RealDecoy

Real.Ctrl

RealDecoy's productivity platform for Oracle Commerce deployment and development

Technology Brief

OVERVIEW

Real.Ctrl (pronounced "real control"), RealDecoy's proprietary productivity platform for Oracle Commerce, helps companies achieve unparalleled reliability and performance from their Oracle Commerce deployments for years to come. Real.Ctrl enables a progressive business model that puts the customer experience first, cuts costs and shortens time to market. Real.Ctrl is setting a new standard for Oracle Commerce deployment and development. It is the only technology worldwide that automates all the core operational, administrative and function testing inherent in Oracle Commerce implementations so companies can focus on driving CX and innovation. With Real.Ctrl, RealDecoy is freeing enterprises of the traditional business model practiced by many Oracle Commerce systems integrators that ultimately costs the retailer more but delivers less.

What is Real.Ctrl?

To ensure your Oracle Commerce deployment has a rock-solid foundation from day one and unparalleled reliability and performance for years to come, Real.Ctrl is RealDecoy's proprietary productivity platform for Oracle Commerce that helps business and development teams address three common use cases inherent to any Oracle Commerce project:

Activation: In a typical deployment, a vendor provides a demo of their platform but leaves the client to begin the development process from scratch. Getting developers up to speed and fully productive can take a couple of weeks. Real.Ctrl, on the other hand, can use a client's available data to create a working Oracle Commerce store as a demo – the development process is already off to a running start. The client's project teams can make site enhancements from day one.

Collaboration: Requirements from your business team are not lost and forgotten on a Word doc or spreadsheet. With Real.Ctrl, the development team takes your business team's requirements and turns them into executable and functional web tests to assess their feasibility. If they pass, they are captured by the system and baked into the development process. This is an iterative process that continues throughout the development cycle.

Inspection and Auditing: Real.Ctrl features a centralized cloud-based system for automated source control. This system automatically assesses the quality of code, tests for quality assurance, and can replicate any given state of the Oracle Commerce build. This includes proof-of-concept exercises for any projects offside of the main build. Any change that occurs in source control is automatically recognized and tested by a continuous integration server to spotlight any errors. In this way, Real.Ctrl continuously validates the integrity of your Oracle Commerce deployment during the build and through its entire lifespan, to ensure reliable and cost-efficient operation.

Real.Ctrl is a productivity platform for Oracle Commerce deployment and development.

KEY BENEFITS
- Time to market: 3-6 months vs 6-18 months
- Costs 30-50% less
- Rock solid code quality

KEY FEATURES — *Simplifies through automation*
- *Activation* – Working store with customer data from day 1
- *Collaboration* – Site requirements baked in
- *Audits* – Code quality assurance

(continued)

Even faster, more cost-effective Oracle Commerce implementations

Rapid implementation: With data provided by a client, Real.Ctrl can create a reference store across multiple environments by the end of a client's discovery phase for an implementation cycle at least twice as fast as traditional methods. Project teams quickly gain consensus on site features that deliver maximum ROI, and stay focused, thanks to the rapid prototyping, automated gap analysis and working Oracle Commerce store provided by RealDecoy's proprietary technology. Real.Ctrl's focus on collaboration between developers and business users, and its automatic code quality-assurance capabilities, further accelerate the process. *Your e-commerce platform can be up and running in half the time or less than it would take with another partner –* three to six months, versus six to 18.

Quick enhancements: To ensure your build is rock-solid from the start, Real.Ctrl possesses the automated inspection and auditing processes for quality assurance, so code changes to an existing site can be made and validated quickly with fewer bugs. New developers can get up to speed and create testing environments within days, or even hours, rather than weeks. Through upgrades, enhancements and the addition of new components, your Oracle Commerce build will always run at peak efficiency without getting bogged down by its complexity.

Retailers unbound: Real.Ctrl lets your business untether itself from us. Instead of creating a relationship of dependence, we believe that the best way to ensure client satisfaction and grow our business is to make your team independent of ours as quickly as possible. This ultimately saves you on maintenance and upgrade costs.

Cost savings: Real.Ctrl helps us save you money, too. Our approach to your build – using Real.Ctrl's powerful automation tools and baking business-user requirements into the development cycle from the outset – allows us to be far more accurate and cost-effective in estimating the resources required by your Oracle Commerce project.

Real.Ctrl continuously validates the integrity of your Oracle Commerce deployment to ensure reliability and cost-efficiency.

Simplifying Oracle Commerce through automation

No other solution available on the market today can do what Real.Ctrl can to simplify your Oracle Commerce build, deployment and operation. Real.Ctrl is unique in its ability to automate all the core operational, administrative and function testing inherent to an Oracle Commerce implementation.

Even the initial installation and configuration of Real.Ctrl is automated for you through the cloud. Real.Ctrl is the only technology that manages code with data and configuration together in the same Oracle Commerce versioning system.

This saves you time and money, which can be directed elsewhere to drive more value for your business.

Strong and resilient Oracle Commerce sites

Real.Ctrl gives you the strongest technical infrastructure and ensures the cleanest code as each incremental requirement of your Oracle Commerce build is implemented.

The result is unparalleled stability at launch and for years to come:

•**Predictability:** Market to a specific date for site launches and major upgrades.

•**Agility:** Consistent up time ensures your teams can roll out campaigns and respond to demand.

•**Conversions, AOV, Loyalty:** A more stable site enhances the user experience to drive sales and brand loyalty.

•**Regeneration:** Clean up the code quality of a failing deployment to revitalize digital customer experience and regain the trust of your customers.

•**Flexibility:** Native capability to support on-premises or cloud-based deployments.

•**Elastic scalability:** Scale up or down as needed to adapt to new business models, or align with seasonal shifts in traffic volumes to reduce costs.

Gain control.

Contact RealDecoy's President & CEO, Richard Isaac at 613-234-9330 x1091 to learn how we can assist you with your Oracle Commerce implementation.

Learn about RealDecoy's Oracle Commerce services.