Engaging Customers Anywhere with Unified Commerce

OneView Digital Store: Optimal Architecture + Technology Platform for Unified Commerce

OneView is committed to delivering full retailer control with the speed and agility to support scalable, high-volume commerce alongside execution of the critical new business objectives that define a successful unified commerce strategy.

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OneView Digital Store: Connected Selling + Engagement Everywhere

To remain competitive, maintain customer loyalty, and protect market share, all retailers must seamlessly connect digital to store—OneView Digital Store makes unified commerce achievable for Tier 1 and Tier 2 retailers.

Through continuous innovation over the last decade and proven in partnership with global retailers, OneView has redefined how retail technology is built and delivered. Since our inception in 2011, we saw an unfulfilled need to empower retailers to embrace change and disruption by offering technology choices that could quickly respond to customer shopping preferences, changing behaviors, and market forces.

Today, OneView empowers retailers to digitally transform critical operations with our cloud-native, API-first commerce platform powered by a channel-agnostic digital cart engine that manages cart processing, calculation and tLog generation for any point of engagement. Through years of 'test and learn' with successful early adopters, OneView has made unified commerce achievable by combining these commerce services with full retailer control of the UX/UI through our headless architecture. OneView's ability to 'productize' build, test and learn into a quick-start, low-risk/high-reward retail framework allows retailers to quickly iterate their unique vision to build brand value and loyalty.

Whether the focus is on next generation point of sale, commerce engagement, omnichannel orchestration, last mile innovation or more, OneView enables you to develop and scale extensible customer experiences across your brand.

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Key Tenents of OneView Commerce

- *Retailer Control -* Eliminate vendor dependency in the retail tech stack. Giving retailers control means delivering the architecture and functionality to build experiences that matter — fast.

- *Enable Agility -* One transaction engine capable of supporting commerce anywhere. Eliminating technical redundancy in the user experience translates into power to quickly see results on the journey to unified commerce.

- *Target Disruption -* Enable retailers to focus disruption on those areas where they will gain the greatest return on investment. This means OneView has to work as well alongside legacy applications as it does delivering a completely new retail interaction. In short, we never require a rip and replace to unify commerce.

- *Embrace Innovation -* Continuously improve our platform and framework to allow retailers to quickly add new features, products, services or offerings as quickly as they can imagine and build them. To sustain retailer innovation requires continuous improvements to OneView's architecture, tech stack, and the functional depth of every experience accelerator we offer.

- *Put Customers First -* Empower retailers to put customers and their experience with the brand at the center of their technology strategy by eliminating complexity from development cycles — yours, mine and ours. Our single goal is to create the tools that enable retailers to move with speed and purpose as they embrace technology to transform their customer interactions — anywhere.

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Modern Framework for Agile Innovation at Scale

To overcome and embrace disruption, retailers benefit by arming themselves with technologies that allow them to quickly respond to change. OneView's 'digital cart engine' creates a single source of truth for commerce transactions regardless of where they originate in the buying journey. By extending headless capabilities beyond online to reach in-store, curbside, or the doorstep, OneView empowers global retailers to transform customer experiences with ultimate control over relevance and personalization. Designed as a full platform ecosystem, OneView Digital Store provides retailers with the tools and capabilities to reimagine and innovate commerce based on where and how their customers want to shop. By putting retailers in control to imagine and build every customer experience, they are fully empowered to respond to rapid shifts in the business or customer expectations to deliver continuous value and ROI to the brand.

Every platform component interacts seamlessly to support all buying interactions across the customer journey from point of sale, point of service, cash management, promotions, inventory management, pickup management and integration to online commerce, last mile, social and more to create frictionless, uninterrupted engagement for shoppers. With a hardware agnostic core, reuse of current hardware and infrastructure can be paired with deployment of the latest devices to speed time to market and reduce total cost of ownership. OneView's modern cloud architecture, commerce framework and digital cart engine are powerful tools to assist business leaders as they navigate and manage the changes to operating models in a fast-paced customer experience-driven world.

As the only headless and serverless unified commerce engine, OneView is designed for retailers who see the value of having access to a platform of hundreds of core commerce services that can be shared across every customer experience.

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OneView Digital Store Unified Commerce Platform

OneView Digital Store offers a rich depth of functional microservices to power and extend any next generation commerce engagement — in store, at the curb, online, social, last mile and more. Key components include:

Digital Cart Transaction Engine

Single Commerce Engine, Any Touchpoint

Eliminate Checkout Silos

Enable access to 'in the moment' omnichannel data

OneView Framework Services

Cloud-native Microservices Catalog

Feature-as-a-Service commerce functions

Build brand-specific customer experiences, fast

OneView Retail Accelerators

In-Store Checkout (POS, Mobile, Self-Service)

Cash Management

Real-Time Inventory

Distributed Order Management

Enterprise Promotions

Pickup + Delivery

Pick + Pack

SaaS Infrastructure Services

Includes the AWS or Azure Infrastructure, 24/7 environment monitoring, infrastructure maintenance, and support.

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OneView Retail Accelerators

OneView's Retail Accelerators are pre-built experiences developed on the OneView headless platform. These ready-to-use modules can be leveraged out of the box to rapidly bring proven experiences to market or act as experience development templates to guide how OneView Framework Services are utilized to build or extend the selling journey that best meets a retailer's individual requirements. The Accelerator offering gives retailers the tools to get to market rapidly and the control to then continue iterating those experiences to synthesize and streamline the omnichannel brand experience for their unique objectives with direct guidance on core best practice as they design, extend and wire their unique UX/CX to the OneView Digital Cart Engine. Accelerators support:

| Distributed OMS | Pick+Pack | Pickup/Delivery | Inventory | Promotions | In-store Checkout | Cash Management |

| Fulfillment | Optimization | Engagement | Buy Anywhere |

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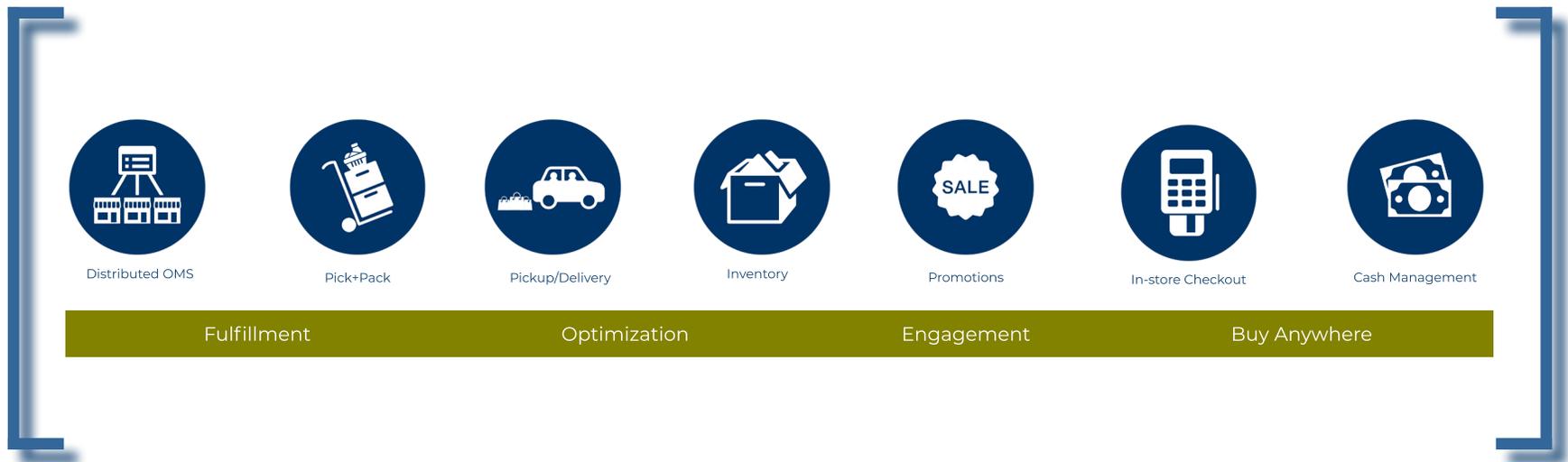
In-store Checkout (POS, Mobile, Self-Service) - Engage at any physical touchpoint, including point of sale, mobile POS, self-service, kiosks and more. Improve services with linebusting, pay at curb, in-store engagement, pop-up stores, or evolve in-store by replacing legacy checkout and self-service lanes.

Cash Management - Support all in-store use cases with powerful cash management functions including full till management, open and closing stores, and banking management and administration.

Real-Time Inventory - Manage real-time stock balances as each transaction in every channel is executed. Taking live feeds of transactional data, OneView tracks every buy and sell and provides every application with instant access to balances. Make it easy for store associates to locate, transfer, or ship items from anywhere.

Distributed Order Management - Give every store a simple and continuously updated view of order flow for store fulfillment from your order management system. This omnichannel-first view ensures that stores can quickly see and manage orders from any source.

Enterprise Promotions - A robust, cloud-native and microservices driven engine to create and execute targeted, retailer-specific promotions across any channel. Eliminating silos across store, online, voice, merchandising and marketing assures that the customer is presented with the most impactful discount, offer or reward in response to their interaction in every channel.

Pickup + Delivery - From pickup order detail, to efficiently managing the pickup handover process including substitution review and acceptance, customer communication, and staging, OneView guides your team to provide exceptional service with a great associate experience. Works seamlessly with existing store systems and includes lightweight integration points to consume orders and report pickup completions.

Pick + Pack - A full Pick and Pack workflow that directs fulfillment of store orders, including managing substitutions, handling the packing and staging of orders to ensure efficient pickup handover to the customer.

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OneView Commerce has transformed retail technology with the first omnichannel digital cart powered by a single unified commerce transaction engine. Using OneView, retailers rapidly scale digital innovation and interactions at every point of contact to delight customers while maintaining full control of every transaction to protect critical brand engagement and loyalty. From store pickups and next-gen point of sale to frictionless self-service, line busting, pay at curb, last-mile engagement, and store as a warehouse, OneView empowers commerce at any point of contact. Unlike legacy store systems, OneView significantly reduces regret spend and increases the speed of innovation with a cloud-native, API-first architecture that gives retailers full control of their tech stack combined with a headless front end for full ownership of engagement, the transaction, and all vital customer data. The Kroger Company, Australia Post and Molton Brown are among the global retailers revolutionizing digital to store engagement with OneView Commerce.

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