET User Interface	No

New Feature Description

This section describes the new features.

Event Publisher

ORCE now publishes data to third-party applications in near real time as part of a new REST service.



- The following data is included in the Event Publisher:
 - Any customers added in ORCE
 - Any customer updated in ORCE
 - Any customers removed/deleted from ORCE
 - Any sales or return transactions that are received from another system
 - The following new System Configurations in the folder called *Data Sync* need set up for this feature:
 - * API Server URL for Data Sync

- * Credential Store Key Name for Data Sync - Name of the Credential Store key that holds the login credential information. This key should reside in the map name configured in the setting CredentialMapName.
- * Credential Store Map Name for Data Sync - Name of the Credential Store map that holds the login credential key
- * Default Setting for Data Sync - This setting is used to enable/display the data sync (yes for on)
- * Token Server URL for Data Sync

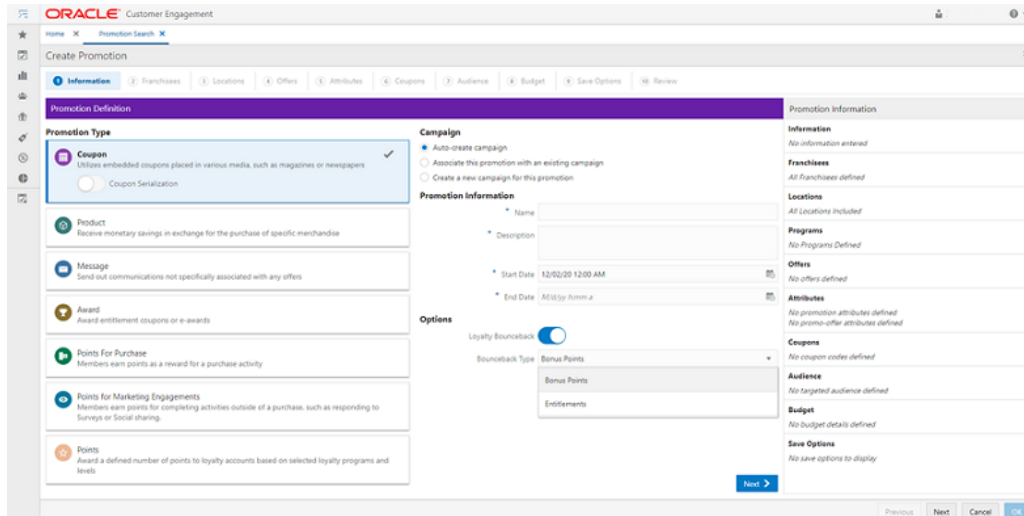
Loyalty Points Promotion

A new loyalty promotion type called *Points* is now available on the modern view only.

- Through the new *Points* promotion, a user has the ability to target an audience within a loyalty program or level and push a fixed number of points into member accounts:
 - New *Points* Promotion interactive wizard
 - New *Points* Promotion scorecards
 - *Points* can be set up by completing the following:
 - * Active subscription to Loyalty & Award Cloud Service is required to use this new functionality
 - * *Points* will be available in the *Promotion Types* configuration in the System Configuration menu and needs to be enabled
 - * Any configuration changes need to be deployed
 - * The logged in user must have CardAdmin or AccountAdmin role to view/create this promotion type
 - * *Points* promotion type will now be available in the list of promotions available

Loyalty Bounceback Promotion

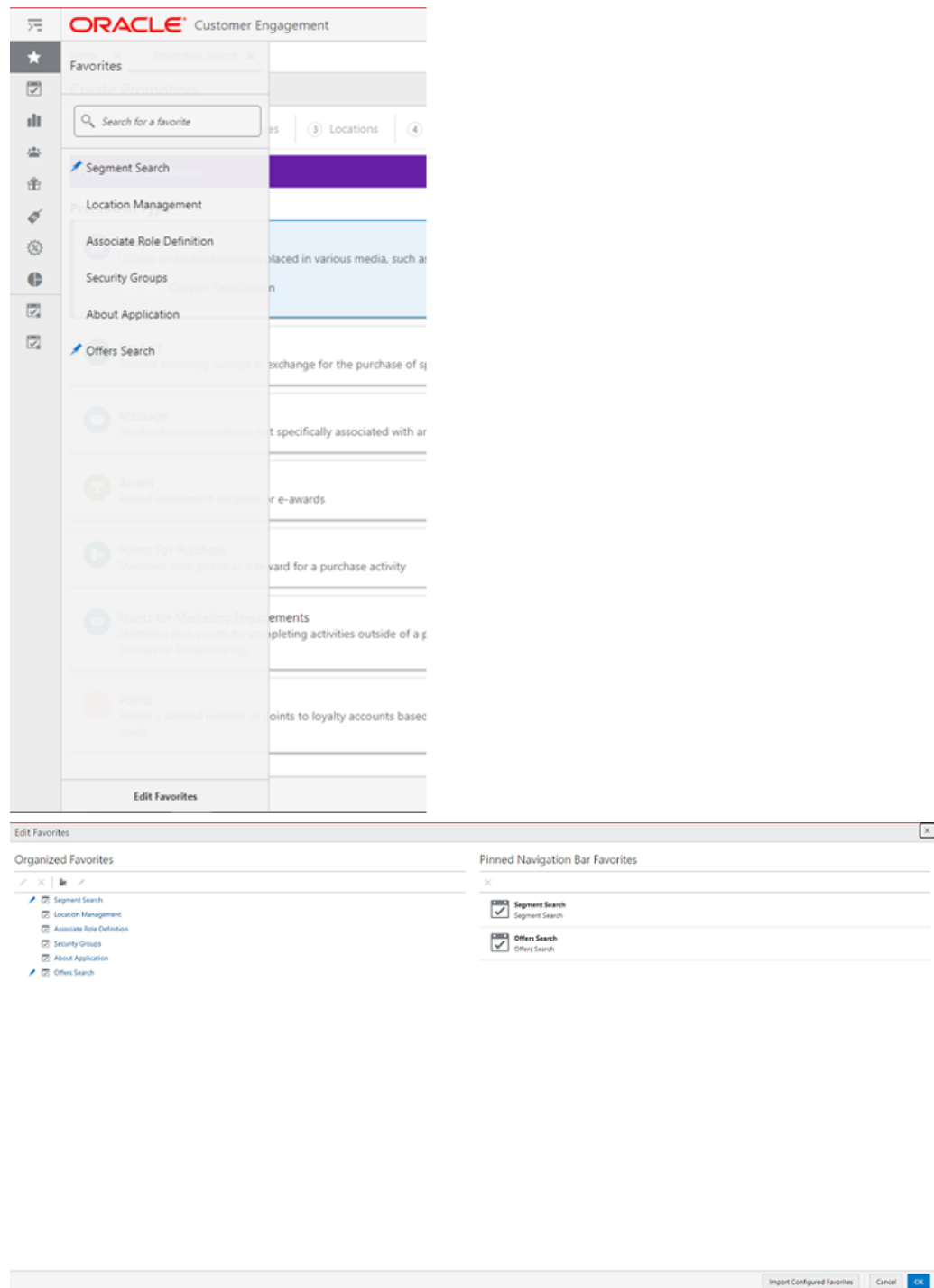
Two new loyalty bounceback options are available for the Product and Coupon promotion types on the modern view only.



- The loyalty bounceback promotions enable loyalty members to take advantage of the promotion offer and instantly receive an additional award:
 - Award Points
 - Entitlements
 - Integrated into the existing Product and Coupon promotion wizards with the appropriate roles
 - An active subscription to both the Campaign & Deal Management Cloud Service and the Loyalty & Awards Cloud Service is required to use this new functionality
 - Product Bounceback promotion can be set up by doing the following:
 - * New Configuration in the *Promotion - Definition* System Configuration folder called *Enable Loyalty Bounceback Support*
 - * Any configuration changes need to be deployed
 - * A user must have CampaignAdmin and PromotionProduct & (CardAdmin or AccountAdmin) roles to view/create this promotion type
 - * The *Loyalty Bounceback* toggle switch should now be visible under the Options section on the Product Promotion
 - Coupon Bounceback promotion can be set up by doing the following:
 - * New Configuration in the *Promotion - Definition* System Configuration folder called *Enable Loyalty Bounceback Support*
 - * Any configuration changes need to be deployed
 - * A user must have CampaignAdmin and PromotionCoupon & (CardAdmin or AccountAdmin) roles to view/create this promotion type
 - * The *Loyalty Bounceback* toggle switch should now be visible under the Options section on the Coupon Promotion

Favorites in JET Menu

The Favorites functionality is included in the ORCE menu on the modern view only.



- The following functions are available in the Favorites menu:
 - Add/Remove Favorite menu options
 - Pin/Unpin Favorites
 - Favorite Edit screen

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Client Requirements and Supported Products

This chapter covers the Client System requirements supported for Oracle Retail Customer Engagement.

Client System Requirements

The technology below is supported.

 **Note:**

Oracle Retail assumes that the retailer has ensured its Operating System has been patched with all applicable Windows updates.

Browser Support

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

- Mozilla Firefox ESR 68+
- Internet Explorer 11
- Microsoft Edge 44+
- Chrome (Desktop) 79+

Supported Oracle Products

Application	Latest Supported Version
Oracle Retail Xstore Point of Service	19.0+
Oracle Retail Order Management System Cloud Service (OROMS)	19.1+
Oracle Retail Omnichannel Data Service (OCDS)	19.0+
Oracle Retail Marketing Cloud	18.0+
Oracle Retail Insights Cloud Service	18.0+

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Deprecated Features

As part of the continuous delivery model for cloud services, features and technical components of a solution may be removed or replaced to enhance the security, performance, and overall quality of the cloud service. When this occurs, the deprecation of a feature or component will be announced in advance, allowing customers sufficient time to anticipate the change and transition to any enhanced replacement feature/component. After the deprecation is announced, the deprecated feature or component will remain in the solution until the planned removal date and will not be enhanced or made compatible with other new features.

For the full schedule of planned deprecations for this product, see the Deprecation Advisory accessed from the following Documentation Library: Oracle Retail Customer Engagement Cloud Service Documentation Library MOS Doc ID [1994453.1](#).