

## MCX 2019: Commerce for Brands and Retailers

MCX 2019 will have many opportunities for digital professionals to learn, network, and feel the love from Oracle. Over the conference, different experiences have been prepared to help you take your commerce expertise to the next level. We've outlined some of the don't-miss events below but be sure to check out the **complete MCX agenda** at [Oracle.com/ModernCX](https://Oracle.com/ModernCX).

### Tuesday March 19

#### ***9:00-11:00am: Commerce Cloud Customer Breakfast (limited space!)***

**Pre-conference Education:** Workshops designed to give practitioners tips and best practices for optimizing their use of our platforms

- 8:30am - 10:00am: Oracle Commerce Workshop (On-premise) [Palm D]
- 1:00pm - 2:00pm: Oracle Commerce Cloud for Business Users [Palm C]
- 1:00pm - 2:00pm: Oracle Commerce Cloud for Technical Users [Palm Foyer, Level 3, B]

#### ***2:30-4:00pm: CX Opening Keynote [Keynote Hall]***

#### ***4:30-6:30pm: CommercePros User Group Cocktail Hour [Border Grill, Mandalay Bay]***

CommercePros, the official Oracle Commerce and Oracle Commerce Cloud user group, is hosting a causal cocktail party for all customers. Join for networking and to learn more about the User Group.

#### **7:00pm-8:30pm: Welcome Reception and Exhibit Hall Opens – All Welcome**

Join your fellow attendees and your hosts for a welcome reception and take in the Exhibit Hall.

#### ***7:30-9:00pm: CX Executive Summit Reception (Invite Only)***

## Wednesday March 20

### **8:30-10:00am: MCX Keynote**

#### **10:30-12:00pm: Commerce General Session [Oceanside D]**

##### **CX for Commerce: Building Your Path to the Future**

The history of digital commerce is intertwined with constant innovation. Today digital commerce is synonymous with rapid business growth and cutting-edge customer engagement. The bar is high for commerce teams. In this session learn from the Oracle commerce leadership team and industry leaders about the latest and forthcoming innovations in Oracle Commerce Cloud and the CX suite to help pave your path to the future.

- *Featured Speaker: Keith Ferrazzi, New York Times Bestselling Author, Corporate Transformation Strategist*
- *Gabriel Spaniol, Director Digital Marketing and eCommerce, Carmen Steffens*
- *John Pirog, Sr. Director Digital Development, Motorola Solutions*
- *Oracle: Ian Davis, Sr. Director Product Management, Katrina Gosek, Sr. Director Product Strategy; Alistair Galbraith, Sr. Director of Innovation; Bob Meixner, Director B2C Strategy; Jeri Kelley, Director B2B Strategy*

### **12:15-12:45pm: Keith Ferrazzi Book Signing, Exhibit Hall**

#### **12:00-1:00pm: Lunch, Exhibit Hall**

#### **1:00-1:45pm: Oracle Commerce and Oracle Commerce Cloud Roadmap [Jasmine F]**

Attend this session to hear about the latest releases from Oracle Commerce product management and the investment themes for the future.

- *Ian Davis, Sr. Director Product Management, Oracle*

#### **Theatre sessions [Theatre 7]**

- *1:10-1:30pm: WorldPay demo*
- *1:40-2:00pm: SEO Tips and Tricks*

#### **2:00-2:45pm: The State of Digital Retail & Practical Approaches for Staying Ahead [Jasmine E]**

Change is the only constant in digital commerce. In this session hear what retail and brand leaders have to say about the current state of the industry, and what's driving meaningful change. Get practical advice for approaching the latest trends such as AI, subscriptions, voice, and AR from retailers and brands that will share what's driving results amidst disruption.

- *Chris Bosco, Managing Director Digital Commerce, Accenture*
- *Gabriel Spaniol, Director Digital Marketing and eCommerce, Carmen Steffens*
- *John Spenser, Director Technology and eCommerce, Vermont Country Store*
- *Michael Cosh, Software Solutions Architect, Pure Formulas*

#### **Theatre session [Theatre 7]**

- *2:10-2:30pm: PM – Oracle Loyalty Cloud Up Close*

### **2:00-3:30pm: CX Executive Summit (Invite Only)**

### **3:15-4:00pm: Commerce Cloud “Behind the Scenes”: Ask the Product Experts** [Jasmine F]

Like what you saw in the General Session? Get a deep-dive demo of Commerce Cloud, understand how to bring new capabilities to life, and get answers to burning questions. Join Alistair Galbraith from the Experience and Innovation Lab for a tour of innovative features released in the last 12 months and ask a panel of product experts any of your business or technical questions for answers and best practices, straight from the source.

- *Alistair Galbraith, Sr. Director of Innovation, Oracle*

**-OR-**

### **3:15-4:00pm: Take the Blinders Off: SEO, Social, and the Changing Commerce Channel Ecosystem** [Jasmine E]

For ecommerce companies, sitting atop Google results is critical, but the rules are constantly changing. New ways to reach and acquire high-target profiles via Google, YouTube, Instagram, and Facebook bring exciting growth opportunities, but understanding where to optimize is key. In this session hear from SEO experts as they cover changes in recent shopping behavior, the importance of managing the new channel ecosystem, tips and tricks for leveraging the latest SEO enhancements, and how social plays a growing role.

- *Bartosz Góralewicz, CEO and Head of SEO, Elephate*
- *So Young Park, Director of Product Strategy, Oracle*

**-OR-**

### **3:15-4:00pm: Optimize Your Customer Engagement with Oracle Commerce and Digital Assistant** [Palm

Foyer, Level 3, B]

ChatBots allows your customers to interact with Oracle Commerce Cloud in the most natural way possible - through a conversational interface. Oracle Digital Assistant take this to the next generation, by adding AI, multiple skills, multiple conversation styles, etc. Furthermore, Oracle Digital Assistant will be able to detect your customer's sentiments through the conversation, thereby enabling you to quickly react and resolve customer satisfaction issues. In this session, we will explore how Oracle Digital Assistant can optimize your customer engagement - for retailers and for business to business alike.

- *Joe Huang, Product Manager, Oracle*

### **Theatre session** [Theatre 7]

- *4:10-4:30pm: B2B Innovation Demo, Pierce Washington*

### **4:15-5:00pm: Drive Engagement and Conversions with a Mobile-first Strategy**

[Shoreline, Level 2, Exhibit Hall]

Mobile is arguably the center of today's shopping journey but determining the right mobile commerce strategy for your organization can be tricky. During this session hear tips and tricks that will wow customers and drive results from digital commerce agency Fluid. They will share consumer, experience and technical expertise that inform overall approaches to mobile, different design strategies, and how brands can leverage the latest mobile innovations to build best-in-class experiences that increase conversion across Responsive, mobile apps, and mWeb.

- *Rigel Cable, Associate Director of Strategy and Analytics, Astound*

**-OR-**

#### **4:15-5:00pm: Make Them Smile (and Spend): Loyalty Drives Sales [Jasmine E]**

Hear from Alaska Airlines and Southwest Airlines about how they make loyalty central to interactions across the customer lifecycle. Fostering loyalty is crucial in today's ultra-competitive market, but for many B2C and B2B companies, building a loyal customer base has become an uphill (and expensive) battle. To unlock the holy grail of higher engagement, sales values, and lifetime value, orchestrated delivery is required across touchpoints. Hear from these CX Heroes on loyalty program best practices and how to combine Marketing, Commerce, Service, Sales, and AI interactions to foster loyalty at every step of their journey -- and keeps them coming back for more.

- *Alice Dungey, Southwest Airlines*
- *Nazeer Shaik, Alaska Airlines*
- *Matt Hahnfeld, Alaska Airlines*
- *Sonia Wadhwa, Sr. Director Product Management, Oracle*

**-OR-**

#### **4:15-5:00pm: Using Design Studio to Create a Compelling Content and Commerce Experience [Jasmine F]**

In today's "experience economy," consumers want rich content and brand stories delivered in the context of their personalized shopping experience. To meet these market demands, online businesses must be empowered to quickly create and deliver pixel-perfect sites that are targeted, scalable, and responsive. In this session learn tips and tricks for using Oracle Commerce Cloud's unified tools to weave compelling content in to your brand's digital commerce experience to drive engagement and sales.

- *Julie Sabol, Director Product Management, Oracle*
- *Keith Spohn, Director Product Management, Oracle*

#### **6:00 – 7:30pm: Markie Awards – ALL WELCOME!**

The 2019 Markies now honor the creators of standout customer experiences across marketing, sales, service, and commerce, bringing light to what goes on below the surface of CX. Attend the awards show to cheer on the winning brands across a variety of CX topics.

#### **8:30 – 11:00pm: Customer Appreciation Event**

Exclusive entertainment event for Oracle customers!

## Thursday March 21

### **8:30-9:15am: The Power of Personalization and Testing** [Jasmine E]

Personalization in ecommerce has remained largely elusive for the last decade. In this session discover how the latest advancements in AI, segmentation, targeting, AB testing, and analytics have made personalization scalable, with effective targeting to specific segments of shoppers.

- *Andrew Webb, Director Product Management, Oracle*

**-OR-**

### **8:30-9:15am: Customer Stories: Migrating from Oracle to Oracle** [Jasmine F]

Migrating to the cloud is no small decision. Attend this session to get insider details from people who have lived digital transformation and share their tips for success migrating from on-premises solutions such as ATG and iStore to Oracle Commerce Cloud. Hear from customers and their implementation partners as they share their migration frameworks, case studies, best practices, lessons learned, and how the migration has impacted their business.

- *John Spenser, Director Technology and eCommerce, Vermont Country Store*
- *Felipe Pontieri, CIO, Livelio*
- *Dan Feuer, Director Product Strategy, Oracle*

### **9:30-10:15am: New Ways to Optimize Your Intelligent Search Experience** [Jasmine B]

On-site search is more important than ever and helping shoppers find what they need ASAP is critical. Hear how Commerce Cloud is helping our customers deliver quick and accurate search experiences with new APIs to configure search, a modern UI to simplify management, AI to inform optimal results, hands-on curation capabilities, and SEO hacks. Attendees will walk away with tips for elegantly designing a high-performing search experience that could previously only be done in on-premise solutions.

- *Andrew Webb, Director Product Management, Oracle*

**-OR-**

### **9:30-10:15am: Transform Complexity with a Modern Approach to Integration** [Jasmine F]

Connected systems are the lifeblood of most companies, but the word "integration" has a negative reputation associated with cost, delays, and weak spots in the organization. Concerns about overcomplicated, brittle integrations breaking the customer experience are a thing of the past. Attend this session to learn how modern integration approaches reduce complexity, are easier to maintain, and foster innovation. Learn about recommended approaches for integrations, how Oracle productizes integrations out of the box, and how you can leverage an ecosystem of integration partners to reduce time to market, custom code, and customer experience frustrations.

- *Gary Kirschner, Director Product Management, Oracle*
- *John Huang, Sr. Director Product Management, Oracle*

## **Theatre session** [Theatre 7]

- *10:10-10:30am: Accenture Innovation*

### **10:30-11:15am: The Great Architecture Debate: Integrated, Hybrid, or Headless** [Jasmine F]

There are different flavors of digital transformation, but which is best? New technology and market disruption has forced online companies to take a hard look at their unique stack to decide which aging, critical systems to keep and which to modernize with SaaS. In this session hear how a panel of customers architected their stacks and deployed Oracle Commerce Cloud in different ways to achieve their goals. From full SaaS migrations, microservices and headless, to hybrid approaches, learn why each deployment model was chosen and how it works within their business. Additionally, Oracle technologists discuss the pros and cons of each model, and when to deploy each to meet current needs and growth goals.

- *Echidna, partner*
- *Matt Landau, VP Software Development, Oracle*
- *Ian Davis, Sr. Director Product Management, Oracle*

**-OR-**

### **10:30-11:15am: The Art of Catalog Management and Merchandising** [Jasmine B]

Great merchandising turns online catalogs in to immersive experiences where perfectly placed products almost magically work their way into shoppers carts. In this session learn best practices for Oracle Commerce Cloud catalog management, with tips for incorporating personalization across the shopper's journey to increase engagement, conversion, and order values. Learn how peppering in marketing, social, and AI can take merchandising to the next level.

- *Mary Page, Web Merchandising Supervisor, Vermont Country Store*
- *Julie Sabol, Director Product Management, Oracle*

**-OR-**

### **10:30-11:15am: Tips for Customizing Agent Console** [Palm Foyer, Level 3, B]

Having an integrated call center application is critical in the cross-touchpoint customer journey, and having it meet your requirements will be unique to every brand. Join Product Management as they provide tips and best practices for customizing Commerce Cloud Agent Console.

### **11:45-12:45pm: Keynote - Magic Johnson**

### **12:45-1:45pm Lunch**

### **1:45-2:30pm: Ecommerce Considerations for an International Rollout** [Jasmine E]

Expanding internationally is top of mind for many ecommerce organizations, but there are a multitude of things to consider. In this session hear different approaches to managing a multisite, international deployment with tips for catalog management, design, caching, payments, and language localization. Hear how our customers are expanding internationally one (or 50) countries at a time.

- *Andrew Webb, Director Product Management, Oracle*

**-OR-**

### **1:45-2:30pm: Tips for Optimal Storefront Performance [Jasmine F]**

Did you know a percentage of revenue drops with every 100 ms delay in page load time? In this session get tips on how to make a good first impression by enhancing your web and mobile experiences, improving site performance, and optimizing page load times to land more site visits and boost conversion rates.

- *Russell Glitman, The Vermont Country Store*
- *David Noel, The Vermont Country Store*
- *Adam Belmont, VP Software Development, Oracle*
- *Keith Spohn, Director Product Management, Oracle*

### **2:45-3:30pm: How AI Is Taking eCommerce to the Next Level [Jasmine E]**

For ecommerce professionals, the challenges are clear. How can you attract new customers, retain existing ones, and influence their spend once you have them in your sights? In this session see how Oracle Adaptive Intelligent Apps (commerce and marketing) deliver new levels of personalization for online content delivery and how search capabilities are enhanced to make every experience more intuitive for the customer. See a demo of the product, talk roadmap, and discuss how you can deliver contextual cross-channel experiences for your customers.

- *Andrew Webb, Director Product Management, Oracle*
- *John Menhinick, Director Product Management, Oracle*

**-OR-**

### **2:45-3:30pm: Customizing and Extending Oracle Commerce Cloud [Jasmine F]**

In the experience-driven economy, online sellers must have full control of their site to differentiate. Oracle Commerce Cloud was designed with a unique customization model that allows B2C and B2B companies to extend and customize the customer experience to suit their needs, without boundaries. In this session hear tips and best practices from product experts on how to take your commerce experience innovation to the next level with server-side extensions and node.js. Dive into the common use cases, explore the art of the possible, and learn best practices for working with node and server-side extensions.

- *Matt Landau, VP Software Development, Oracle*
- *Gary Kirschner, Director Product Management, Oracle*