

## ORACLE RETAIL CUSTOMER ENGAGEMENT FUNCTIONAL BOOT CAMP

Oracle Retail Customer Engagement (ORCE) V15 is a retail CRM application (SaaS) running on a scalable cloud-based platform. The solution is designed to provide a central repository of customer data and to give the retailer a 360-degree view of their customers' purchase behavior and their engagement with promotions, loyalty programs, gift cards and more. The core cloud services are: Customer Management and Segmentation Foundation, Campaign and Deal Management, Loyalty and Awards and Gift Cards.

### What will we cover:

The course will deliver an in depth exploration of the functionality within each cloud service. The curriculum also includes hands-on exercises to give the trainee a solid understanding of the fundamentals and an appreciation of how ORCE interacts with the other systems in the Oracle Retail omni-channel portfolio.

In addition, the course will include exposure to key technical aspects which directly impact implementation projects including: data flows and best practice integration design, installation and configuration of the application environment and working with batch and real time API's.

### Learn To:

This course will enable the participant to: setup and configure ORCE V15, operate all of its critical functions and demonstrate how the application will benefit the Retailer.

This course is ideal to get a working knowledge concerning ORCE and how it is implemented within the "Commerce Anywhere" retail enterprise.

### Duration:

The Boot Camp is instructor-led via Live Virtual access and has been created to span 3 days.

*Note: The duration is intended for general reference. All content created will be delivered as intended for successful knowledge transfer. The Boot Camp instructor may adjust the session based upon the pace of the class and the needs of the participants. Overall daily agendas may vary by region effecting the overall scheduled agenda – including start / end times. Please be sure to reference all materials to ensure your complete participation.*

*Students are required to participant for the full duration and will not be permitted to join post start to ensure a good learning experience for all participants.*

### Level of Enablement:

At the successful completion of the session participants should be able to navigate proficiently within the application, operate all of its functions and have a working knowledge of and an appreciation for key technical aspects of the system architecture.

### Audience:

- Sales Consultant
- Business Development
- Sales Consulting / Pre-Sales
- Functional Implementation Consultant
- Configuration Implementation Consultant

**Level:**

Entry Level Courseware

**Prerequisite Training and Environment Requirements:**

- Must provide your own Windows laptop
- Minimum of 2 gigs of memory
- Administrative rights on user laptop latest antivirus and OS patches installed (Windows XP Professional SP3, Windows Vista SP2, Windows 7 SP1, Windows POSReady 2009, Windows POSReady 7, Windows Server 2003 SP2, Windows Server 2008 R2 SP1)

**Agenda Topics:****Oracle Retail Customer Engagement Cloud Services (ORCE) Training**

- Installation
- Architecture
- User setup
- Application (functional) training
- Data import and export processing
- Integration strategies (i.e. POS and web)
- Configuration management
- Troubleshooting
- Hands on Exercises

**Related training:**

Please visit the Oracle PartnerNetwork Competency Center and the Oracle Retail Guided Learning Paths available for additional training at [www.competencycenter.oracle.com](http://www.competencycenter.oracle.com).



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