Managing Your ATG Commerce Solution Rel 10.1

Duration: 3 Days

What you will learn

Managing Your ATG Commerce Solution teaches you how to use ATG's Business Control Center to create a dynamic and compelling e-commerce experience to attract, convert, and retain customers.

This course is appropriate for on-premises deployments only.

Learn To:

Strengthen customer relationships with dynamic personalization and scenarios

Manage your catalog, other site content, and business processes

Apply ATG technology to business-critical problems

Utilize best practices when designing and managing your site

Promote upsell and cross-sell opportunities

Best Practices and Design Decisions (subhead)

The course will offers 'best practice' advice on applying ATG technology to your organization's needs. You learn about the out-of-the-box capabilities of ATG's product suite and where to customize your environment to maximize effectiveness. You also learn about key design decisions when planning your organization's site.

Hands-On Exercises

The hands-on lab exercises start with a guided tour of ATG features, and then move into more advanced skill building. You will have a chance to explore all major areas of ATG's business management tools.

Modular Approach

This course is divided into several independent modules:

ATG Commerce (merchandising, promotions, catalog management)

ATG Personalization (scenarios, profiles, targeted content)

ATG Search Merchandising

ATG Content Administration

You also have the option of tailoring the course to your organization's needs by choosing the modules that meet your training requirements.

Audience

Business Analysts

Functional Implementer

Marketing

Project Manager

Suggested Prerequisites
Experience with the software development cycle

Understanding of basic Web development is helpful

Understanding of marketing and business processes

Course Objectives
Segment customers into meaningful groups and deliver content based on their preferences and behavior

Develop detailed business requirements for specific scenario needs

Manage and publish all manner of web site content

Apply ATG technology to business-critical problems

Create and manage ATG Commerce product catalogs

Create and deliver promotions

Configure personalized search results

Market products more effectively using cross-selling and upselling features

Personalize customers' web site experience with targeters, slots and scenarios

Course Topics

Introduction to ATG Capabilities and Features
Capabilities and features of the Oracle ATG Web Commerce product suite
The customer relationship lifecycle

Getting Started
The class practice environment
ATG Commerce Reference Store overview
Accessing the ATG Business Control Center (BCC)

The Product Catalog
ATG Commerce overview
ATG Merchandising overview
The catalog hierarchy
Catalog assets: Products, Categories, and SKUs
Working with projects and assets in Merchandising
Catalog presentation

Pricing
The item pricing process

Editing prices in products, SKUs, and price lists
Volume pricing
Assigning price lists to users

Advanced Asset Editing
Editing Collections
Editing multiple assets
Editing assets using Visual Merchandising

Promotions and Coupons
Offering and applying promotions
Viewing promotions in the BCC
Creating, delivering, and redeeming coupons
Creating and exporting coupon batches

Commerce Marketing
Promotion Upsells
Cross selling and upselling

Multisite
Common multisite approaches
Data sharing and site groups
Site administration in the BCC
Multisite best practices

Profiles and Segmentation
Personalization
The user profile
User segments

Scenarios
Building and managing ATG Scenarios
Using Scenario templates

Delivering Personalized Content
Slots
Targeters
Content groups
Personalized email

User Directory
Organizations
Roles
BCC access control

Commerce Personalization
Commerce Scenarios
Dynamic cross and up-selling
Business-to-business commerce
Order approvals

Commerce Search

Commerce Search features
Search administration

Search Personalization
Search Merchandising
Personalizing search results
Results prioritization
Configuration rules

Facets
Dynamic navigation
Creating facets
Nested and category facets

Managing Projects
ATG Content Administration (CA) review
CA Projects and Tasks
Project history

Managing Assets in Content Administration
Asset types
Browsing and editing assets
Creating new assets
Comparing asset versions

Tasks and Workflows
Default and custom workflows
Roles and tasks
Asset lifecycle and locking
Rollback
Asset editing conflict resolution

Testing Changes
The staging environment
One-off deployment target
Preview server

Managing Content Administration
Viewing site status
Planning and initiating deployment and rollbacks