



RAPID TIME  
TO ROI

RAPID  
ITERATION

MULTI-CHANNEL  
E2E

UNIFIED  
VISION

BRAND  
INTEGRITY

IMPROVED  
CUSTOMER  
ENGAGEMENT

IMPROVED  
CUSTOMER  
LOYALTY

IMPROVED  
CONVERSION

**Transform  
complexity  
to build  
understanding**



Oracle Endeca Implementation

#1

ORACLE®  
ENDECA

#1 Oracle Endeca  
Resource Worldwide

Success Stories

150+



150+ Successful  
Endeca Projects

Years in Business

12+



Steady growth over  
the past 12+ years

200+ Global Clients

200+



Market presence in North  
America and Europe



## The Company

**WE HAVE THE PROVEN BUSINESS  
AND TECHNOLOGY EXPERTISE TO  
CONVERT MASSIVE DATA INTO  
MEANINGFUL CUSTOMER  
EXPERIENCE AND ACTIONS.**

RealDecoy is a professional services firm focused on transforming structured and unstructured data into meaningful experiences for our customers' customers. We deliver end-to-end services including a unique integration of information discovery with commerce applications.

Our engagement model is based on developing a clear understanding of the business drivers that our clients

are facing and aligning the skills, technology, training and metrics to ensure a successful result. We are especially proud of the fact that around 70 percent of our business is derived from existing clients.

RealDecoy has grown steadily over more than 12 years and now has a solid market presence in North America and Europe, and training capabilities worldwide.



## Professional Services

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BASED ON CLIENT REQUIREMENTS, WE DEPLOY A TEAM OF SPECIALISTS DEDICATED TO DESIGNING THE SYSTEMS THAT DRIVE YOUR BUSINESS AND, MOST IMPORTANTLY, THE WAY PEOPLE INTERACT WITH THESE SYSTEMS.

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Our iterative and agile approach ensures that the end result maximizes usability, engagement and adoption to achieve your goals.

Our core capabilities include:

**Oracle Endeca Commerce (OEC) Solutions Provider:** end-to-end project delivery, integration with commerce and mobile platforms, Experience Manager, system audits and search optimization/searchhandizing.

**Oracle Endeca Information Discovery (OEID) Solutions Provider:** end-to-end project delivery, aligning with traditional BI platforms including MicroStrategy, SSIS and Cognos, mobile platforms and system audits.



## Our Oracle Partnership

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REALDECOY IS AN ORACLE GOLD PARTNER AND ORACLE ENDECA PREMIER GLOBAL PARTNER. WE ARE THE WORLD'S MOST EXPERIENCED ORACLE ENDECA RESOURCE WITH OVER 12 YEARS OF B2B, B2C AND ENTERPRISE IMPLEMENTATIONS.

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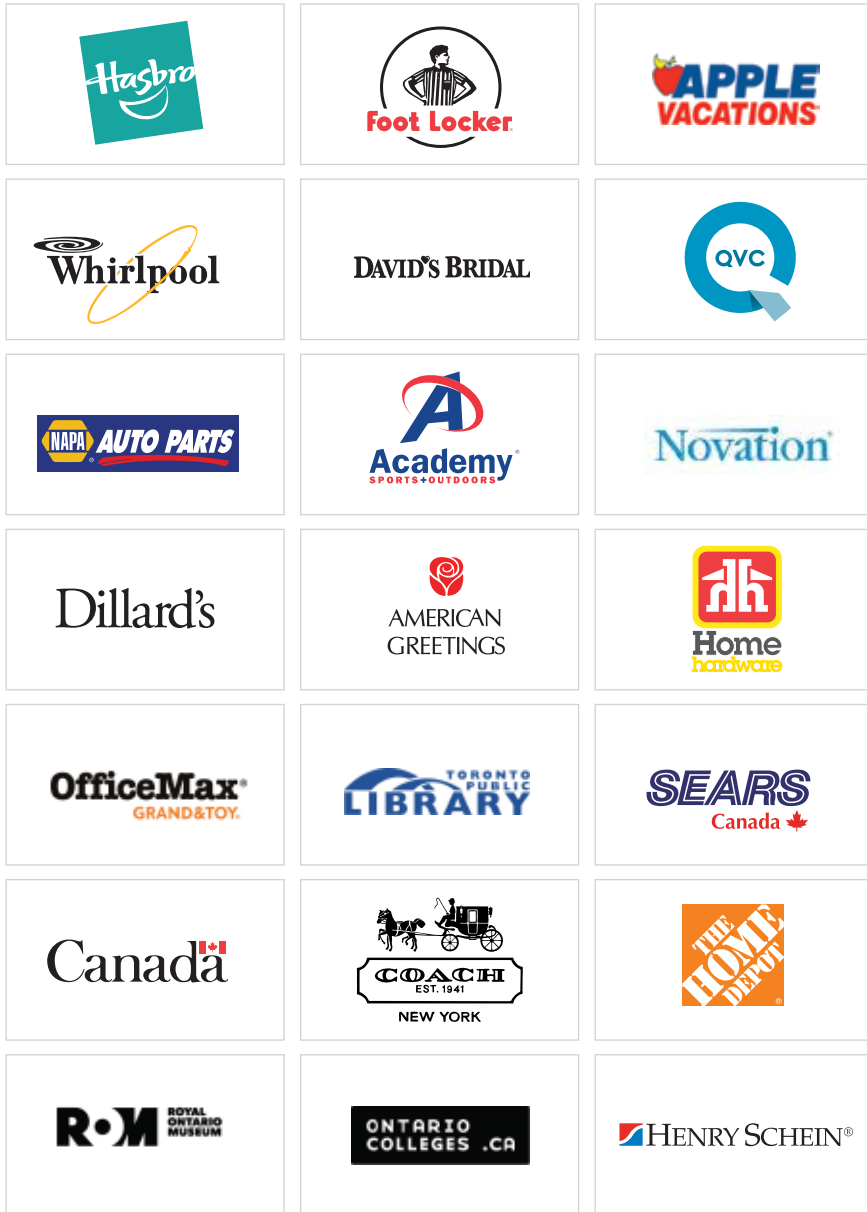
Our proven engagement model reflects our commitment to results-oriented accountability and is supported by more than 200 clients in key verticals including retail, public sector, healthcare, manufacturing technology, education and associations.

We have more than 90 professional services and technology experts with the experience of over 150 Oracle Endeca Commerce and Information Discovery projects to support you. In fact, we have touched around 25 percent of all Endeca implementations ever undertaken.

RealDecoy is a thought-leader in the Oracle Commerce ecosystem and leads education programs around the world...we even wrote the Endeca accreditation materials for Oracle University. We also make our expertise available through the Endeca Community website that we launched in 2012.

**ORACLE** Gold Partner

## Our Clients:



## Process flow:



### 1 MASSIVE DATA

In the good old days, data was conveniently stored in easy-to-search tables. Now, a successful organization needs to make sense of massive data originating in structured and unstructured sources such as social media, catalogs, supply chain management metrics, video...even the weather.

RealDecoy's data-driven services enable businesses to understand their data and to put it to work. We use content to build context, to see inside an organization and to build the critical relationships that will drive success.

### 2 CX

Everything comes down to a consistent, personalized and meaningful brand experience across channels and at every touch point. Usability is just a starting point...we want people to be proud that they're experiencing your brand.

We have the engineers to construct commerce and information-discovery systems that leverage best-of-planet technologies. However, our engagement model is driven by understanding what drives your organization and only then aligning the right tools and teams to deliver success.

### 3 VALUE

RealDecoy's client-driven services focus on optimizing personalized content. We help you to manage a customer experience throughout a decision lifecycle and across multi-channels. We make things findable, we enrich choices and we align these with organizational goals.

Our depth of knowledge in managing massive data not only pays dividends for information-discovery assignments, but also delivers a competitive edge for commerce systems. We deliver performance metrics and tangible value.

# Transform complexity to build understanding

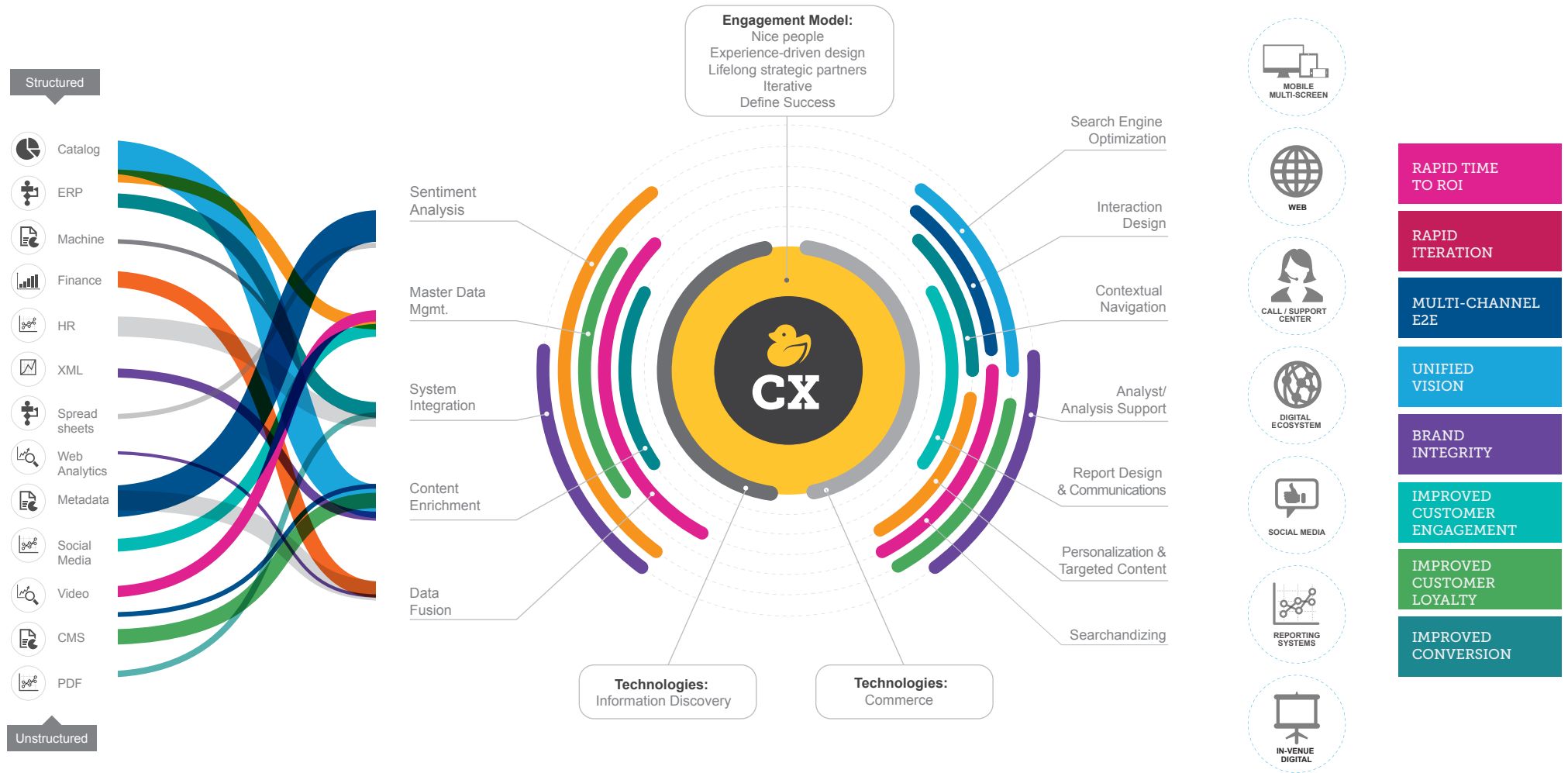
Massive Data

Data-centric Services  
Context

Client-centric Services  
Personalization

Touch Points

Value Delivered





Learn more about how RealDecoy can help you to optimize the power of Oracle Endeca:

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