



Feature Guide Elastic Path® Commerce Engine

Version 6.7

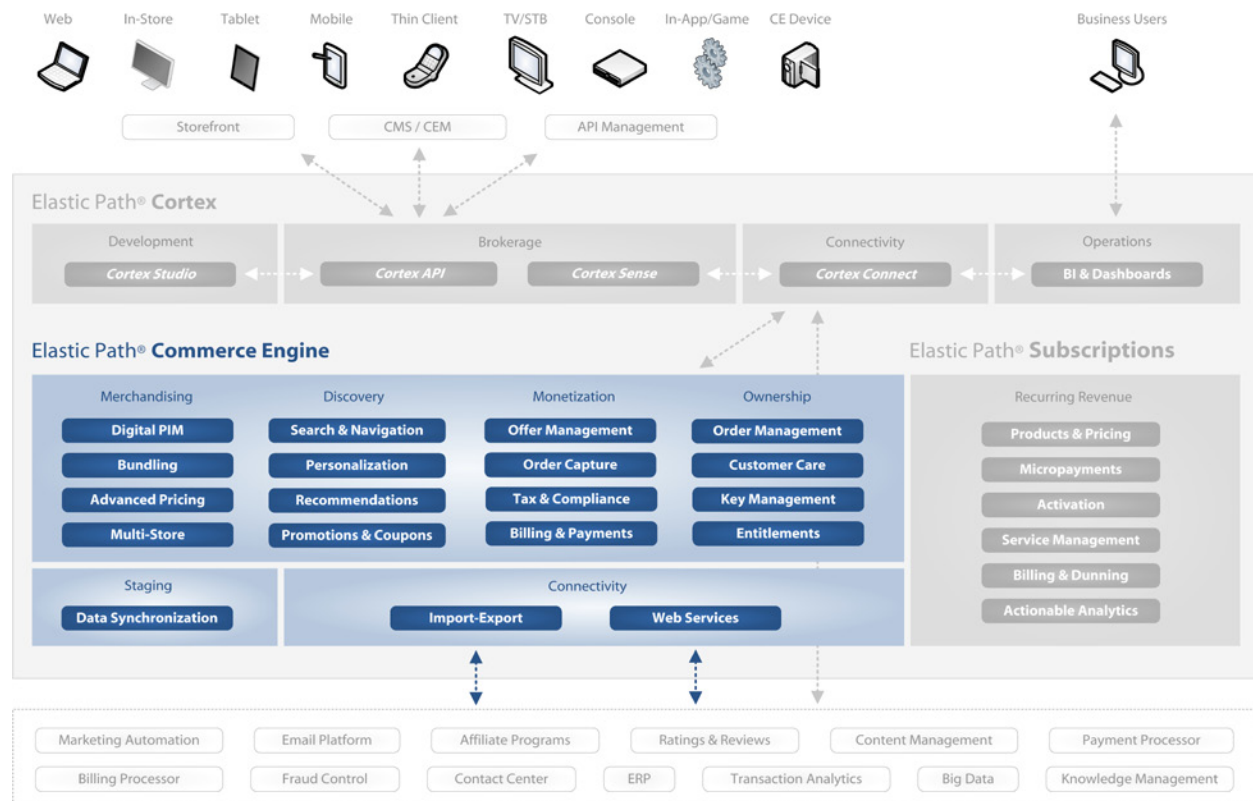
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A better kind of technology for a new generation of commerce

Elastic Path® Commerce Engine is a software platform that brings advanced monetization features like bundling, personalized pricing, and omnichannel promotions to every digital experience, from lightweight apps to Internet Retailer® Top 500 websites. With features designed to boost engagement, conversion, and customer lifetime value – plus a modern architecture built on the world’s leading open source technologies – Commerce Engine is the best choice for companies seeking to monetize digital touchpoints in unique, compelling, and profitable ways.

Version 6.7 builds on this legacy with enhanced features and better performance to help accelerate innovation, increase customer retention, and generate more revenue from digital experiences that span multiple web stores, mobile apps, social networks, APIs, and emerging devices.



Key Components and Features of Commerce Engine

Three important reasons why Commerce Engine is better

HEADLESS MAKE SENSE

Commerce Engine gives business users robust merchandising and monetization features designed to be consumed by a wide range of clients. We empower technologists to support this mission by exposing our capabilities as flexible, modular services that are easily tailored to match the specific use cases of each digital experience. This allows companies to sell in ways that are unique and organic to individual touchpoints – a far better approach than the generic “shopping experience” provided by other platforms.

THE PERFECT MARRIAGE OF BUY AND BUILD

Commerce Engine strikes a perfect balance between buying a prescriptive packaged solution — and building what your business really needs to maximize revenue. It does this by providing enterprise commerce capabilities that are engineered to be flexed and customized, and by employing a modern, modular architecture that encourages agility during design, development, and deployment.

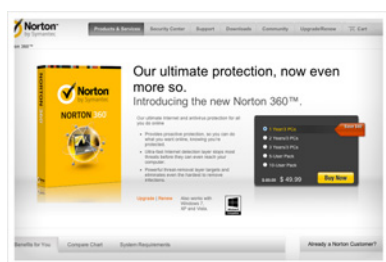
ENGINEERED TO COMPLEMENT CMS

We understand that the most innovative digital experiences are driven by specialized CMS, CEM, or WEM applications. Commerce Engine empowers you to generate revenue from these touchpoints by delivering headless monetization capabilities that are specifically designed to work side-by-side with your digital experience software. With their intrinsic presentation logic and bloated feature set, other platforms have no choice but to complicate your deployment with overlapping capabilities, batch ETL integrations, and constant data replication.

Strategic features for digital commerce

At the heart of Commerce Engine are capabilities which are critical to the success of any enterprise generating revenue from digital experiences.

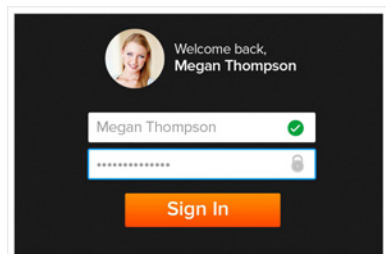
With over a decade of expertise in digital commerce, and in close consultation with our customers, we constantly optimize these strategic features to maximize conversion, revenue generation, loyalty, and satisfaction by adjusting them to meet shifting consumer demands, preferences, and expectations.



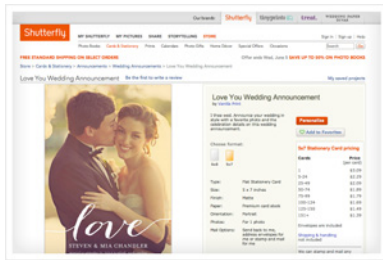
DIGITAL PRODUCT INFORMATION MANAGEMENT – Effective digital commerce requires an enhanced catalog that can model attributes and characteristics unique to digital goods and content. Commerce Engine provides the flexibility to manage products in this way, eliminating the effort and cost associated with modifying traditional catalog systems for use with today’s products and services such as virtual goods, complex bundles, or subscriptions. Of course, conventional physical merchandise is also supported.



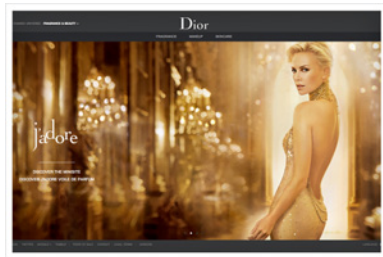
ADVANCED BUNDLING – Nobody does bundling like telecom companies. This power is now available to you. Digital content, provisioned services and physical goods are frequently offered to consumers in bundles or packages to improve conversion rates and average revenue per user (ARPU). Commerce Engine provides the most advanced bundling capabilities in the industry, allowing any combination of digital or physical items to be assembled in fixed, dynamic, or nested bundles. This flexibility allows even the most complex products and services to be streamlined into simple, compelling consumer offerings.



DYNAMIC PERSONALIZATION – Understanding your customers better can drive sales, loyalty, and recommendations by giving them what they want, when and where they want it. Personalization with Commerce Engine is accomplished through a rules-based engine that creates a relationship context based on a customer’s device, behavior, segmentation, and current activity. Other features, such as dynamic content or differential pricing, can leverage these rules to deliver targeted marketing to consumers based on their relationship context.



DIFFERENTIAL PRICING – Differential pricing is a feature that alters the prices offered to individual customer segments at different stages in the digital relationship. Merchandisers associate one or more price lists with each catalog, and then create assignments to determine what prices to offer each segment at any given time. Differential pricing builds loyalty and retention into digital relationships and enables companies to profit from their customers' unique valuations by offering different prices based on type of customer, quantity ordered, delivery time, or payment terms.



OMNICHANNEL PROMOTIONS – Whether up-selling or cross-selling, coupon promotions develop loyalty, increase customer lifetime value (CLV), and encourage new users to establish a digital relationship with your brand. Multiple promotion types are provided in Commerce Engine to support a wide variety of digital marketing objectives. Push targeted promotions with integrated device recognition capabilities, or deliver coupons to a particular subscriber segment based on their purchase history. Product promotions make specific content, products, or categories more attractive to consumers through direct discounting. Order and shopping cart promotions are used to encourage customers to increase their consumption by providing incentives for purchases over a certain value.

Foundation features for digital commerce

Complementing the strategic capabilities of Commerce Engine is a broad range of foundation features which help to support effective merchandising and monetization within digital experiences:

MERCHANDISING AND OFFER MANAGEMENT

Content Management

- CMS Publishing
- Dynamic Content

Digital Product Information Management

- Master Catalogs
- Virtual Catalogs
- Categories
- Digital Products
- Physical Products
- Flexible Product Hierarchies
- Featured Products
- Related Products
- Fixed and Dynamic Bundles
- Product to Category Mapping
- Category to Category Mapping

Multichannel Management

- Multiple Store Management
- User Experience Themes

Personalization and Segmentation

- Geolocation
- Customer Behavior
- Customer Profiles

Pricing

- Multiple Currencies
- Tiered Pricing
- Promotional Pricing
- Differential Pricing

Promotions

- Product Promotions
- Order Promotions
- Public and Limited Use Coupons
- Personalized Coupons
- Coupon Rules Engine
- Upsells and Cross-sells

DIGITAL RELATIONSHIP

Discovery Experience

- Search Engine Optimization
- Multiple Languages
- Advanced Search
- Search Results Sorting
- Filtered Navigation
- Site Map
- Product Display
- Product Availability
- Product Preorders
- Product Backorders
- Top Sellers
- Recently Viewed Products

Order Experience

- Persistent Shopping Cart
- Checkout Process
- Delivery Options
- Payment Options
- Gift Certificates
- Online Receipts
- Warranties
- Replacements

Ownership Experience

- Customer Registration
- Customer Authentication
- Customer Profiles
- Password Encryption
- HTTPS/SSL Security
- Order History
- Order Details
- Address Book

PLATFORM OPERATIONS

Administrator Management

- Role-based Security
- Custom User Roles
- Custom Permissions

Attribute Management

- Catalog Attributes
- Product Attributes
- Customer Attributes
- Attribute Types
- Category Types
- Configurable Product Types

Customer Management

- Search Customers
- View Customer Profiles
- Manage Customer Profiles
- View Order History

Enterprise Integrations

- Bulk Data Import-Export Utility
- Staging to Production Server Synchronization Utility
- Web Services
- Association Service
- Catalog Service
- Customer Service
- Import Service
- Inventory Service
- Order Service
- Shopping Cart Service

Order Management

- Search Orders
- View Order Details
- Create Orders
- Update Orders
- Digital Goods Fulfillment
- Inventory Management
- Returns Management
- Payment Gateways

Platform Management

- Clustering
- Load Balancing
- Settings Management
- Linear Performance Scaling

Reporting

- Customer Registrations
- Gift Certificates
- Product Availability
- Order Summary
- Order Status
- Order Promotions

Tax Management

- Tax Categories
- Tax Jurisdictions
- Sales Tax Codes
- Granular Tax Value Control

Performance measured in millions and billions

Commerce Engine has been battle-tested by the world's most demanding customers — a mobile operator with 150 million subscribers, a publisher that adds over 20,000 titles every month, and an Internet Retailer® Top 50 digital seller. Every year, we generate over US\$6.5 billion in revenue for our clients.

Individual installations of Commerce Engine handle well over 20 million products and thousands of concurrent users. To maximize conversion and customer satisfaction, our customers enjoy response times that are up to 100% faster than their closest competitors, and up to 30% better than the industry average as calculated by Compuware® Gomez.

METRIC	THROUGHPUT
Peak pageviews per hour	Over 2.8 million
Peak sessions per hour	Over 530,000
Peak orders per hour	Over 53,000
Peak active sessions	Over 23,000
Typical response time	As low as 200ms

Options for scalability and caching

When fronted by the Cortex mediation layer, Commerce Engine delivers up to 98% efficiency when clustering horizontally. The platform also supports search server clustering, and the assignment of dedicated index update servers. On the database side, Commerce Engine works with Oracle® and Oracle® RAC for larger deployments, as well as Microsoft® SQL Server or MySQL® clustering.

For the fastest digital experiences, Commerce Engine supports proxy cache servers that accelerate throughput by over 50%, as well as edge caching with CDNs such as Akamai® and Limelight®. In the persistence and application tiers, Elastic Path offers the flexibility of using OpenJPA and Ehcache out of the box, or connecting to enterprise frameworks including Oracle® Coherence and Terracotta™. Our performance lab can help you do even more — like server-side prepared statement caching, or additional object caching.

Software that makes sense to developers

OPEN SOURCE FOUNDATIONS

Elastic Path is built on a foundation of the industry's most trusted open source projects, including Spring, Solr™, Maven™, and OSGi™. We do this because it's easier for your team to work with our features, extend their capabilities, and meet demanding deadlines when everyone understands exactly what's going on beneath the hood.

WORKS IN YOUR ENVIRONMENT

Commerce Engine works beautifully in a wide range of environments — from traditional on-premise or partner-hosted installations to virtualized or cloud deployments using VMWare®, Amazon® EC2, or Google® App Engine. The majority of businesses with existing Java™ applications in their ecosystem already have the infrastructure they need to run Elastic Path.

BINARY-BASED DEVELOPMENT

End the cycle of detangling your code from the core platform. Elastic Path provides a robust implementation architecture that insulates Commerce Engine from custom work to simplify deployment, support, and upgrades. Extensions and customizations are maintained in separate binaries that are automatically overlaid with Elastic Path to create the final services. No more maintenance, support, and upgrade headaches.

TOOLS YOU ACTUALLY WANT TO USE

Commerce Engine is delivered with numerous developer-friendly features designed to increase your productivity and reduce your total cost of ownership. This means robust integration utilities, automated test suites, support for enterprise monitoring, extensive technical documentation, and source code if you need it.

Elastic Path is more than just Commerce Engine

Commerce Engine works seamlessly with other Elastic Path products to help your business deliver and monetize the ultimate customer experience.

Elastic Path® Subscriptions empowers you to drive recurring revenue now – with the only solution that fully integrates enterprise-grade ecommerce with subscription management. Unlike other commerce platforms, Subscriptions manages the entire subscriber lifecycle – everything from plan composition to billing, activation, customer care, and analytics.

Elastic Path® Cortex is the world's first enterprise-grade hypermedia API engine. It's a software mediation layer that unifies resources from Commerce Engine, CMS, and CRM platforms into one API. This interface delivers the combined power of all your applications to websites, apps, and other touchpoints for the ultimate customer buying experience. It's a revolutionary approach so effective that new digital experiences go live in weeks, not months.

Questions?

Elastic Path builds ecommerce software that powers the next generation of digital experience. We help businesses maximize revenue from their goods, services, and content with solutions that empower companies to create outstanding customer experiences that drive engagement and conversion. Elastic Path technology brings this functionality to multiple touchpoints – websites, apps, APIs, and more – while generating a single view of the customer. Market leaders, including Google, Pearson, Symantec, Time Inc., and Virgin use Elastic Path to drive billions of dollars in digital commerce annually.

Please contact us for more information:

sales@elasticpath.com or call (800) 942-5282

Read the technical documentation for Commerce Engine: www.elasticpath.com/docs

Collaborate with Elastic Path developers and customers in the Grep Developer Community: grep.elasticpath.com