

# **B2B Merchants Guide to eCommerce and CPQ Technology**

With Details on the Oracle Commerce Cloud & Oracle CPQ Integration

Digital transformation is a strategic journey of innovation that offers incredible potential for growth. It's less about overhauling your systems and more about shifting strategic plans to invest in and to be more competitive in today's digital markets by delivering valuable online solutions.

Winners in retail prove this. They invested in modern commerce platforms and practices and continually introduce new innovation to delight their customers and outpace their competition. Companies who specialize in B2B commerce can learn from their example. As retailers raise the bar on self-service, B2B buyers expect the same.

**68%**  
*of all B2B users*

**Prefer doing business online  
versus with a salesperson**

*Consider the company you want to become in 3-5-10+ years.*

## What will you need to do today to create a solid foundation for your future?



Contextual  
Search &  
Navigation



Accurate  
Product  
Information



Online  
Configuration  
and Quoting



Personalized  
Product  
& Pricing



Easy,  
Repeatable  
Ordering

**The top weakness within the B2B market is the lack of an overall streamlined, efficient, and effective self-service online experience for customers.**

Companies cite that this gap occurs for numerous reasons, including:

- Complex configurations for products, parts, and services
- Clients require contract pricing or quotes before placing orders
- Pricing varies on SKUs, depending on the individual client and the quantity ordered
- Approval workflow capabilities are limited
- Current technology lacks key capabilities, resulting in a poor self-serve buying experience and forcing customers to contact sales teams to complete orders

*The Oracle Commerce Cloud & Oracle CPQ integration offers B2B merchants the ability to lead with a customer-centric mentality. Customers are able to be served how they want to be and the company is creating a solid foundation for their future.*

## **Build a customer-centric mentality**

**Everything that prevents your teams from developing deeper relationships with clients should be automated. Reduce your departments workloads by automating the entire ordering process.**

This allows teams to:

- Spend time building trusted relationships with accounts, personalizing their outreach and become more innovative
- Decrease order error rate
- Have anywhere, anytime transactions now and in the future

## **Create a solid foundation for the future with OCC + CPQ**

Being able to be agile in your processes, continually change and evolve with ease, but still using the foundation you have built to maintain your core capabilities will allow you to see this success and growth in the near and far term. Running numerous disparate systems, many antiquated and unable to keep up with the modern demands of the digital customer will put you behind in today's quickly evolving markets. Your core foundation should be an integrated group of systems and infrastructure, including your eCommerce and CPQ technology.

*Oracle Commerce Cloud and Oracle CPQ integration means*  
**Optimizing efficiencies and experience in one.**

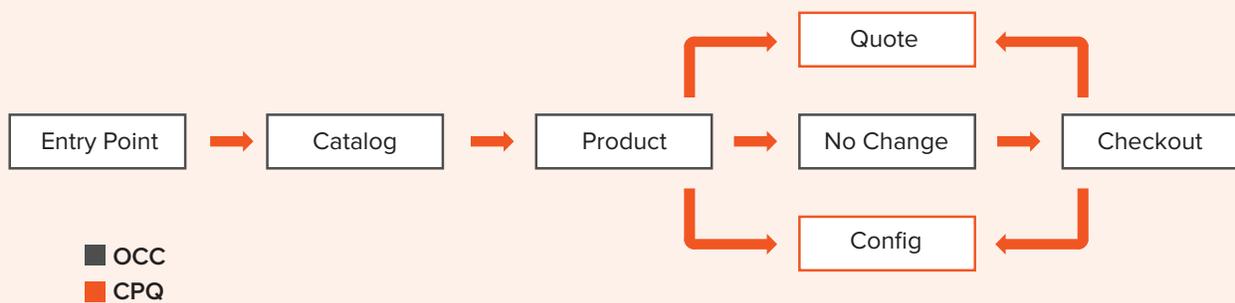
## **A typical user journey, demonstrating how OCC + CPQ offers a seamless customer experience:**

1. Customer hops onto your website and drills into a category where they are looking to purchase.
2. Clicking on category populates all options in that section allowing them to drill down (ie: price range, color, size).
3. Customer clicks on the product of choice. Oracle Commerce Cloud brings them to a page to offer description, specs and inventory level. After choosing their quantity, the customer can click CONFIGURE instead of ADD TO CART. With no pop ups, this moves right along to Oracle CPQ within the OCC environment to guide the user through the process of configuration based on the requirements for the product.
4. Configuration changes can be immediately reflected in the image and show if the product is in stock or not. Next, the customer goes to review the order, including smart up-sell options. After reviewing the quote and what is included, your customer can print the quote (PDF) and is ready to check out by adding it cart.
5. OCC then takes back over by moving the customer into the shopping cart page to finalize the order and check out.

*Go to market and set your foundation quicker with packaged, pre-tested integrations. Ease of administration provides fast time-to-market and maintenance. Stay ahead with regular feature releases, and integrations to other applications.*

## Oracle Commerce Cloud and Oracle CPQ help create a foundation for future-readiness

### OCC + CPQ - Working together for faster results



Offering a built to order customer experience does not have to be daunting. OCC + CPQ allow businesses to offer their partners and customers the ability to browse, configure, request a quote, and buy all in one seamless experience, even for the most complex products and services.

- The common architecture for interoperability between CPQ and OCC provides a seamless experience via REST APIs
- You will be able to add applications and cloud services as needs evolve with the Oracle stack

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**Optimizing efficiencies and experience in one.**

### **Pricing and product data in a central location**

The ability to manage pricing and product data across business systems ensures consistent and accurate information across all touch points.

### **A seamless experience in both design and user experience through the entire customer journey**

The flow of platforms is so transparent, the user doesn't know when one solution ends and the other begins. That means: no pop-ups, extra windows opening or different UI that alters fluidity for the user.

### **High quality rules driven configuration behind your eCommerce experience**

Complex products have levels of quality and accessories all driven by compatibility rules. This configuration allows you to up-sell through embedded marketing. Seeing a higher quality configuration presented at a discount while configuring encourages the buyer to "step up" to the next level. Similarly, embedding advice based on current configuration (e.g. your current configuration will have 43% more efficiency by selecting option x,y or z) builds knowledge, trust, and empowerment.

### **Enforce existing contracts and margins**

Having a CPQ enabled commerce experience ensures that quotes are on contract and that the rep maintains the required margin.

### **Reduce rework and reverse logistics**

Spreadsheets can be a great tool, but also create a high risk of errors and can be hard to collaborate on. Intelligence that guides the configuration process and limits configuration options based on current selections leads to 99%+ order accuracy.

### **Anywhere, anytime availability - including mobile**

Creating a customer-centric mentality doesn't have to be a full overhaul of systems. The OCC + CPQ configuration will allow a customer to look at pricing for configurable products when they want.

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*Ready to create your seamless eCommerce experience?*

**Get in touch with us!**

**Knowing where your market is evolving and where to invest your resources plays an important role in your business growth and success. Having the right partner to create a seamless eCommerce experience and holistic customer experience will increase revenue, decrease expenses, drive greater customer satisfaction and lead to further growth.**



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