

OneView 30-Day Free Trial

Risk-Free Fast Track Digital Transformation Kickoff



What's the Point?

OneView's free trial belies the adage, "You get what you pay for." It's a true game-changer for retailers looking for a jump start to bridge online and in-store shopping experiences by giving your team free access to:

- Our full headless experience with OneView's cloud-native, headless platform's microservices.
- Fast-start SaaS suite for point-of-sale, mobility, pickups, inventory and omnichannel orders.
- Out-of-the-box, vertical-specific data sets (products, pricing, categories, and promotions) for your team to use in building trial use cases and exploring functionality.
- Training videos and documentation portal, including API schemas, so your team can make the most of this eye-opening trial period, and get generous exposure to our solutions' capabilities.

In short, your team gets a risk-free, deep-dive with hands-on experience designing and deploying a successful trial use case—using the same technology that's powering global retailers as they transform store experiences.



6 Reasons to Take Advantage of OneView's 30-Day OneView Free Trial

1. Temper risk by validating the power of OneView's transaction engine and SaaS solutions to deliver unified commerce engagement
2. Control investment and resources while still proving the value of the solution
3. Experience the planning and delivery process for a high-value business initiative
4. OneView guides your team in solving an immediate business challenge
5. See firsthand how OneView's cloud infrastructure and solutions align with your business strategies and solve unique challenges without legacy disruption
6. Deliver proof points to justify strategic investments in digital transformation

Why Now?

Competition for shopper loyalty has never been more intense, with savvy retailers leading the way with unified commerce strategies that offer greater flexibility and convenience like Pickup and Delivery, Mobile Point-of-Sale, Self-Checkout and more. Our risk-free, cost-free trial helps retailers overcome budget and risk limitations of digital transformation, one step at a time.

- Build awareness among the organization
- See how cloud technology fits into strategies and objectives
- For headless customers, test drive developing and implementing an application
- For SaaS customers, prove the value of cloud-native solutions built with agility and control
- Gain budget approval for additional cutting-edge technology projects

Proof Points

In just nine months, a leading grocery chain expanded from proof of concept for pickup at partner stores to support delivery from fulfillment centers and built and put into production six additional initiatives that continued to improve digital to store engagement across the brand. Recognizing they needed technology that would give them full control of experience development as well as the power to expedite innovative customer interactions, they chose a OneView trial to test and validate their digital transformation objectives.

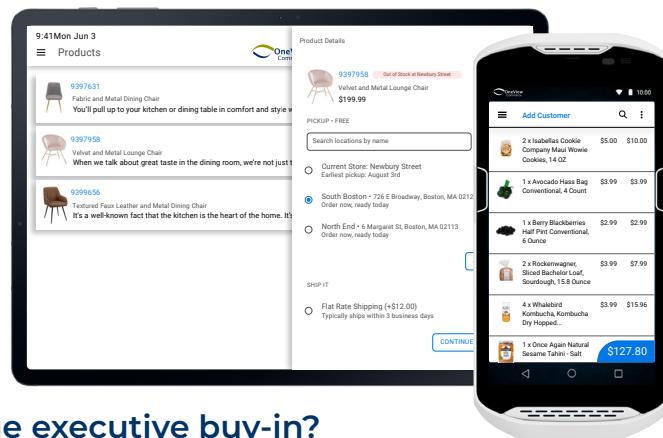
Another international retail brand used OneView's omnichannel SaaS expertise as a proving ground for delivering new engagement, including a mobile checkout experience. By rapidly taking mobility in-store for a live pilot, they demonstrated how a modern cloud platform with accessible and secure microservices would meet their specified business objectives while mitigating risk across their multi-year program.

How does the program work?

You start by identifying a use case that's important to your business—perhaps one that transforms a manual process or overcomes cumbersome experience hurdles. From there OneView gives you access to the SaaS solutions or platform tools, plus the documentation and training to validate how you would deliver on that challenge—at no cost. For example, if you choose mobile POS or pay-at-curb, your team would have free access to our POS, including the full feature flow, trial data, and documentation. OneView provides trial support to help your team optimize the experience. You gain the insights needed to take the next step to a lab and subsequently a live pilot. This approach immediately de-risks complex digital programs and generates much needed data to gain budget approval for large programs.

Using the platform or any of our SaaS solutions, OneView's 30-day free trial starts with:

- Out-of-the-box, vertical-specific data sets (products, pricing, categories, promotions) for use in building out the trial use case and exploring functionality
- Access to training videos and documentation portal, including API schemas, for guiding your team in maximizing the trial period and gaining insight into the full capabilities of our omnichannel applications
- Access to our Wiki and knowledge base to provide insights on use of the platform, use case planning and quick-start guidance
- Work with our technical & business subject matter experts for support and guidance throughout the trial



How does this program encourage executive buy-in?

As your team becomes familiar with the flexibility of a headless unified commerce platform and achieves their free-trial objectives, the stage is set to expand incremental investments in digital transformation and increase return while minimizing risk.

Depending on your objectives and technical resources, your team sees how either our cloud-native, headless platform's microservices or our SaaS solution's pre-built omnichannel experiences work cohesively with your existing systems ensuring a clear view of how to maximize the return from your existing tech stack. In a matter of weeks, headless customers experience how OneView enables rapid transformation of experiences compared to legacy systems. While SaaS customers see how modern cloud technology gives them the agility and control to focus on growing their business and customer engagement knowing their store solutions have the power to grow with them as they meet business objectives.

Who from the retail side is involved in a test drive?

A typical test drive will include retail team members such as system architects, director of IT applications, store operations representatives and product owners. That team will work with OneView to become familiar with the OneView system architecture and full capabilities of our omnichannel applications.

We encourage the retailer's team to come up with a high-value use case that addresses a business objective—something their legacy platform can't deliver. Previous free trials were conducted with mobile point of sale, buy online/pickup, self-checkout, and order management. A trial also demonstrates the value of an agile approach to development and delivery.

After the use case is chosen, OneView guides your team to create a small backlog, including what the minimum viable product should be and what your lab proof of concept should look like. From there, you are ready to start creating your trial experience.

During the trial, key members of your team ranging from architects, developers and business leads become familiar with how quickly our headless platform or our SaaS solutions deliver the value of omnichannel to the business. OneView helps your team navigate through our short videos and training on one side of the screen while they access the application and go hands-on with the solution on the other side. Since most retailers have been dealing with aged legacy solutions, this approach truly jump starts the learning process. And the business team is able to quickly gain an appreciation for the power and interaction of a more modern omnichannel POS.



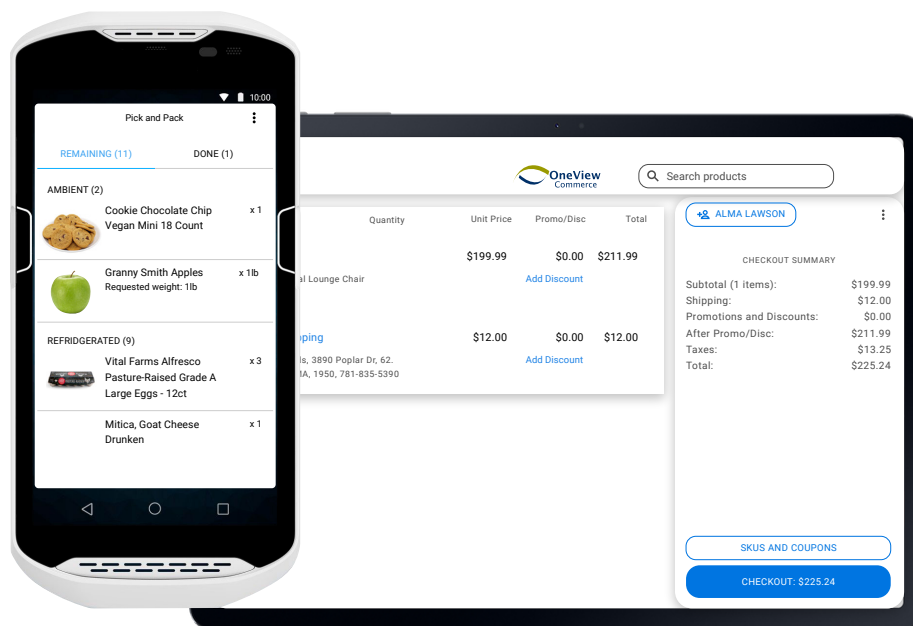
How quickly can a trial get started?

Typically one week after understanding the retailer's challenges through discovery with technical and business representatives and identifying a free-trial use case, OneView will have the trial environments ready including all trial product data. From there, retailers begin work on the proof of concept, with final delivery typically within one month.

What additional steps are involved in a test drive?

After completing a 30-day free trial, the retailer may decide to build on that foundation by moving forward with a low-cost 60-day headless architecture lab, where the use case is expanded to run on a device with integration to backend systems.

The final step is a 90-day pilot, where the use case is actually deployed in a real store environment. Early feedback from store associates about a beta deployment helps fine-tune the user experience and ensures that backend integration fully coexists with legacy systems. This step allows you to demonstrate that valuable business innovation can be delivered within 90 days using modern cloud native architecture versus the many months or years that legacy systems require.



What outcomes can be expected from a test drive?

A test drive engenders greater understanding about the technological vision of a unified commerce strategy as well as concrete evidence that OneView's Unified Commerce platform delivers that vision by enabling your business with:

- A single transaction engine that bridges online and in-store customer experiences
- An API-first microservices framework that drives agility through rapid delivery of innovative services that respond to strategic requests
- Cloud-native applications that scale to demand

In addition, your leadership will gain appreciation for how an incremental approach to digital transformation works—specifically, how a project begins, progresses, may be adjusted to ensure business objectives are met, and how results are measured. The technical team gains appreciation for how the foundational test drive effort makes it increasingly easier to deliver/deploy new solutions and backend integrations with OneView.

How will results be presented to the retailer?

Determining a trial's success begins by establishing use case performance criteria before the trial begins. To ensure a trial is on track to deliver the retailer's objectives, OneView initiates a regular sprint review to continuously monitor how the process is progressing.

The sprint assessment addresses the most important issues:

- Did the recently completed body of work accomplish the retailer's objectives? How well does the architecture support integration to backend systems?
- How effectively is the retailer's team able to take control of their use case (UI, integration, and resolving the business problem) and make agile adjustments based on learnings?
- Are the SaaS solutions providing the range of functionality needed to meet business needs?

These sprint results are available to be shared with the retailer's management and executive teams, empowering teams to ensure buy-in by communicating the value of the platform and to support decisions on moving to a 60-day lab and 90-day pilot.

OneView's free-trial program proves that digital transformation doesn't have to be an all-or-nothing proposition that takes years to produce ROI. Let's discuss how our approach has helped major brands reduce risk and deliver incremental successes along the path of digital transformation.