

Demandware Store

Demandware Store leverages the power of the cloud to not only modernize but revolutionize point-of-sale and retail store operations, while decreasing the complexity of managing store operations, and unifying the in-store experience with digital commerce.

“In the modern retail era, retailers require a single version of the truth — one view of the enterprise organization and information about the consumer from POS to digital commerce.”

Greg Buzek
 Founder and
 President, IHL
 Group

Most stores today operate on a diverse set of systems designed, implemented and managed to solve individual problems, with many complex integrations and points of failure. These systems limit retailers’ ability to innovate the in-store consumer experience, including seamless transitions between the store and digital commerce. And since typical store solutions are delivered as on-premises software, they are difficult to deploy, costly to maintain and nearly impossible to upgrade without complication. That’s why most in-store technology is antiquated and largely unable to meet the needs of today’s dynamic and engaged shoppers.

The solution to these challenges is Demandware Store, a complete point-of- sale and store operations solution delivered through the cloud, and an integrated part of the Demandware Commerce Cloud.





“Enterprises want to offer a seamless digital-to-store experience leveraging a single set of data and processes to deliver a consistent and personalized experience to support marketing campaigns and loyalty programs.”

Gartner

FEATURES AND BENEFITS TO CREATE THE STORE OF THE FUTURE

CORE POINT OF SALE

The core POS capabilities of Demandware Store enable real-time transaction processing, sales, returns and exchanges, with the flexibility to adapt to ever- changing business requirements. Further, its failover system, called Resilient POS, ensures business continuity even in the event of a dropped connection or outage.

- Delivers the performance and reliability of an in-store distributed solution but with the economics and real-time capabilities of the cloud
- Solves the problem of how to support a cloud deployment with the risk of internet dropping in the store

MOBILE POS

With Demandware Store mobile POS capabilities, sales associates use handheld devices and are free to engage with customers on the sales floor, including tendering transactions, inventory lookup and assisted selling.

- Provides access to detailed inventory and customer information and executes transactions anywhere to better serve customers throughout the store
- Reduces checkout lines and increases customer satisfaction

STORE OPERATIONS

Demandware Store provides a rich set of capabilities to manage in-store retail operations including inventory control, back office functions, cash management, transfers and receiving.

- Simplifies and reduces the time it takes to complete back office tasks
- Enables instant access to store performance through real-time dashboards

ENDLESS AISLE

With the endless aisle capabilities of Demandware Store, an out-of-stock item is never really out of reach. Demandware Store enables sales associates to offer out- of-store inventory (in warehouses, other stores, etc.) to in-store customers.

- Recovers sales about to be lost due to out-of-stock items
- Enhances the customer experience by minimizing frustration due to out-of-stock items
- Improves brand engagement through better clienteling, as store associates provide exceptional in-store service

DIGITAL COMMERCE INTEGRATION

As an integrated part of the Demandware Commerce Cloud, Demandware Store is the first enterprise-class, cloud-based POS system that can merge in-store operations with digital commerce to deliver a unified experience. It's today's holy grail of retail – a single view of customer, order, promotion and inventory across channels.

- Delivers a better brand experience to consumers through omni-channel consistency of promotions, order history, pricing, etc.
- Increases the precision of retailers' processes with complete and accurate visibility into customer data, pricing, inventory and views

UNIQUE ADVANTAGES OF DEMANDWARE STORE

Demandware Store is the industry's first truly enterprise-ready, cloud-based POS and in-store management solution. Demandware Store has a number of important unique advantages over other options:

DELIVERED THROUGH THE CLOUD

The Demandware Store cloud deployment model enables continuous delivery of innovative features, enabling retailers to meet consumer expectations with a steady stream of features and enhancements without disrupting daily operations. The cloud also makes implementing and maintaining Demandware Store faster and at lower-cost than traditional options.

A UNIQUE APPROACH TO BUSINESS CONTINUITY

Demandware Store solves the problem of supporting a cloud delivery model in stores where the internet connection is at risk of cutting out. Demandware Store features advanced failover options, with back-ups located throughout the retail enterprise. This ensures that transactions can still be processed and records maintained in the event of a network outage.

ENTERPRISE-CLASS CAPABILITIES

Demandware Store is not a "lightweight" store technology. Demandware Store provides all the capabilities required to support POS, mobile store operations and back-office management for retail enterprises. Demandware Store delivers the performance and reliability of distributed server architecture with the dynamism and cost-effectiveness and reliability of the cloud.



“More than 70% of specialty stores [say] their next POS will be a unified commerce platform. Retailers need to have one view of the enterprise organization and information about the consumer from point-of-sale to digital commerce.”

Greg Buzek
Founder and President,
IHL Group

PART OF THE DEMANDWARE COMMERCE CLOUD

Demandware Store is an integrated part of the Demandware Commerce Cloud, the cloud-based, enterprise platform for omni-channel commerce. Through the platform, both store operations and digital commerce share strategic capabilities such as merchandising and promotions management, as well as a single view of customers, products, prices, orders and other critical data elements. With one platform from Demandware, retailers are finally able to create unified, omni-channel experiences to engage consumers and drive retail success.

Now that leading retailers have fully embraced digital commerce and its power to engage consumers, the next step is to connect it better with the physical store and point-of-sale (POS) systems. Leveraging the power of the cloud, Demandware Store enables retailers to create compelling and engaging in-store shopping experiences and streamline store operations management.

ABOUT DEMANDWARE

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster.



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