

Digital Commerce for Retailers

Helping retailers deliver high-converting online stores to win new customers and increase brand loyalty.

THE CHALLENGES

In today's market, retailers face a wide set of challenges when it comes to their online store and overall digital commerce solution. They are all trying to improve their customers' online experience, increase sales and stay ahead in a competitive market. Here are a few of challenges retailers face with their digital commerce solution:

- **Online customer experience:** 57% of retailers with online stores can't give customers the experience they want. They need to deliver a responsive, always-available online store that is able to perform securely and at scale. But to differentiate in market, they also need to offer new experiences such as personalized shopping (eg recommendations), search and merchandising, reviews, chat and new payment methods (eg Afterpay).
- **Switching in-store customer experience online:** Customers expect more than a simple online storefront, they want to experience the same features they get in-store across all channels including in-store, web, mobile apps, social networks and online marketplaces.
- **Pace of innovation:** Retail is a highly competitive market, and retailers frequently run into roadblocks with long development cycles and/or downtime associated with marketing campaigns, catalogue updates, innovative upgrades, and other new features. This can be due to having legacy commerce solutions and/or heavy technical. A retailers' inability to move quickly to deploy new features severely impacts their online revenue growth and customer loyalty.
- **Out of date technology:** Many retailers have cumbersome, monolithic platforms and need to upgrade to a more modern solution. For many, upgrades are as difficult as replatforming to a different vendor, due to complex customizations. Others are being forced off their legacy solution completely with an end-of-life timeline.

THE SOLUTION

Ultra Commerce is a modern digital commerce solution that offers both out-of-the-box simplicity and customizable frameworks that scale, enabling retailers to deliver new online experiences to their customers first.

Ultra Commerce offers a wide range of solutions from a full end to end eCommerce platform to managed services, and a flexible commercial model with no upfront contracts and pay as you go pricing.

KEY BENEFITS



Launch Faster

Have your first environment up in a couple of hours and your online store ready to launch in a couple of weeks. After launch, beat competition to market with new features and experiences.



Increase Loyalty and Customer Experience

Eliminate downtime with 99.999% guaranteed uptime. Create high-converting experiences using Ultra Commerce's headless platform and integration frameworks.



Lower Risk and Higher ROI

With no upfront contractual agreement and pay as you go pricing, Ultra Commerce is dedicated to your future success.



Easy to use

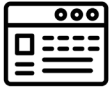
Manage your digital commerce by a simple portal for business, technical and administrative tasks.

SOLUTION FEATURE HIGHLIGHTS



Integrated catalogue management system

With a robust and highly flexible catalogue management system, you can create and manage catalogues, categories, products, media, inventory, pricing, and many other features. Even share catalogues across vendors and sites within your company.



Content management system

Ultra Commerce offers a rich yet easy-to-use CMS to create high-converting UX templates. An entire site can be managed through one platform and interface with the ability to preview, stage (immediately or at a later date) and deploy content with a simple approval and workflow engine.



Offers and promotions

Easily build a range of promotions and offers for any site. With built-in customizable rules and a workflow engine, you can build campaigns that specifically fit your marketing plan or integrate with a 3rd party engine.



Pricing and segmentation

Create a variety of pricing models based on price lists, tiers, and/or customer segments with ease. Manage pricing at multiple levels eg catalogue, category, product, customer or custom. Support specific pricing initiatives by building your own customer segments to fit your business needs.



Multi-brand

Manage your multiple brands, sites or geographies with a simple, single administrative user interface. Save time by centrally managing your catalogues, marketing, cart, OMS, CMS and channels.



Performance at scale

Maintain a consistent user experience and increase brand loyalty even during peak user load times for sales, promotions, or holidays with Ultra Commerce's automation and orchestration platform. Built on AWS, it includes auto-scaling, multiple availability zones and zero-downtime deployments to guarantee the performance of the site at all times.



High availability

Guarantee your site will be available 99.999% of the time with an industry-leading SLA, local 24x7 technical expertise, and out-of-the-box disaster recovery.



Security

Ensure the security of your customers and your brand with AWS and Ultra Commerce protected infrastructure. Gain the security of the cloud via AWS as well as application-level security within the digital commerce platform. Customize application-level security (I.e site level access/security) via the admin console or even more granular via customizable configurations.

GET STARTED

Speak With Us about Ultra Commerce.

Learn more about Ultra Commerce at www.ultracommerce.co