



# The Only Fully Integrated Digital Commerce Platform for Enterprises

Grow your B2B, D2C and Marketplace with out-of-the-box commerce plus order, product and content management.



# Challenges to selling online



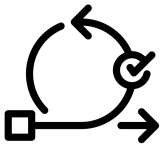
## Complex Business Requirements for eCommerce

Integrations with multiple business systems, product/SKU creation and attribution, product matrix/product combinations, bulk ordering/reordering, complex pricing models and contract pricing, minimum/maximum order quantities, stock availability/ability to promise including built to order products.



## Lagging Behind the Competition

In highly competitive markets, companies run into issues with long development cycles associated with marketing campaigns, catalog updates and other upgrades and innovations. Inability to deploy new features quickly hinders growth.



## Inefficient Offline Selling and Fulfillment Systems

Needing a digital sales force that is always available, always product knowledgeable and ability to keep the delivery promise made at order. Alignment with existing sales processes (offline ordering e.g. email and fax) can be one of the bigger barriers to entry. Shifting consumer preferences, lack of in-house skills also present challenges.



## Channel Growth Barriers

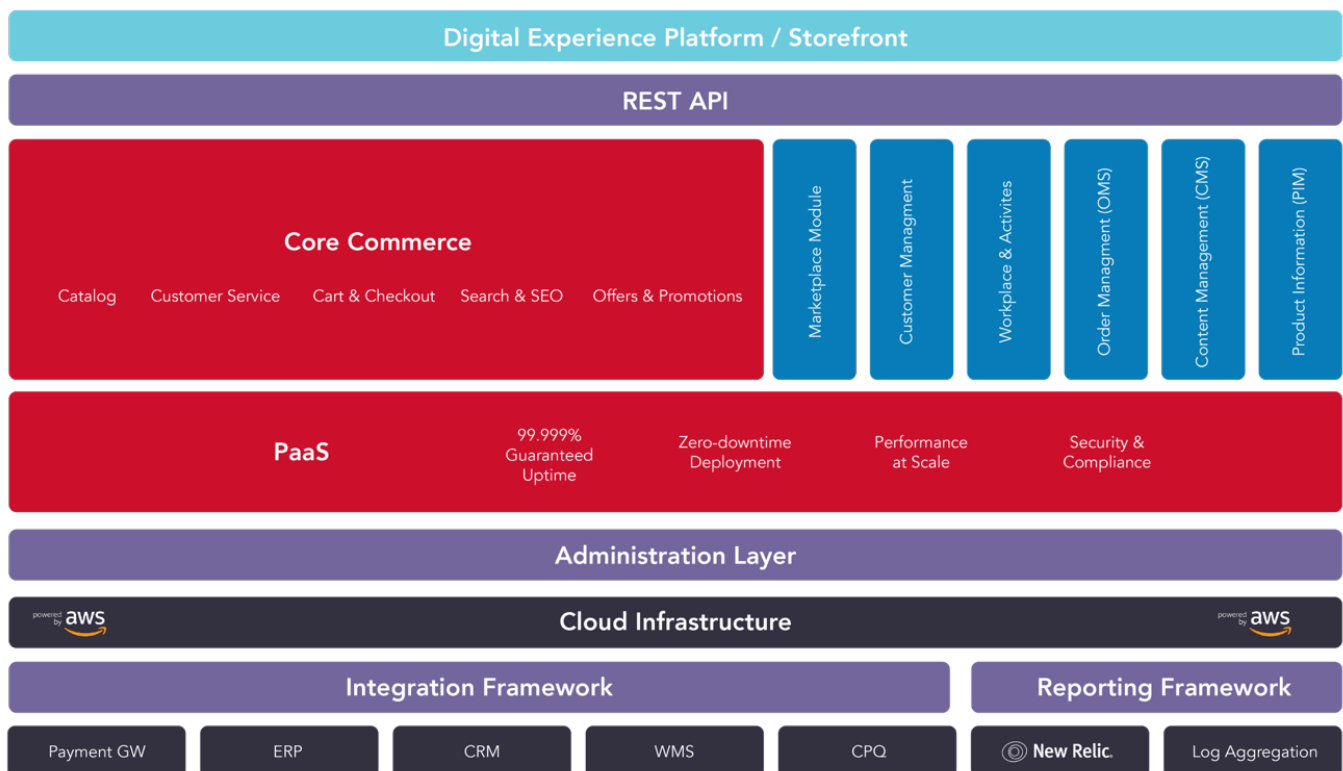
Not having the right technology or contract in place to enable expanding your digital channels to a new region or customer base can hinder the growth of your digital business. Find new sources of growth via new channels, equaling new revenue.



## Locked In with Bad Tech

Lengthy and onerous contracts can limit an organization's ability to stay agile and take advantage of new technologies. Upgrading to stay on the same platform can require substantial code changes and customizations making replatforming palatable. End of life for outdated versions also makes replatforming a more attractive option.

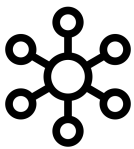
# Solution with Ultra Commerce platform for B2B, D2C, Marketplace



Built to handle complexity, the digital commerce platform is feature rich with unique built-in capabilities required for B2B, D2C and Marketplace organizations. Plus, a framework enabling unique customizations.

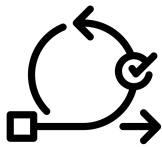
# Key benefits of Ultra Commerce Platform

Give your customers delightful experiences and grow your business with the Ultra Commerce digital commerce platform.



## Lower Total Cost of Ownership

Everything you need to launch your digital solution in one platform. B2B, DTC, Marketplace, OMS, CMS, PIM, and more out of the box. No add-on fees or licenses for rich capabilities.



## Faster Time to Value

By taking advantage of an all-in-one platform, you can launch your solution in 6 weeks and start to see your return on investment immediately.



## Improved Customer Experiences

Create seamless experiences across channels, delighting your buyers from point of origin/purchase all the way through to delivery and point of consumption.



## Future-Proof & Grow

After getting transactional, have a platform that can scale your business and already enables global growth in size and complexity. Plus, create new revenue streams all under a single license fee for all modules.



## Enterprise Model Built to Fuel Growth

As you grow, Ultra Commerce grows with you. Pay per page views, not per products, SKUs, modules or complexities. Never compromise enterprise grade features and capabilities for price.

# Core Commerce to get you transacting online quickly

All the functionality you need out of the box to get your customers ordering online. Whether it's repeat orders or build to order requirements, you can do it all with Ultra Commerce.

## Cart & Checkout

Upload purchase orders, repeat orders, build their order, or simply add items to the cart with an intuitive experience based off the model perfected by the leading brands. We make ordering, reordering multiples and bulk products seamless.

## Search & SEO

Accurate and effective internal search capabilities for an excellent customer experience. Improve your site's rankings with our platform's optimized features and content.

## Offers & Promotions

Personalization features to create offers and promotions for your customers: engendering their loyalty and repeat business.

## Customer Service

Allows CSRs to manage all aspects of supporting and servicing customer orders, including assisting with guided selling processes and buying on customers' behalf.

## Storefront

Responsive, intuitive and high-converting interface designed to delight your customers throughout the buying process. Built to provide for B2B and/or DTC & Marketplace customers in one platform.

## Functionality for B2B/D2C Selling

B2B to enable a D2C selling motion without compromising their existing channel, distribution and wholesale routes. Accomplished all on one platform with Ultra Commerce.

# Enterprise Modules OOTB to get you up and running quickly.

Ultra Commerce comes with a suite of robust modules requiring no add-on license or fee – all modules plus the core commerce storefront come fully integrated – avoiding costly and time consuming integrations.

## Order Management (OMS)

We enable complex order processes involving multiple facilities, multiple sub assemblies and multiple parties including multiple manufacturing processes. See Page 7 for comprehensive breakdown.

## Enterprise Marketplace

Create a new revenue stream and expand the assortment of products provided to your customers. Bring together multiple sellers and brands under one roof, giving your buyers exemplary experiences.

## Product Information Management (PIM)

Our platform is built to handle even the most complex product hierarchies of your B2B organization. De-risked migration with product, bundling, expansive attribution and media import/export capabilities.

## Content Management (CMS)

Quickly get to value with our included CMS, which is intuitive, responsive, fast-performing and high-converting. Deploy a modern and robust digital customer experience out of the box.

*All of these enterprise modules are included out of the box. Use any or all of them, or leverage solutions you already have in house.*

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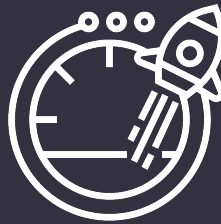
BUILT-IN MODULE:

# Order Management System (OMS)

Make and meet delivery promises to your customers while managing complex orders down to the item/split line level and delivering exemplary experiences.



Improve Efficiencies



Gain Inventory Velocity



Increase Customer Experience

## Key Capabilities & Features

- ✓ Complex Order Orchestration
- ✓ Global Inventory Visibility
- ✓ Split Order Fulfilment
- ✓ Status & Communication updates
- ✓ Seamless Customer Journeys
- ✓ Dynamic Real-time Sourcing
- ✓ Allocation across Manufacturer, Supplier & Distributor
- ✓ Reverse Orders & Returns
- ✓ Security-backed

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BUILT-IN MODULE:

# Product Information Management (PIM)

One central source of truth for all your product data – manage large, complex product catalogs across all channels for an industry-leading Customer Experience.



Improve  
Productivity



Boost Your  
Bottom Line



Deliver  
Consistent  
Experiences

## Key Capabilities & Features

- ✓ Workflows, approvals & versioning
- ✓ Multiple products, categories & subcategories
- ✓ Multi-enterprise PIM
- ✓ Unlimited attributes
- ✓ Support multiple business units, brands & regions
- ✓ Flexible catalog management
- ✓ Product bundles
- ✓ Product Data Management
- ✓ Omnichannel experiences
- ✓ List unlimited products
- ✓ PDM & bundles
- ✓ Product attribution
- ✓ Complex product hierarchies, relationships & bills of material

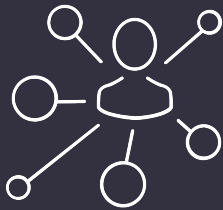


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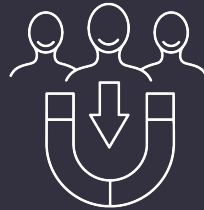
BUILT-IN MODULE:

# Enterprise Marketplace

Marketplace creates a new revenue stream and growth opportunity for your organization. Give your customers a personalized experience while connecting them with your vendors in a central, fully integrated online setting.



New Revenue  
Streams



Increased Buyer  
Loyalty



Expanded  
Digital  
Presence

## Key Capabilities & Features

- ✓ Consumer Marketplace
- ✓ B2B Marketplace
- ✓ Multi-party order orchestration
- ✓ Fully integrated with PIM, OMS & CMS
- ✓ Supports consumer, private & semi-private marketplaces
- ✓ Built for Manufacturing (Industrial, CPG, FMCG); Alcohol/Beverage/Food & more

# Cloud Platform to set you up for success

Building your house on the right foundation is critical and cannot be overlooked. With Ultra Commerce, you are ensured a secure, stable, and scalable platform.

## Security and Compliance

Grow your business while reducing risk and improving security, privacy and reliability for your customers.

## Performance at Scale

We service everyone from medium to large multinational enterprises and provide the same reliable, secure platform no matter the size of company or breadth of customer base. You can scale your global user base with us.

## Global Support and Technical Resources

Our dedicated global services and operations team is working 24/7/365 so you never have to worry.

## Guarantee You're Always Online

Give your customers access to your site at any time of the day. Our disruptive, industry-leading 99.999% system uptime guarantee ensures your site is running seamlessly during your busiest times.



# Modern Architecture to rapidly innovate

Our modern architecture supports front end experience with back end commerce functionality for a best of breed headless solution. Avoid vendor lock-in while keeping costs down.

## API-First Architecture

Our platform adapts to your specific business processes and requirements. Easy integration to your existing CRM, ERPs, payment GW, WMS and MDM applications.

## Prebuilt Integrations

Our platform has prebuilt integrations for common requirements ready to launch to serve all your channels (e.g. tax, location services, shipping and credit worthiness).

## Regular and Frictionless Updates

Ability to deploy high-speed updates to your online site and store without impacting your back end systems. Make changes to your front end at the same speed as consumer technology development.

## Support Now and in the Future

Capacity to support new technologies as they develop, meaning internal marketers can stay current and keep your brand on the forefront of the customer experience.

## Omni Channel Excellence

Extensible, API driven platform to provide unified, consistent customer experience across all your channels: Web, mobile, call centers, POS systems, kiosks, IoT and wearables, etc.

# Feature & Capabilities of our enterprise eCommerce Platform

|                                    | 30 day trial | Standard | Premium |
|------------------------------------|--------------|----------|---------|
| <b>BUSINESS MODEL</b>              |              |          |         |
| B2B                                |              | ✓        | ✓       |
| B2C                                |              | ✓        | ✓       |
| B2B & B2C                          | ✓            |          | ✓       |
| <b>COMMERCE</b>                    |              |          |         |
| Cart & checkout                    | ✓            | ✓        | ✓       |
| Customer service                   | ✓            | ✓        | ✓       |
| Import/export                      | ✓            | ✓        | ✓       |
| Internationalization               |              | ✓        | ✓       |
| Offers & promotions                | ✓            | ✓        | ✓       |
| Payment                            |              | ✓        | ✓       |
| Search                             | ✓            | ✓        | ✓       |
| Templates & themes                 | ✓            | ✓        | ✓       |
| Workflows & approvals              | ✓            | ✓        | ✓       |
| Marketplace                        | ✓            |          | ✓       |
| Content management (CMS)           | ✓            | ✓        | ✓       |
| Order management (OMS)             | ✓            | ✓        | ✓       |
| Product inventory management (PIM) | ✓            | ✓        | ✓       |
| Shipping                           |              | ✓        | ✓       |
| Subscriptions                      |              | ✓        | ✓       |
| Tax                                |              | ✓        | ✓       |
| <b>DEPLOYMENT MODELS</b>           |              |          |         |
| API/headless                       | ✓            | ✓        | ✓       |
| Multi-channel/storefront           | ✓            | ✓        | ✓       |
| Multi-catalog                      | ✓            |          | ✓       |
| <b>PLATFORM</b>                    |              |          |         |
| Availability SLA                   |              | 99.99%   | 99.999% |
| Application performance monitoring | ✓            | ✓        | ✓       |
| Client-side / browser monitoring   |              | +        | +       |
| Content delivery network           |              | +        | +       |
| In-memory key value database       |              | +        | +       |
| Log aggregation                    |              | ✓        | ✓       |
| Developer tools                    |              | ✓        | ✓       |
| Active disaster recovery           | ✓            |          |         |
| Zero downtime deployments          |              | ✓        | ✓       |
| Predictive auto-scaling            | ✓            | ✓        | ✓       |
| PCI-DSS level 1 service provider*  | ✓            | ✓        | ✓       |
| 24x7 support                       | ✓            | ✓        | ✓       |

✓ Available

+ Available as an add-on

## ABOUT ULTRA COMMERCE

Ultra Commerce is an enterprise eCommerce platform for B2B, B2C and Marketplaces. Its fully integrated platform features built-in OMS, CMS and PIM, providing a seamless end to end customer experience to help organizations grow their online business. The Ultra Commerce solution is enterprise scale, suited for the complexities of the modern digital business. With teams worldwide, Ultra Commerce offers more than just a platform but a partner for their customers as they grow.

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