

Bring Endeca into ATG: Improve Customer Engagement, Drive More Conversions

Providing consumers with an [inspired online shopping experience that is unique and personalized](#) to their individual interests is the gold standard in today's crowded and competitive marketplace.

But how can a business enhance these capabilities in its existing ATG Web Commerce deployment and empower its marketing department to achieve a higher level of customer engagement?

The answer is a tailored build by RealDecoy that fully exploits the power of Oracle Endeca Commerce, and its foundational components, [Experience Manager](#) and Guided Search, which are now part of [Oracle Commerce](#).

RealDecoy will:

- Work with your team to align your overarching customer experience strategy with a practical action plan that integrates Endeca with ATG, and provide the technical expertise to execute and measure the results.
- Implement the project in manageable stages to avoid disruptions to your business with a rapid time to ROI.
- Provide training for your team at every step.



Specialized
Oracle Endeca Commerce 3.1

Increased cross-channel sales; lower IT costs

Integrating Endeca with ATG improves your business users' ability to put the right product and product information in front of the right customer, at the right time, and in the right place.

- This means a more effective omnichannel customer experience that's designed to convert today's savvy consumers who are engaging with your site on multiple screens, including mobile, laptop, kiosk or in-store.
- Customer interactions become more relevant to the customer, driving higher conversion rates and larger order sizes.
- Enables you to adapt quickly to rapidly changing market conditions, and make salient content available to consumers when they want and need it.
- By putting more power in the hands of your business users, IT costs are reduced, and the IT department is free to pursue other value-add projects.



...put the right product and product information in front of the right customer...



Phased implementation to keep your business on track

RealDecoy provides a detailed product implementation roadmap and upgrade path to integrate Endeca's powerful capabilities into your ATG deployment. We are experts at taking a phased approach to avoid a costly and disruptive rip and replace.

First, we establish your desired business outcomes and product information requirements. Then, we tackle the low-hanging fruit by powering your existing search box and results page with Endeca Guided Search. Without any significant changes to your website, customers can now take advantage of type-ahead functionality, which provides relevant suggestions to guide consumers to the products they're looking for. Your business users can also use features such as boost and bury, record spotlighting, and relevancy ranking.

Next, our experts gradually shift the highest priority pages of your website into [Experience Manager](#), giving your business users immediate control over content. They now have the power to create dynamic pages. At the same time, they can change and update content – all on the fly and without having to engage your IT department.

We round out the project by transitioning the rest of the pages of your site. We do this in phases that align with your business priorities, while carefully respecting and augmenting your existing SEO strategies.

Training at every stage

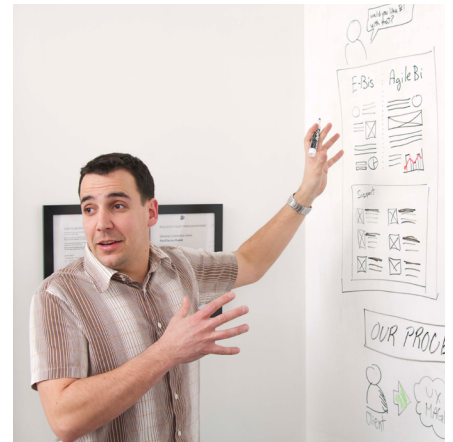
Training is baked into every phase of your engagement with RealDecoy to ensure your team members are masters of their domain after our work is done:

- At the outset, we ensure your business users understand the goals and objectives. We then train them throughout and after the implementation process to ensure that they can take full advantage of the new features and capabilities provided by Endeca.
- We train your system architects and IT staff so they understand the nuts and bolts at a technical level. We can also train your developers to handle maintenance needs on an ongoing basis.
- Integrating Endeca with ATG means you'll be working with a robust, flexible and scalable platform that is supported by an extensive and established ecosystem.

It doesn't end there

RealDecoy also offers additional services to ensure your business unlocks the full power of Endeca. These include:

- **UX Design Services:** End-user research, customer journey mapping, persona development and usability testing are among the many ways our design experts can help ensure your e-commerce site delights online shoppers with each online interaction.
- **Search Tuning:** [The larger your product catalogue and the more frequent its updates, the more often you must carry out this exercise to ensure optimal results for customers.](#)
- **Application Audit:** If your e-commerce platform is suffering from performance issues, if you are preparing for a peak selling period, or if other vendors' products are part of the mix, [the best way to ensure everything is working at peak effectiveness is through an audit.](#)



RealDecoy is a CX applications company delivering Commerce and Insight solutions. We're the world's most experienced Oracle Endeca resource, with more than a decade of B2B, B2C and enterprise implementations. We've touched 25 per cent of all Endeca implementations ever undertaken.

Let's Talk

Bringing Endeca into ATG is a highly specialized project that requires proven technical capability and a deep strategic understanding of both platforms. As a trusted Oracle Gold Partner, RealDecoy has the experience you need to successfully integrate Endeca with ATG.

Call us today at +1.613.234.9330 to discuss the benefits of integrating Endeca with ATG.