

The Future of Store Commerce is Here

Is Your Team Ready?



Transform Your Retail Experience with Innovative Technology Solutions

Through continuous innovation over the last decade and proven in partnership with global retail innovators, OneView has redefined how retail technology is built and delivered. From our inception in 2011, we recognized 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.

To remove barriers that inhibited this level of evolution, we committed fully to cloud-native technologies that eliminate the historical “customized” or “localized” solutions that add complex, often retailer-specific, code into base point of sale products. This historic approach created cumbersome systems with challenging upgrade paths that made rapid evolution and response to change nearly impossible. The legacy methodology to customize “by market” often puts localization partners at the helm of defining critical brand experiences, directly infringing on the control and clarity leading retailers require in this highly competitive market.

SaaS

Traditional SaaS Services

- Ready-to-deploy store suite
- High value, modern use cases
- Out-of-the-box payment and key integrations

API-First

Composable Integrations

- Brand-specific extensions
- Tailored Experience
- Targeted Integrations

Composable

Control + Ownership

- Leverage pre-built services
- Create brand-specific journeys
- Own reusable front-end experiences

OneView's composable unified commerce platform combines the best of 'buy and build'



Fulfillment



Optimization



Engagement



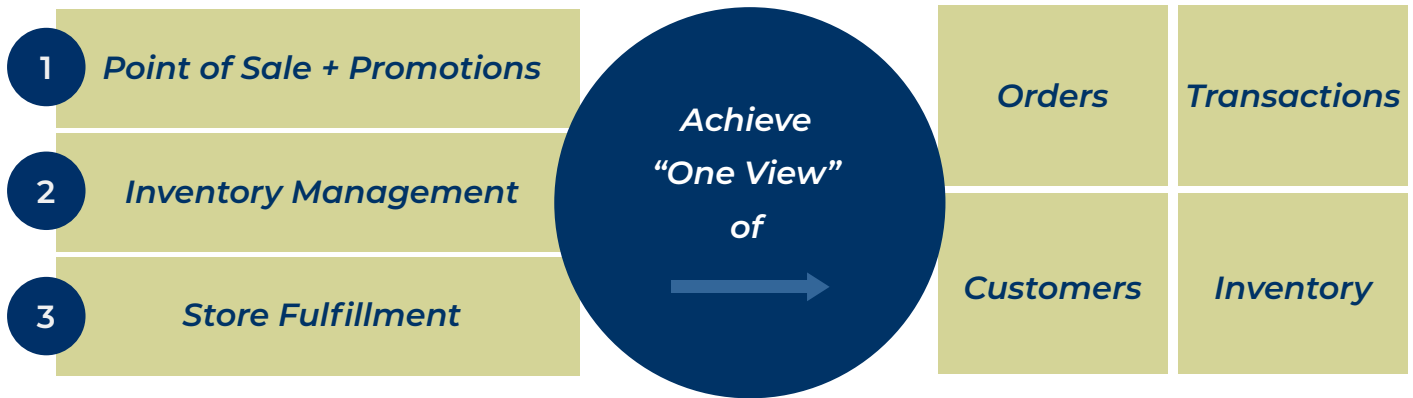
Buy Anywhere



As a modern, cloud-native solution, OneView is committed to extracting this complexity from the core code base. This provides global retailers with a worldwide solution that includes the tooling and architecture inherent in the solution to extend as needed to meet specific market or customer requirements and to create unique, brand-specific engagement without impacting core code or complicating upgrade paths.

Revolutionize Your Store Operations with Modern, Cloud Technology

OneView's API-first capabilities, SaaS deployments and composability empower brands to reshape global point of sale strategy and gain unmatched control and agility that differentiates and elevates brand value.



Enabling retailers to digitally transform critical operations with cloud-native enterprise point of sale, OneView utilizes a channel-agnostic digital transaction engine to manage cart processing, calculation and tLog generation for any point of engagement. Through years of 'test and learn' with successful retail leaders, OneView has made unified commerce achievable by combining critical in-store commerce cloud services with retailer control of associate and customer experiences through a composable UX architecture. OneView's platform 'productizes' build, test and learn into a quick-start, low-risk retail framework that allows retailers to quickly iterate their unique vision to build brand value and loyalty across point of sale, store fulfillment and real-time inventory.

Cloud-Native Flexibility and Control Delivers Personalized Retail Experiences

In a fast-moving, change-driven market, retailers overcome and embrace disruption by arming themselves with modern technologies, like OneView, that allow rapid response to change. OneView's unified transaction engine:

- Creates a single source of truth for commerce transactions regardless of where they originate in the buying journey
- Extends composable capabilities to reach complex in-store modalities, including point of sale, store fulfillment, real-time inventory and mobile.
- Empowers global retailers to transform customer experiences with ultimate control over relevance and personalization



Offline First

Architected from the ground up for offline use that is mission critical to physical store retailing

Retailer Control

Independent control of frontend development overcomes proprietary blockers in legacy solutions

Enable Agility

A single transaction engine eliminates technical redundancy for faster time to market at a lower cost

Target Disruption

Focus digital transformation for greatest ROI by never requiring a rip-and-replace approach

Embrace Innovation

Rapidly add new features, experiences and services that reflect unique brand objectives

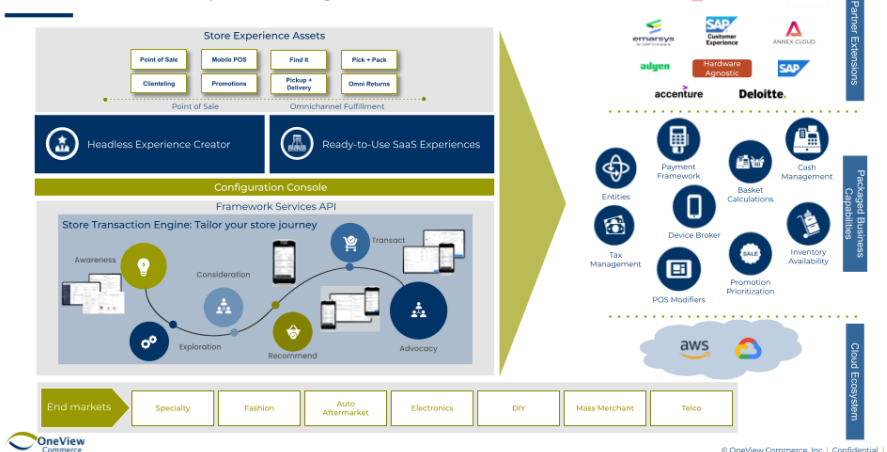
As a full platform ecosystem, OneView provides retailers with the tools and cloud-native capabilities to reimagine and innovate commerce based on where and how customers want to shop. With composable capabilities that unlock the legacy black box of proprietary in-store systems, including the unified commerce anchor of point of sale, retailers have independent control to imagine and build associate and customer experiences in response to market requirements and rapid shifts in business or customer expectations. In short, OneView ushers in a new era of retail technology that enables retailers to take control of their tech stack to deliver continuous value and ROI to their brand.

Composable Commerce for Increased Speed of Feature Implementation

OneView was purposefully designed for retailers who understand that the future of commerce must focus on the democratization of composability to make this capability accessible across the broad spectrum of retail organizations implementing global store solutions. OneView achieves this with a platform comprising hundreds of core store commerce cloud services that can be shared across every associate and customer experience to eliminate development redundancy, streamline maintenance and accelerate digital delivery.

All OneView's platform components interact seamlessly to support buying interactions across the in-store journey, including point of sale, store fulfillment, mobility, clienteling, cash management, promotions and inventory management, as well as extending to e-commerce, last mile, and social integration to create frictionless, uninterrupted shopper engagement.

OneView Composability Infrastructure



With OneView's hardware-agnostic core, current hardware and infrastructure can coexist alongside the deployment of the latest devices to enhance a retailer's existing experiences and reduce total cost of ownership. OneView's modern cloud architecture, commerce framework and transaction engine are powerful tools that assist business leaders as they navigate and manage the changes to operating models in a fast-paced customer experience-driven world. Leading analysts see the future of commerce as the following:

- "Composability is the future of enterprise applications, and digital commerce is leading the way" - Gartner
- "Organizations that have adopted a Composable Commerce approach to outpace the competition by 80% in the speed of feature implementation" - Gartner
- "One-third of digital businesses will regret playing software company. In 2023, a third of digital businesses will abandon or restructure midstream (commerce) projects - Forrester 2023 Predictions.

OneView's Commitment to Retail Innovation Delivers Results

OneView has made a business of ensuring that omnichannel engagement works to the retailer's benefit. Central to this effort has been the constant focus on and enhancement of the OneView architecture. Utilizing proven, open-source technologies, microservice architecture and a detailed API Catalog, OneView shields the retailer from the constant technological shifts while positioning them to rapidly take advantage of advances in infrastructure and function to continuously evolve the experiences they deliver in response to brand objectives, business conditions and consumer demand.

OneView enables easy integration into existing or third-party systems by ensuring that changes to the transactional flow do not affect the underlying resources. The composable architecture results in a configurable, hardware-independent, evolving and reliable retail application that meets the needs of a diverse group of global retailers who now put the customer at the center of their technology strategy.

Commerce Vision

- Continuously extend enterprise commerce to create services once and use them everywhere
- Eliminate the highly modified POS with shared services and responsibility for cart processing (online and in store)
- Leverage cloud services to maximize technology value

Extend enterprise commerce capabilities into and from physical stores to enable a unified customer journey across every digital and physical channel

Store Expertise

- Enterprise cloud infrastructure
- Smart composability supports unique brand objectives
- Proven scale to extend services as business demands
- Architecture alignment to extend any modern commerce capabilities

The ability to rapidly power a meaningful unified commerce experience from a single point of sale transaction engine depends on accessing the full range of commerce services that define, improve and extend those vital associate experiences and customer engagements. With OneView's composable framework services, retail developers have the tools to rapidly add critical, pre-built commerce functionality into in-store and digital experiences using these 'low code' and 'no code' business capabilities delivered as part of a modern cloud services catalog. This means that global adjustments for market and local requirements no longer need to be cumbersome additions that create POS silos across your global estate.

Streamlined Operations: Transaction management, pricing adjustments, and promotion application are automated, ensuring efficiency and accuracy in day-to-day operations.

Continuous Access to Improvements: OneView continuously delivers new functions and features within the headless app. With seamless evolution of the deliverables, teams can efficiently and effectively build brand-specific experiences to serve customers without unmanageable technical overhead.

Simplified Frontend Integration: Seamless control utilizing business logic encapsulated within redux actions. For example, calling `ovcActions.addToBasket(productDetails)` triggers a series of validations and processes, such as adding the product to the transaction, without any code required on the front end.

Enhanced Associate Experience: Real-time transaction updates, dynamic pricing adjustments, and intuitive user interface ensures a smooth workflow for customer-facing employees.

Improved Reliability: Inherent offline mode for uninterrupted POS operation. Transactions are processed locally and synced to the server once connectivity is restored, minimizing disruptions and ensuring reliability for your customer-facing team.

With years of innovation with retail leaders, OneView is steadfast in our belief that the future of point of sale for global entities will be firmly anchored in the agility of cloud architecture combined with the control of application composability that removes complexity from unique global implementations of the point of sale so that brands gain estate-wide, worldwide control of all associate and customer experiences. This approach allows retailers to efficiently leverage the knowledge of their local partner network for market-specific requirements without losing brand consistency or creating technology silos that negatively impact global brand experiences.