

# Unified Commerce

The strategic solution that synthesizes data and transaction execution to the omnichannel 'moment of action'



## Powering Retail Acceleration

Short-term, reactionary-driven responses to customer preferences and behaviors are not a viable option for retailers protecting vital market share. Rather, extending engagement to any place in the buying journey is how retailers remain relevant and successful. Agility—rapidly delivering new shopping experiences that respond to fast-changing consumer preferences—is the key to success. The right technology overcomes legacy constraints and unlocks store technology from static checkout lanes straight into the hands of customers and associates for click to brick engagement that scales.

## Unified Commerce for Engagement Everywhere

The OneView Unified Commerce Platform is a powerful combination of our Transaction Engine, Framework Services and Retail Accelerators that synthesize data and transaction execution to the omnichannel 'moment of action' across complex store and digital landscapes.

Our retailer-proven unified transaction engine abstracts basket creation, calculation and checkout functions from siloed, disparate store and commerce systems empowering innovators like Kroger and Australia Post to deliver brand differentiation through exceptional customer experiences. When combined with our Framework Services and Retail Accelerators, retailers of all sizes can attain this digital reach into stores to improve inventory accuracy and gain actionable insights into active baskets with every product scan. OneView Unified Commerce enables your team to secure brand loyalty and increase revenues as they respond to shopper preferences, behaviors and market forces.

