

# Demandware Digital

Power digital commerce everywhere: web, mobile, social, in-store and call center.



## Highlights

- Unified consumer experience powered by the leading enterprise cloud commerce platform
- Revenue-driving features released 6 to 8 times per year
- 360-degree view of customer interactions across digital touchpoints, customer service and fulfillment

## The Challenge

### Powering Commerce Anywhere

Commerce today is happening everywhere: online, in-store, on mobile sites and apps, and via buy buttons on social media. With so many paths to purchase requiring their attention, retailers struggle to keep pace with consumer demands. What's holding them back? In a lot of cases, technology. Eighty percent of retailers say that legacy technology hampers their ability to quickly deliver consumer-facing features.<sup>1</sup> Retailers therefore need to be agile enough to drive growth and maintain competitive advantage. But competitive advantage doesn't come from managing IT infrastructure. It comes from innovation, market expansion and exceeding customer expectations.

## The Solution

### Demandware Digital: A Digital Commerce Solution for Enterprises

Engage and inspire customers across any channel, any device. Consumers don't stand still, which means retailers certainly can't afford to. Demandware Digital empowers teams to create, orchestrate and deliver cross-channel shopping experiences, moving ideas into action in a fraction of the time it once took with legacy software. An open development environment enables retailers to easily extend commerce anywhere, from buy buttons to branded mobile or in-store applications, and also to design, customize and deliver rich, innovative brand experiences that delight consumers. Convenient shopping options including reserve, buy, pay, fulfill and service anywhere, are all powered by Demandware Digital.

“Three of four brands that have adopted cloud are high growth brands, growing at a rate of 10% or higher year over year.”

L2





“There are a lot of things you can benefit from Demandware. For us, the biggest benefit has been all the things that get deployed on the platform that we’re able to take advantage of, without doing a lot of custom work ourselves.”

**Chris Hardisty**  
Head of eCommerce  
Puma North America

## Capabilities

### Commerce Storefront

Differentiate, manage and customize the ecommerce experience with a robust reference storefront, pre-built integrations to extended functionality and open APIs.

#### Cart and Checkout

Lead customers to purchase quickly and easily across devices with saved carts and optimized user flows.

#### Modern Reference Storefront Application

Accelerate development of your ecommerce site with a feature-rich storefront based on open APIs. Easily execute a commerce site launch with native responsive design and built in multi-lingual, multi-currency logic.

#### Development Environment for Full Customization

Deploy custom business logic across any commerce channel. Gain access to an extensive library of pre-built, certified integrations through the LINK Technology Partner Marketplace.

### Merchandising and Marketing

Create limitless opportunities for both commerce growth and consumer engagement with capabilities that empower digital teams.

#### Product, Pricing and Catalog Management

Synchronize products and pricing across categories, catalogs, currencies and sites.

#### Merchandising and Promotion Management

Drive conversion and incent purchases by connecting customers to the most relevant products and information. Active Merchandising™ determines the right assortment and offers for customer segments while Predictive Merchandising™ provides personalized offers to an individual, both anonymous and known, across the entire shopper journey.

#### Site Search and Guided Navigation

Help customers find the products they’re looking for, and optimize conversion with merchant rules that adjust for search intent and product profitability.

#### Predictive Email

Drive more traffic and increase revenue with personalization of every message, tailoring to each unique shopper without adding production resources into the existing email process.



“Demandware is an agile solution for fast deployment with an advanced ecosystem of partners, and provides an ongoing flow of innovation. After the success of our L’Oreal North American businesses, we are confident that Demandware is the right solution to further our ebusiness strategy worldwide.”

**Jean-Christophe Sautory**  
Chief Information Officer  
L’Oreal S.A.

## Digital Experience Management

Create and deliver highly innovative and relevant brand experiences.

### Content Management and Responsive Design

Drive centralized content publishing across brands, geographies and sites, and deliver a rich and engaging experience across devices.

### Native Targeting and A/B Testing

Combine segments and offers to drive relevance with native targeting and testing capabilities based on customer behavior, traffic channel or geographic location.

### Search Engine Optimization

Optimize sites, products, categories, metadata, URLs and images for maximum search visibility.

## Multi-Site Management and Localization

Stand up new brands or geographic sites quickly and easily.

### Manage All Sites, Currencies and Languages

Share assets and localize for different customs, cultures, currencies and languages, including double-byte characters with a global multi-site framework.

### Global Content

Target content, offers and relevant products by language, country, state, region or city.

### Localized Reference Storefront and User Interface

Empower regional teams with a global reference storefront and user interface available in English, Chinese, Japanese, French and Italian.

## Digital Commerce Extensions

Extend commerce into an unlimited number of channels including in-store endless aisle, social networks and branded mobile applications.

### APIs for Custom Application Integrations

Leverage key capabilities and data with scalable APIs and a full development platform for complete control over the digital experience.

### In-Store Endless Aisle and Clienteling

Extend digital into the store and prevent lost sales with endless aisle and clienteling capabilities.

### Social Extensions

Extend commerce and your brand to emerging transactional channels, such as Pinterest and Twitter.



**Leader in the Forrester Wave™:**  
B2C Commerce Suites, Q1 2015<sup>2</sup>

“Demandware stands out as the only true multitenant SaaS offering.”

Forrester

## Order Management

Distributed order management and customer service capabilities enable a true unified consumer experience including reserve, buy, pay, fulfill and service anywhere.

### Enterprise Real-Time Visibility

Deliver real-time transparency to critical omni-channel data elements: orders, customers, inventory, pricing and promotions from a single source, across all channels, from stores, warehouse/fulfillment centers and customer service teams to management.

### Seamless Orders and Returns

Capture orders on any mobile device, in the store or directly with a customer service associate. Returns are just as convenient; items can be returned to store or fulfillment center.

### Intelligent Fulfillment Engine

Streamline order fulfillment with an intelligent allocation engine, designed to optimize and simplify back-end order orchestration.

## Demandware Digital



# Demandware Digital



## Unique Advantages of Demandware Digital

### Powering the Unified Consumer Experience

Unify the consumer experience across the shopping journey with a single view of customer data, orders, products, inventory, price, promotions and interactions. The Demandware Commerce Cloud unifies digital commerce, order management, point-of-sale, store operations and predictive intelligence capabilities to provide this 360-degree view, delivering a unique and relevant experience to consumers.

### Predictive Intelligence: Native to Platform

With leading-edge data science woven into Demandware Digital, retailers can create personalized experiences across the shopping journey. The deep integration of intelligence into the platform means managing all aspects of the digital shopping experience are simplified; merchants and marketers have clear visibility to all merchandising and marketing rules in one place.

### Future-Proof Platform

Offload IT operations with confidence to a platform that is robust, stable and scalable. Frequent, seamless upgrades provide access to a steady stream of innovations without disrupting daily operations, and an open architecture enables retail brands using Demandware Digital to build unique customizations and integrations that won't break when upgrades occur.

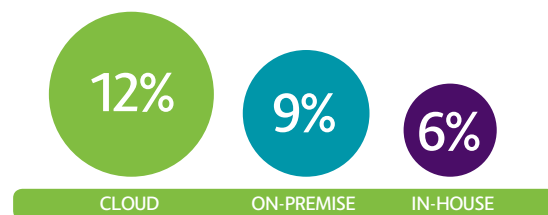
### Community Effect

Join a large, interconnected, engaged community of retailers for ideas, insights and inspiration. Gain retail expertise from the Retail Practice group, which provides consultative advice to Demandware clients, as well as proactive monitoring of site performance from the operations team. Since every client's consumer interactions run through the same platform, Demandware is able to aggregate a rich data set that can be used as a robust benchmarking tool. As a result, Demandware clients enjoy a community effect, similar to a network effect, stemming from the Demandware community.

### Business and Operational Agility

Innovate quickly, without worrying about resource capacity. New sites can be launched in days and promotions in minutes, not months. With pre-built integrations, the robust Demandware partner network enables extended capabilities to differentiate a brand. Lastly, the Demandware Commerce Cloud open platform makes flexible customization a reality. As a result, businesses using Demandware Digital enjoy true business and operational agility.

### Cloud Enables Total Retail Revenue Growth



“From 2009 to 2014, retailers on cloud platforms outperformed those on other platforms in sales, operating margins and earnings. Brands using cloud-based commerce solutions reported an average annual sales growth rate of 12%, compared to 9% and 6% with on-premise and in-house platforms, respectively.”

L2<sup>3</sup>



## Demandware Enables Commerce Everywhere

### Distributed Commerce

Shorten and ease the journey from discovery to purchase by converting consumers on distributed channels directly with buy buttons. Consumers are discovering products on third party mobile apps, social media and messaging platforms, and retailers must meet them there. Demandware Digital is the only enterprise cloud commerce solution that enables retailers to power distributed commerce without standing up new infrastructure.

### Global Commerce

Launch sites in new geographies quickly and easily. With cloud-based delivery and operations, retailers can enter new international markets with minimized risk, cost and technical complexity. Purpose built for international expansion, Demandware Digital enables retailers to scale ecommerce worldwide with secure, borderless infrastructure. Today, Demandware retailers connect and sell to consumers in more than 50 countries.

### Expansion into China

Establish a direct-to-consumer digital commerce business in the world's largest consumer market, China. Demandware Digital is a proven scalable cloud solution with China-ready capabilities, such as a localized user interface, and an ecosystem of local technology and on-the-ground operations partners and expertise.

## Enterprise Digital Commerce

Demandware Digital is for enterprise retailers who want to move faster, grow faster and transform the experience for their consumers across all touchpoints.

- **Branded Manufacturers**
- **Multi-Brand Companies**
- **High Growth Retailers**
- **Large Enterprise**
- **Global Brands**

## Business-to-Business Commerce

Many businesses have begun to engage with their business partners in ways that mimic the consumer shopping experience. Demandware clients have leveraged the platform to meet the needs of business-to-consumer, business-to-business, business-to-employee and business-to-partner commerce.

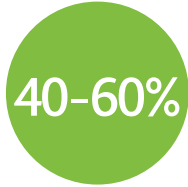
Building a B2B experience with Demandware Digital offers retailers an advantage through:

- **Ability to create intuitive ordering process that follows a business-to-consumer site**
- **Shared site functionality between business-to-consumer and business-to-business sites**
- **Override functionality by site to differentiate the experience for specific accounts or groups of accounts**
- **Shared data across sites and customer types**

# Demandware Digital



Leading retail brands choose Demandware to power commerce across channels, with growth rates that exceed the industry average.



DEMANDWARE ENABLES 40 - 60% CONVERSION RATE IMPROVEMENT<sup>4</sup>



DEMANDWARE AVERAGE CLIENT GMV GROWTH RATE: 32%<sup>5</sup>

## Powered by the Demandware Commerce Cloud

Demandware Digital is part of a unified solution powered by the Demandware Commerce Cloud, an enterprise platform for omni-channel commerce. With the Demandware unified platform, retailers will finally be able to create innovative and consistent omni-channel experiences to engage consumers and drive retail success.

## Demandware Delivers Retailers More than Technology

The Demandware Commerce Cloud is the foundation of Demandware Commerce, a complete solution that empowers retailers to deliver a unified commerce experience for consumers. Along with the core cloud platform, clients get a wide array of supporting services and access to a robust and active community of partners and platform users.

### Demandware Commerce



### The Demandware Commerce Cloud





## 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. The Demandware Commerce Cloud 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.

## References

- <sup>1</sup> Understanding TCO when evaluating eCommerce Solutions, Forrester Research, November 2012
- <sup>2</sup> "Forrester Wave B2C eCommerce Suites", Forrester Research, Inc., Q1 2015
- <sup>3</sup> L2 Value of Agility Report, 2015
- <sup>4</sup> Forrester: The Total Economic Impact of the Demandware Commerce Platform, November 2013
- <sup>5</sup> Average for the years ended December 31, 2014, 2013, 2012



[demandware.com](http://demandware.com)

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