



We paddle hard to max your investment in e-commerce, site search, and data insight.

Company backgrounder

Helping customers glide smooth and smart



We work hard behind the scenes so your team can deliver results.

RealDecoy is a business technology specialist that helps B2B and B2C organizations maximize their investments in ecommerce, site search and data insight.

We've worked with a few brands that might ring a bell, like American Greetings, Cardinal Health, Dillard's, GameStop, Harvard Business Publishing, The Home Depot, Honeywell, Marriott, Office Depot, Samsung, Sysco and Whirlpool.

But why the duck?

Ducks glide smooth and serene across the water without any apparent effort, but beneath the surface those webbed feet never stop moving. That's what we do. We work hard behind the scenes so your team can deliver the results your organization needs, as effortlessly as possible.

It all adds up to happier customers and better decision-making - the sorts of things that tend to drive revenue and profitability. Who doesn't want more of that?



We bring site search challenges to heel for B2B and B2C brands.

Find it

RealDecoy is a global authority on site search, with the professional services that prove we can walk the talk.

Search is at the root of almost every ecommerce challenge related to giving customers the tailored experiences they want. We wrestle these challenges into submission for B2B and B2C companies.

How do we do it? By aligning the third-party search platform that best serves each client's unique business problems.

Our knowhow goes well beyond retail. We've gotten the job done in multiple industries, including healthcare, manufacturing, education, media and financial. The proof is in hundreds of projects with clients across the Americas and in Europe. Our track record has garnered the attention of industry analysts, who want to know what we think about search.

Oracle relies on RealDecoy as one of its primo partners to deliver customized, end-to-end implementations of its entire Oracle Commerce suite. We apply proven best practices to help you get the most out of your investment in either Oracle Commerce On-Premise or Oracle Commerce Cloud.

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Our sweet spot is Oracle's core site search platform, Oracle Commerce Guided Search (once known as Endeca). In fact, RealDecoy has touched 25 per cent of all Endeca implementations ever undertaken and remains Oracle's first and only Platinum Partner specializing in Endeca.

How's that for street cred?

But it doesn't end there. We make managing your content easy too. Implementing leading web content management systems is old hat for us. It's been part of our DNA since our signature duck first quacked. Our WCMS capability spans a variety of powerful platforms, including Adobe Experience Manager, Sitecore and Drupal.

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Understand it

What makes us such a force to be reckoned with in site search? The answer is simple – data insight.

We excel at the collection and management of site search data, but our team drills far deeper than that. Our award-winning team analyzes, interprets and unlocks unexpected insights from this data. This gives B2C and B2B brands alike an intimate understanding of their customers so they can provide truly personalized ecommerce experiences. That means more transactions, bigger shopping carts and a growing legion of loyal customers.

We're not just about ecommerce. Our expertise in data insight takes us into a pile of verticals across the private and public sectors. We unlock the meaningful insights from massive data that decision makers need to make the right call, at the right time.



We unlock unexpected insights so you can make the right call, at the right time.

Care about it

No one else in our weight class has this combination of skills to help drive your business.

(Really – we’re scrutinizing our competitors all the time.)

At the same time, customers tell us we’re more agile, attentive and competitive on pricing than the big guys that try to shoehorn your business into their pinchy Size 10s.

That’s because our team shares the caring mindset of a boutique business that values every client relationship.

And since caring for our clients is core to our culture, we’re not afraid to call it like we see it. We’re straight shooters dishing straight talk to drive real business results.

Sure, we could always tell you what you want to hear, but that doesn’t do much for your business. Our team sweats alongside yours to dig out your ecommerce, site search and data insight challenges by the roots. Frankness, honesty and an open mindset have always been key for us to deliver true business value to our clients.

Does your organization need help to drive profitability, efficiency and priority business results from its investments in ecommerce, site search or data insight? Then call us at +1.613.234.9330. We’ll make sure all that hard paddling beneath the surface is taking your team where it needs to go.

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